

Mission...

Western Wisconsin WDB is a collaborative, interactive and coordinated network of training resources and support services that is providing and retaining a well skilled labor force for employers in western Wisconsin.

Vision...

To provide a comprehensive and integrated and customer driven and results-oriented system for workforce development that responds to the needs of the employers, job seekers, incumbent workers and youth.

Western Wisconsin



WDB Strategy Committee

Monday, July 17, 2017

2:00-3:30 pm

**Western Wisconsin Workforce
Development Center
2615 East Ave. S
La Crosse, WI, 54601**

Call in: 712-775-7031

Meeting ID 651-305-857

RSVP your attendance to Jessie Foss

fossj@westernwdb.org

608-789-5410

COMMITTEE MEMBERS

- | | |
|---|--|
| <input type="checkbox"/> James Hill
<i>LADCO</i> | <input type="checkbox"/> Greg Erickson
<i>Plumbers & Steamfitters Local 434</i> |
| <input type="checkbox"/> Amy Grotzke
<i>DWD Dept. Vocational Rehab</i> | <input type="checkbox"/> Greg Flogstad
<i>MRRPC</i> |
| <input type="checkbox"/> Mark Glendenning
<i>Inland</i> | <input type="checkbox"/> Tammy Brown
<i>Logistics Health Inc.</i> |
| <input type="checkbox"/> Cheryl Gullicksrud
<i>CESA 4</i> | <input type="checkbox"/> Patrick Rodriguez
<i>North Central States Regional Council
Of Carpenters</i> |
| <input type="checkbox"/> Amanda Jalensky
<i>Family & Children Center</i> | <input type="checkbox"/> Dave Schams
<i>Waterlily/Schams Financial</i> |
| | <input type="checkbox"/> Heather Trimborn
<i>Gundersen Health System</i> |

**STRATEGY COMMITTEE
MEETING AGENDA**

July 17, 2017
Workforce Center – Western Wisconsin



Agenda Item	Page(s)	Action
I. CONSENT ITEMS		
A. Call to Order		
B. Announcements and Introductions		
II. ORDER OF BUSINESS		
A. Meeting Minutes - April 10, 2017	Pgs. 1-2	X
Action: Review and approve minutes		
B. Strategic Planning		
1. <i>Strategic Initiative #1 - Satisfy the needs of our customers</i>		
○ Define needs to be addressed		
○ Determine measurement of success		
2. <i>Strategic Initiative #2 - Focus on results driven collaboration</i>		
○ Define desired results		
○ Differentiate between this initiative and #1		
○ Determine measurement of success		
3. <i>Strategic Initiative #3 – Focus on talent acquisition and allocation to get results</i>		
○ Is this specific to WDB staff?		
○ Determine measurement of success		
4. Talent Development		
○ K-16 Education System group (Lizz)		
○ Apprenticeship/Pre-apprenticeship (Julie)	handout	
○ Potential transitional jobs social enterprise program at CRBC (Julie)	handout	
○ Planning for future skill needs due to automation/technology (Julie)	handout	
○ Ad-hoc committee discussion		
C. Partnership Development		
1. Sector Partnerships		
○ TUMMA – Report from Lizz on activities/focus		
○ Other potential industries for development: transportation & IT	handout	X
Action: Select industry to focus on for sector partnership		
2. Economic Development		
○ EDA grant submission for CRBC expansion feasibility study		
3. Agencies serving untapped labor pool		
4. Advisory committees from major industries (mfg, healthcare, IT, transp) discussion		
III. CONCLUSION		
A. Unfinished Business		
B. New Business		
IV. ADJOURN		

**WDB Strategic Committee
Minutes
Monday April 10, 2017**

I. CONSENT ITEMS

A. Call to Order

Chair Jim Hill called the meeting to order at 2:03 p.m. a quorum was present.

B. Announcements and Introductions

Introductions were made

II. ORDER OF BUSINESS

A. Meeting Minutes – This was the first meeting of the new committee, there were no minutes.

B. Strategic Planning

- Ms. Sullivan gave an overview of the labor force in the region.
- Poverty Levels – Ms. Jones commented on the rising child poverty in the area which is a huge concern.
- Comprehensive Economic Development Strategy – The committee looked at several factors from the CEDS report by the Mississippi River Regional Planning Commission that focused on poverty rates, housing, unemployment. The list of strategic initiatives from the report was reviewed.

The committee discussed the PY16 Strategic Plan. The committee agreed that the three main goals were still relevant, but needed to be re-arranged for order of emphasis and logic. The committee agreed that the goals to be presented to the Board are:

Strategic Initiative #1: **Satisfy the needs of our customers (Employers and Job seekers)**

Develop job seeker skills and expectations to meet employer needs

Strategic Initiative #2: **Focus on results driven collaboration**

Collaborate with partners, businesses and strategic alliances to develop demand-driven results based on impactful workforce development programming.

Strategic Initiative #3: **Focus on talent acquisition and allocation to get results.**

Support and deploy resources with accountability to achieve WDB mission and goals.

Employer Needs: There was discussion around the needs and expectations of employers on soft skills. It was suggested that workshops should focus on the “**why**” this is important to employers and job seekers rather than the “**how**”.

C. Opportunities for Collaboration

The committee discussed several collaborations in the area including”

- **The GRACE HUB** – this is an initiative of the United Way and other partners to focus on pathway development and achievement for family members. There are at least 20 pathways with measurable results (health care, employment, addictions, education).

The goal of the pilot program is to reduce the reliance on emergency room visits in a targeted area in La Crosse; however, the impact may be felt in other areas as well.

- **Skills to Pay the Bills** – Ms. Grotzke explained the DVR youth program that focuses on developing the soft skills. Walgreens has adopted/endorsed the curriculum. This may be an opportunity to expand the curriculum to other job seekers and connect to WIOA.
- **WISE Initiative** – The WISE (7 Rivers Alliance Led) project has produced several reports and outcomes for Workforce Development. These will be showcased at the Workforce Summit on May 30. Ms. Sullivan will send the flyer to the Board.

Draft Skills Inventory – Mark Glendenning gave an overview of the Board Skills Matrix. This will be used to strategically build the Board Membership.

III. CONCLUSION

- A. **Unfinished Business** – There was none.
- B. **New Business** – There was none
- C. **Next meeting** – The date is to be determined.

IV. ADJOURN

The meeting was adjourned at 3:30.

ATTENDANCE

Committee Members:

James Hill, Chair
Amy Grotzke
Mark Glendenning
Ellen Parker
Grace Jones
Cheryl Gullicksrud

Amanda Jalensky
Greg Flogstad
Tammy Brown
Patrick Rodriguez
Dave Schams
Heather Trimborn

Excused – Greg Erickson

Others Present:

Beth Sullivan, WDB Manager
Lizz Boecker, Western Technical College
Teresa Pierce, Workforce Connections, Inc.

Respectfully recorded

Beth Sullivan Recorder