

# EXECUTIVE COMMITTEE

## MEETING MINUTES



**Date:** January 7, 2020  
**Time:** 11:30 am – 12:00 pm  
**Location:** Conference Call  
**Members Present:** John Bloor, Lisa Geason-Bauer, John Heyer, Tom Hostad, Dawn Schicker, Kurt Schmidt  
**Others Present:** Laura Catherman, Terri Phillips, Cindy Simons

---

Ms. Schicker called the meeting to order at 11:30 am.

### Review and Approval of Meeting Minutes

Mr. Heyer moved to approve the August 16, 2019 meeting minutes as presented. Mr. Schmidt seconded. The motion carried unanimously.

### Review and Discuss Upcoming Strategic Planning Process

Ms. Phillips provided a recap of the December 5, 2019 strategic planning session and noted that she has been working with Ms. Catherman on wordsmithing and creating quarterly and annual plans. The strategic planning process included an environmental scan, shared practical vision, underlying contradictions, and strategic directions. The next phase will move into implementation of the strategic directions through quarterly and annual planning. The four overarching strategic directions include:

- Leveraging partnerships to better serve our clients;
- Expanding organizational capacity to increase impact;
- Creating a clear message of who we are; and
- Increasing self-service access to demand-driven workforce development resources.

The implementation plan includes the current reality, gaps, success indicators, and a plan for the next 12 months with action identified for each quarter. Ms. Catherman will share the finalized quarterly plans with the executive committee. Additionally, the full strategic plan will be shared with the entire board.

Mr. Hostad recommended including the four overarching strategic directions on future board agendas to encourage focused discussion. The committee concurred. Ms. Geason-Bauer inquired about the timeline for amending the committee structure. Ms. Catherman indicated that it would be brought to the next board meeting along with any recommended bylaw changes.

Ms. Geason-Bauer made a motion to approve the draft strategic plan. Mr. Heyer seconded. The motion carried unanimously.

### Other Business

With no other business, the meeting adjourned at 11:43 am.

Respectfully submitted by:

Laura Catherman

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 call 262.896.8312 or call through Wisconsin Relay Service 711.