

**Committee Chair: James Hill**

**Minute Scribe: Jessie Foss**

**Meeting Attendance: See Page 3**

**I. CONSENT ITEMS**

A. Call to Order

Mr. Hill called the meeting to order at 2:04 p.m. A quorum was present as indicated by roll call.

B. Announcements and Introductions

None.

**II. ORDER OF BUSINESS**

A. Meeting Minutes — April 10, 2017

Motion made (Glendenning/Brown) to approve the April 10, 2017 meeting minutes.

Motion carried unanimously.

B. Strategic Planning

Ms. Mitchell asked for further explanation on the definitions of strategic initiatives one through three. She would also like to know what the measurement of success will be for these initiatives.

1. Strategic Initiative #1 — Satisfy the needs of our customers

2. Strategic Initiative #2 — Focus on results driven collaboration

Discussion was held on initiatives #1 and #2. Mr. Glendenning explained that initiative number two was meant to be defined by the job seeker. He said first though the WDB needs to get businesses to understand what the WDB does. Ms. Brown added that it is equally important for the WDB to understand what area employers need. Mr. Glendenning said it should be a 5-year goal for all area businesses to be know what the WDB does and for those businesses to use the WDB as a resource.

3. Strategic Initiative #3 — Focus on talent acquisition and allocation to get results

Mr. Glendenning explained this initiative was meant for the WDB to assemble a WDB staff that an be assessed against initiatives one and two.

4. Talent Development

a. K-16 Education System group

Ms. Boecker updated the committee on the pilot INSPIRE project in Jackson County. She said the platform will be used during the upcoming school year. She also spoke about a manufacturing event that will be held in the first week of October. The WDB is partnering with Western Technical College, La Crosse Area Chamber of Commerce and TUMMA on the event, which will be geared at K-12 schools.

b. Apprenticeship/Pre-apprenticeship

Ms. Mitchell spoke about a meeting scheduled for Tuesday, July 25. The meeting is meant to gather information on gaps employers are seeing in apprentices and entry-level employees. Ms. Mitchell also said she has been researching nation-wide apprenticeship curriculum.

c. Potential transitional jobs social enterprise program at CRBC

Ms. Mitchell handed out a white paper outlining a potential transitional jobs program that would possibly be housed at the Coulee Region Business Center. A grant will be submitted soon for a feasibility study.

Mr. Hill said those associated with the CRBC have been considering an expansion, which would allow room for the transitional jobs program.

d. Planning for future skill needs due to automation/technology

Ms. Mitchell handed out a report focusing on the future of jobs. She highlighted several sections concerning how many jobs will be impacted by technology and artificial intelligence and how the workforce should be planning and preparing the workforce for these changes.

A discussion was held on a maker place and the committee directed Ms. Mitchell to explore the possibility of one in the region.

e. Ad-hoc committee discussion

It was decided a group should be formed to look at the creation of ad-hoc committees that would look at specific industries and what is upcoming for them in the next decade.

C. Partnership Development

1. Sector Partnerships

a. TUMMA

Ms. Boecker provided an update on TUMMA activities, including a validation the group and Western Technical College will be hosting. She also reminded the committee about the job fair in September.

b. Other potential industries for development: transportation & IT

Ms. Mitchell presented a handout offering two suggestions for sectors for Ms. Boecker to next focus on. Discussion centered around IT, specifically what area educational institutions are teaching future IT professionals versus specific skills employers are looking for in IT professionals.

Motion made (Brown/Erickson) to have the WDB add an emphasis to IT as a part of its sector initiatives.

2. Economic Development

Ms. Mitchell said an EDA grant for a feasibility study at the CRBC is currently being reviewed before submission. The feasibility study would consider whether the current commercial kitchen at the CRBC should be expanded in order to house a transitional jobs program or whether a new facility should be built.

3. Agencies serving untapped labor pool

Agenda item was skipped

4. Advisory committees from major industries (mfg, healthcare, IT, transp) discussion

Discussion was held on the possibility of forming committees aligned along industries. A suggestion was to join with Western's committees. Ms. Mitchell was directed to discuss with possibility with Ms. Balacek.

**III. CONCLUSION**

A. Unfinished Business

None.

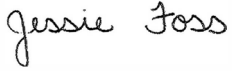
A. New Business

None.

**IV. ADJOURN**

Meeting adjourned at 3:17 p.m.

Respectfully recorded,  
Jessie Foss, recorder



Respectfully submitted,  
James Hill



**Present**

James Hill  
Mark Glendenning Greg  
Erickson Tammy Brown  
Patrick Rodriguez Dave  
Schams Heather  
Trimborn

**Not Present**

Amy Grotzke  
Cheryl Gullicksrud  
Amanda Jalensky  
Greg Flogstad

**Others Present**

Julie Mitchell, WDB  
Lizz Boecker, WDB  
Jessie Foss, WDB  
Teresa Pierce, Workforce Connections  
Kelly Norsten, Workforce Connections