

# WOW WORKFORCE DEVELOPMENT BOARD

## MEETING MINUTES

**Date:** September 23, 2021  
**Location:** Virtual Meeting via Microsoft Teams  
**Members Present:** Bonnie Baerwald, Dawn Schicker, Deanna Krell, Grace Kostroski, Jerry Baake, Jill Kreider, John Bloor, Kathleen Schilling, Kilah Engelke, Laneice McGee, Nate Butt, Rebecca Klebsch, Robert Jessel, Sheree Larson, Tom Dieckelman, Tom Hostad, Wilma Bonaparte  
**Others Present:** Laura Catherman, Beth Norris, Cindy Simons, Renee O'Day, Alex Gonzalez

---

Ms. Schicker called the meeting to order at 8:00 am, introduced new board members, and conducted group introductions.

### **Consent Agenda**

Ms. Schicker announced the following items were included in the consent agenda for consideration by the board.

- June 10, 2021 Meeting Minutes
- Executive Report
- Quarterly Financial Report

Ms. Kostroski moved to approve the consent agenda as presented. Ms. Krell seconded. The motion carried unanimously.

### **Review and Approval of Final Fiscal Year 2021-2022 Budget**

Ms. Catherman presented an updated Fiscal Year 2021-2022 budget that reflected final FY20-21 WIOA carry-in amounts that were primarily distributed to subcontracts and the board's strategic initiatives line items, final Windows to Work funding for FY21-22, and an updated balance for the Statewide Employment COVID Recovery grant.

Mr. Dieckelman moved to approve the budget as presented. Ms. Schilling seconded. The motion carried unanimously.

### **Review and Approval of New Windows to Work Policies and Revised WIOA Policies**

Ms. Catherman presented the following new and revised policies:

- Windows to Work Fraternalization Policy;
- Windows to Work Fraternalization Policy Acknowledgement Form; and
- WIOA On-the-Job Training Policy.

Ms. Krell moved to approve the new Windows to Work policies and revised WIOA policies. Ms. Klebsch seconded. The motion carried unanimously.

### **Review and Approval of Worker Advancement Initiative Policies and Overview of Grant Program**

Ms. Catherman provided an overview of the Worker Advancement Initiative that is part of Governor Evers \$130 million American Rescue Plan Act investment in workforce development. The board received a letter of intent to fund the proposed program for the requested \$1.18 million.

Waukesha-Ozaukee-Washington Workforce Development Board is an Equal Opportunity Program Provider. If you have a disability, need information in an alternative format, including language assistance or translation, and/or need assistance with this information, please contact 262-896-8312 or call through Wisconsin Relay Service 711.

The Worker Advancement Initiative will serve people whose previous employment has not come back post-pandemic, as well as those who were not attached to or were not successful in the labor market prior to the pandemic, by offering subsidized employment and skills training opportunities with local employers.

The board will use the funds to expand eligibility for individuals with limited and/or non-traditional work histories. This population typically has a difficult time obtaining employment that pays self-sustaining wages, especially if the individuals also have limited skills training or other barriers to employment. Additionally, many individuals in this group do not meet eligibility for other workforce programs or have fewer traditional barriers, which often results in fewer program benefits.

Ms. Catherman discussed the need for grant-specific policies and presented draft policies. This program will utilize grant-specific policies for support services, work experience, on-the-job training, individual employability plans, incentive payments, and follow-up.

Ms. Schilling moved to approve the Worker Advancement Initiative policies. Ms. Kostroski seconded. The motion carried unanimously.

### **Recommendation from the Ad Hoc Communications Workgroup and Discussion on Next Steps and Strategies**

Mr. Hostad provided an update on the work of the ad hoc communications workgroup. The workgroup has reviewed the related strategic objective and progress to date. Mr. Hostad noted that the WOWWDB, like most WDBs around the country, often encounter brand confusion. The workgroup recommends that the board accelerate the strategic plan objective action item of engaging subject matter expertise from a third party marketing and communications firm. Mr. Hostad noted that the board set aside funds in the budget for this purpose.

Mr. Dieckelman moved to approve the recommendation to use strategic initiative funds to secure a third party marketing and communications firm. Ms. Bonaparte seconded. The motion carried unanimously.

### **One-Stop Customer Satisfaction Results for PY20-21**

Mr. Norris presented customer and employer satisfaction survey results for Program Year 2020-2021. The results represent combined surveys for Workforce Development Areas 1 (Southeast Wisconsin WDB), 2 (Employ Milwaukee), and 3 (Waukesha-Ozaukee-Washington WDB). The survey was conducted April-June, 2021. Surveys were provided through partner agency staff, social media, job center resource rooms, and a Department of Workforce Development e-blast to registrants on the Job Center of Wisconsin system. 705 responses were received of which 94 respondents identified as an employer, entrepreneur, or business.

Average satisfaction ratings were the same for individuals and employers, with satisfaction with staff being slightly higher than satisfaction with services. The most used services for both employers and individuals were virtual services and specifically Job Center of Wisconsin. On aggregate the service mixes reported by both employers and individuals indicate that customers are using multiple types of services. Survey comments on “what was most helpful” and “what could be improved” will be reviewed by partner agencies to improve services. Ms. Norris noted that she could separate results out by individual Workforce Development Area as needed.

### **Presentation: Windows to Work Program**

Alex Gonzalez, Windows to Work Coach with Forward Careers, Inc., provided a presentation on the Windows to Work Program. Mr. Gonzalez explained the program’s structure, eligibility, and post-release services, and answered questions on how the program connects formerly incarcerated individuals to employment, manages transportation issues, and connects to community housing resources.

### **Other Business**

Ms. Catherman provided a brief update on a regional application for the Workforce Innovation Grant in partnership with the Southeast Wisconsin Regional Planning Commission and Employ Milwaukee. The application is due October 25, 2021.

The meeting adjourned at 9:07 am.

Respectfully submitted by:

A handwritten signature in black ink, appearing to read 'Laura Catherman', with a long horizontal flourish extending to the right.

Laura Catherman