

WOW WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

Date: June 9, 2022

Location: Waukesha County Workforce Development Center, 327 E. Broadway, Waukesha, WI 53188

Members Present: Jerry Baake, Bonnie Baerwald, John Bloor, Nate Butt, Tom Dieckelman, Kilah Engelke, Lisa Geason-Bauer, John Heyer, Tom Hostad, Robert Jessel, Matt Kirchner, Grace Kostroski, Sheree Larson, Laneice McGee, Kathleen Schilling, Angela Stemo

Others Present: Laura Catherman, Beth Norris, Cindy Simons, Tom Walsh

Ms. Geason-Bauer called the meeting to order at 8:05 am.

Consent Agenda

Ms. Geason-Bauer announced the following items were included in the consent agenda for consideration by the board:

- March 3, 2021 Meeting Minutes
- Executive Report
- Quarterly Financial Report

My. Bloor moved to approve the consent agenda as presented. Ms. Stemo seconded. The motion carried unanimously.

Election of Chair and Vice Chair

The WOWWDB elects a Chair and Vice Chair bi-annually. By federal law, the Chair and Vice Chair must be a private sector business representative on the Board. Two nominees were received – Dawn Schicker for Chair and Lisa Geason-Bauer for Vice Chair.

Ms. Catherman called for additional nominations from the floor for the Chair position. With no nominations, Mr. Heyer motioned to close nominations. Ms. Geason-Bauer seconded. The motion passed unanimously. With one nomination, Ms. Geason-Bauer motioned to approve Dawn Schicker as Chair of the board. Mr. Heyer seconded the motion. The motion passed unanimously.

Ms. Catherman called for additional nominations from the floor for the Vice Chair position. With no nominations, Mr. Heyer motioned to close nominations. Mr. Bloor seconded. The motion passed unanimously. With one nomination, Ms. Kostroski motioned to approve Lisa Geason-Bauer as Vice Chair of the board. Mr. Heyer seconded the motion. The motion passed unanimously.

Review and Approval of Draft Fiscal Year 22-23 Budget

Ms. Catherman provided an overview of the estimated allocations and carryover funds for fiscal year 2022-2023. Wisconsin received approximately a 10% decrease in funding. Estimates for the WOW area are set at a similar decrease and will be adjusted once final allocations are released. The funding formula that is used to distribute WIOA funds at the federal and state level was discussed.

Ms. Catherman noted that the Board will be carrying in the previously budgeted 20% of the prior year's allocation. This year's budget also includes the 2-year grant from the Department of Workforce Development for

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the Workforce Advancement Initiative which is funded by American Rescue Plan Act funding. Ms. Catherman presented the draft proposed budget for the fiscal year.

The Joint Executive Committee unanimously moved to approve the proposed draft fiscal year 2022-2023 budget and recommended approval to the Workforce Development Board on June 2, 2022.

Ms. Schilling moved to approve the proposed draft fiscal year 2022-2023 budget. Ms. Baerwald seconded. The motion carried unanimously.

Review and Approval of Service Provider Recommendation for Fiscal Year 22-23

Ms. Catherman provided an overview of the procurement process that was used which aligns with federal, state, and local regulations. Separate procurements were done for WIOA Adult and Dislocated Worker, WIOA Youth, and Windows to Work programs. Notice was made in the Milwaukee Journal Sentinel and submitted via email to a bidders list. One bid was received for each program from Forward Careers, Inc.

A review panel of Workforce Development Board and Joint Executive Committee members, and fiscal agent staff reviewed and scored the proposals. The panel unanimously recommended approval of Forward Careers, Inc. Local policy allows for a 12-month contract with up to two one-year renewals based on achieving successful performance levels.

The Joint Executive Committee unanimously moved to approve recommending Forward Careers, Inc. as the service provider for WIOA Adult and Dislocated Worker, WIOA Youth, and Windows to Work on June 2, 2022.

Ms. Heyer moved to approve recommending Forward Careers, Inc. as the service provider for WIOA Adult and Dislocated Worker, WIOA Youth, and Windows to Work. Mr. Bloor seconded. The motion carried unanimously.

Update on Brand Strategy

Ms. Catherman provided an update on the WOWWDB's brand strategy work with EPIC Creative. The draft brand guide was reviewed and discussed. The board discussed strategies and topics for targeted campaigns to reach job seekers and businesses.

One-Stop Update

Ms. Norris provided a high-level overview of one-stop operations and the structure across the WOW region and southeast Wisconsin. She discussed the types of services currently being offered as well as trends on foot traffic and specific populations. Ms. Norris also provided an update on trends in customer service data.

Discussion: WOWWDB Strategic Planning for 2023-2025

Ms. Catherman noted that the next strategic planning cycle will begin in the fall of 2022 to prepare for the 2023-2025 plan. Quotes will be obtained from potential facilitators.

Discussion: WOWWDB Recruitment

Ms. Catherman noted that there will be three board seats to fill in the coming fiscal year.

Presentation: WOW Labor Market Update and Trends

Mr. Walsh provided a presentation on labor market trends in the WOW area including unemployment rates and labor force participation rates. Mr. Walsh noted that labor force participation rates are correlated with the region's aging population. Given the multiple factors affecting the labor force a comprehensive strategy will be required. Mr. Walsh provided data on the four primary employment barriers – childcare, transportation, housing, and broadband access.

With no other business, the meeting adjourned at 9:29 am.

Respectfully submitted by:

A handwritten signature in black ink, appearing to read 'Laura Catherman', with a stylized, cursive script.

Laura Catherman