

STRATEGIC INITIATIVES COMMITTEE

MEETING MINUTES



Date: Thursday, January 24, 2019
Location: Moraine Park Technical College
2200 Green Tree Road, West Bend, WI – Room S-111
Members Present: Tom Hostad, Lisa Geason-Bauer, Robert Jessel, Sarah Stehly, Grace Kostroski, Kathleen Schilling, Tom Dieckelman, Laneice McGee
Others Present: Laura Catherman, Beth Norris, Cindy Simons, Mark Zachar

Mr. Hostad called the meeting to order at 8:04 am. Mr. Hostad welcomed the new members to the committee.

Overview and Discussion of Outcomes from October 11 Visioning and Prioritizing Meeting

Ms. Catherman provided an overview of the October 11 Visioning and Prioritizing Meeting and discussed the intended goals and outcomes. The initial discussions at that meeting and the subsequent reports provided by the meeting facilitator, Jerry Braatz, will help lay the groundwork for strategic planning efforts. The top themes that emerged from the meeting included a need to understand the landscape of all workforce programs, initiatives, and partners throughout the region, a defined communication strategy, and a desire to expand partnerships and collaborations.

Three proposed projects to tackle in 2019 were discussed which include the creation of a regional workforce asset map, a communication strategy, and a regional workforce event. The committee discussed the three proposed projects, key items to consider, and potential workgroups. The committee agreed to advance these projects.

Mr. Hostad provided a brief overview of the data report provided by the facilitator and noted the high demand in construction and healthcare. The group discussed other key issues including employee attraction and retention, employee engagement, jobs of the future, collaboration with education, and an emphasis on assisting employers with recruiting entry-level talent.

Overview of Progress on the Committee's Asset Map Project and Discussion of Next Steps

Ms. Catherman provided an overview the asset map project that was discussed at the October 11 meeting. Workforce development has been a hot topic in the region in recent years with more and more organizations getting involved to help address the issue. The asset map will assist in creating an inventory of all programs, initiatives, and partners. This will help assist the board in its convening and partnership efforts.

The committee reviewed best practices from four other workforce regions across the country and discussed the intended goals, outcomes, audience, and end user for the asset map. The committee also discussed the opportunity to collaborate with other workforce and economic development partners across the region to expand the map.

Ms. Kostroski recommended adding additional categories to capture specific employer services. The committee discussed next steps including developing a data collection tool, marketing the effort to partners, and developing the end product.

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Review and Approval of Meeting Minutes

Ms. Kostroski made a motion to approve the October 11 meeting minutes. Mr. Jessel seconded the motion. The motion passed unanimously.

Guest Presentation: Partnering with the Private Sector and Education to Prepare the World's Future Innovators

Mr. Zachar, TEALS Milwaukee Regional Manager, provided a presentation on Microsoft Philanthropies TEALS K12 program. This program is free to schools and helps the K12 system expand computer science classes which teach critical technology skills that are needed in many jobs of the future. The program leverages volunteers from the private sector to co-teach and upskill K12 teachers. The committee discussed opportunities to partner and facilitate connections to this program.

Other Business

With no other business the meeting ended at 9:28 am.

Respectfully submitted by:



Laura Catherman