

STRATEGIC INITIATIVES COMMITTEE

MEETING MINUTES



Date: Thursday, October 11, 2018
Location: Waukesha County Workforce Development Center
892 Main Street, Pewaukee, WI 53072 – Room 110
Members Present: Bonnie Baerwald, Lisa Geason-Bauer, Tom Hostad, Bob Jessel, Grace Kostroski, John Krause, Laneice McGee, Richard Oakes, Ron Pupp, Dale Shaver
Others Present: Laura Catherman, Beth Norris, Cindy Simons, Kimberly Trinko, Jerry Braatz

Mr. Hostad called the meeting to order at 8:01 am.

Goals and Objectives for the New Committee

Mr. Hostad thanked the committee members for their participation on the new committee and discussed the goals and objectives for the coming year. Mr. Hostad summarized the committee's assignment from the board which includes:

- Researching and making recommendations to the WDB on local & regional initiatives;
- Developing and strengthening strategic partnerships;
- Development of communication strategies; and
- Researching new avenues of fund development.

Mr. Hostad underscored some of the top issues facing the WOW region including the low unemployment rate.

Overview of Committee Assignment and Key Considerations

Ms. Catherman provided a brief history on the board's strategic planning process and the committee's alignment with the board's strategic priorities. Ms. Catherman also provided an overview of the upcoming facilitated discussion to generate ideas for identifying priorities, projects, and partnerships. While there are some constraints that will need to be considered for implementation such as funding, regulations, and capacity, given the magnitude, complexity and urgency of the issues, big ideas and creative thinking will be necessary.

Overview of the Data and the Top Issues Facing Our Region

Mr. Braatz provided an overview of key data elements in the WOW region including net migration patterns, projected job growth, and projected populations growth. The data also showed the projected educational requirements for jobs in the next five years. The committee discussed the role that technology, automation, and artificial intelligence will play in the jobs of the future.

Facilitated Generative Discussion to Identify Priorities

Mr. Braatz facilitated a discussion with the committee to collect ideas around three strategic items: Researching and making recommendations to the WDB on local and regional initiatives, communication strategies, and partnerships. The discussion was framed with the idea that all items should be achievable in a three-year timeframe. The facilitated discussion resulted in numerous ideas that will be distilled into a report by the facilitator and shared with the committee.

The committee recognized that there are various partners working on workforce development in the region and discussed leveraging partnerships with existing organizations to help support the work that they are doing. The committee discussed that the WDB could serve in a convener role. Over the coming months, the committee will work on developing an asset map of existing efforts going on throughout the region. It was recognized that technology will need to be a part of the solution and that projects need to be tangible and feasible.

Voting and Determination of Top 3 Strategic Priorities

The committee determined that more information was needed select the top three priorities. Once the report is received by the facilitator and the asset map is complete, the committee will prioritize items to work on over the next three years.

Next Steps

Ms. Catherman summarized the next steps including the report from the facilitator and asset map. Mr. Hostad added that task teams may need to be created as well an additional phone conference meeting to keep the momentum going.

Other Business

With no other business the meeting ended at 9:54 am.

Respectfully submitted by:


Laura Catherman