

**Mission ...**

Western Wisconsin WDB is a collaborative, interactive and coordinated network of training resources and support services that is providing and retaining a well-skilled labor force for employers in western Wisconsin.

**Vision ...**

To provide a comprehensive and integrated and customer-driven and results-oriented system for workforce development that responds to the needs of the employers, job seekers, incumbent workers and youth.

Western Wisconsin



**WDB Strategy Committee**

**Monday, January 10, 2022  
2:00 to 3:30 p.m.**

**Zoom**

<https://us02web.zoom.us/j/87073600067?pwd=R1dOckI4SnhzOUJQOjVLSnc4L3Z5OT09>

**Meeting ID: 870 7360 0067  
Passcode: 593531**

**Upcoming Meetings**

Monday, April 11, 2022  
Monday, June 13, 2022

\* All meetings begin at 2 p.m.

**Committee Members**

Jodi Roesler, Chair  
*Dairyland Power Cooperative*

Tammy Brown  
*Logistics Health*

Doug Potapenko  
*Plumbers & Steamfitters*

Sam Bachmeier  
*LADCO*

Ed Johnson  
*NECAL*

Dave Schams  
*Water Lily Gifts*

Dave Bonifas  
*Mississippi River Regional  
Planning Commission*

Jennifer Luedtke  
*Town n' Country Title*

Jessica Subach  
*Courtesy Corp*

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**WDB Strategy Committee Agenda**  
**Meeting Agenda**  
**Monday, January 10, 2022**  
**2:00 to 3:30 p.m.**  
**Zoom**

Western Wisconsin



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<u>Agenda Item</u>	<u>Action</u>	<u>Page(s)</u>
<b>I. CONSENT ITEMS</b>		
A. Call to Order		
B. Announcements and Introductions		
<b>II. ORDER OF BUSINESS</b>		
A. Meeting Minutes — April 21, 2021	x	1 - 9
B. Unrestricted Funds discussion & brainstorming		
C. Strategic Plan discussion		2 - 9
<b>III. CONCLUSION</b>		
A. Old Business		
B. New Business		
<b>IV. ADJOURN</b>		

**Committee Chair: Jodi Roesler**  
**Minute Scribe: Jessie Foss**  
**Meeting Attendance: See Page 2**

**I. CONSENT AGENDA**

- A. Call to Order  
Ms. Roesler called the meeting to order at 2 p.m. A quorum was not present as indicated by roll call.
  
- B. Announcements and Introductions  
Ms. Balacek announced Western Technical College is slowly opening some programs on campus that need to finish the school year.

**II. ORDER OF BUSINESS**

- A. Meeting Minutes — April 21, 2021  
  
Minutes were not approved due to the lack of a quorum.
  
- B. Committee goals and purpose
  
- C. Strategic Plan discussion  
Ms. Myers led the group through the strategic plan. Please see attached for the full plan. Discussion revolved around how the board can begin looking ahead 3 to 5 years so it can be less reaction based and more strategic. Looking ahead includes employee succession plans and determining risk. Discussion was also held around board engagement and maximizing board talent.

**III. CONCLUSION**

- A. Old Business  
None.
  
- B. New Business  
Nonw

**IV. ADJOURN**

Meeting adjourned at 2:45 p.m.

Respectfully recorded,  
Jessie Foss, recorder



Respectfully submitted,  
Jodi Roesler

Present

Sam Bachmeier  
Tammy Brown  
Jodi Roesler  
Jessica Subach

Not Present

Dave Bonifas  
Ed Johnson  
Jennifer Luedtke  
Doug Potapenko  
Dave Schams

Others Present

Jessie Fosss  
Melisa Myers



**WDB Mission:**

To develop demand driven and innovative workforce strategies that cultivate a skilled and competitive workforce that meets the needs of employers in our region.

**Vision:**

A region where businesses workforce needs are met and all individuals who want to work have self-sustaining employment.

**Value Statement**

The WDB is committed to collaboration through strategic partnerships that share our values of honesty, integrity, innovation, accountability, and transparency.

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**KEY STRATEGIC INITIATIVE #1:**

**DEVELOP AND LEVERAGE BUSINESS AND COMMUNITY PARTNERSHIPS TO CREATE A COLLABORATIVE TALENT DEVELOPMENT SYSTEM THAT ENCOURAGES STABILITY AND GROWTH OF THE REGIONAL ECONOMY**

***GOAL: Increase direct contact with industry partners within all communities served.***

**OBJECTIVE 1.A.**

**1.A WDB members and staff will work to collaborate on direct contact with industry partners to increase knowledge and/or use of work experiences, OJT's and apprenticeships to increase long term employability of job seekers.**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY</b>	<b>OUTCOME</b>
1.A.1	WDB Admin Coord will develop survey to send to employers knowledge of WDB and work based opportunities.	Strategy	Survey results complete by September 1 <sup>st</sup> , 2022		
1.A.2	WDB Executive Director will provide work-based learning informational materials and training at WDB Full Board meeting.	Strategy	* Materials provided by end of PY 22		
1.A.3	Business Service Coordinator will collaborate with Executive Director to establish employer database.	Strategy	*Completed 1 <sup>st</sup> draft list presented by end of PY 22		
1.A.4	WDB Executive Director will facilitate meeting between service providers (adult, dislocated worker, and youth) and at least 2 interested WDB businesses to initiate work-based learning activities.	Strategy	*Establish at least 1 meeting with a new business each quarter of PY 22		

1.A.5	WDB Admin Coordinator will develop a work-based learning report based on usage and feedback from WDB businesses that can be used to improve approach and outcomes.	Strategy	*Report shared with WDB and providers by November 1, 2021 and developed into standard work process/procedure		
1.A.6	WDB Executive Director will establish free WDB Membership for employers. Will include quarterly Zoom meetings to inform of current labor market and programming within Youth, Adult/Dislocated Workers Programs.	Strategy	*System in place with documented usage tracked by September 1, 2022.		
1.A.7	WDB Executive Director and Business Services Coordinator will establish new partnerships with 4-6 employers outside of La Crosse County	Strategy	*Starting Quarter 1 of PY 21 1-2 meetings will be set up per quarter PY 22		

**OBJECTIVE 1.B.****1.B Information Technology sector group will be created.**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY PROGRESS</b>	<b>OUTCOME</b>
1.B.1	Business Services Coordinator will meet with IT businesses and other industry businesses employing IT professionals to establish need and gather support for starting a sector group to focus on workforce issues.	Strategy	* 20 IT-related contacts documented in JCW Business by January 30 <sup>th</sup> , 2022		



**KEY STRATEGIC INITIATIVE #2**

**INCREASE ACCESS TO THE TALENT DEVELOPMENT SYSTEM FOR BUSINESSES, YOUTH, AND UNDER-REPRESENTED POPULATIONS**

*GOAL: Expand use of training opportunities to increase number of job-seekers trained in demand industries.*

**OBJECTIVE 2.A**

**2.A Increased use of work-based learning**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY</b>	<b>OUTCOME</b>
2.A.1	WDB Executive Director will coordinate with OSO, DWD, and subcontractors to establish marketing strategy to increase awareness of services	Operations	*Marketing strategy will be established by Q3 of PY 22		
2.A.2	Business Services Coordinator and service providers (DOC, adult, dislocated worker, and youth) will meet regularly to coordinate WBL activities	Operations	*Quarterly meeting will be established by WDB Executive Director by end of Q1 PY 22		

**2.B. Increased use and knowledge of registered apprenticeship**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY</b>	<b>OUTCOME</b>
2.B.1	Business Services Coordinator will gain knowledge of and educate businesses about registered apprenticeship during the course of his daily business interaction.	Operations	20 apprenticeship-related business contacts documented in JCW Business by August 2022		
2.B.2	Business Services Coordinator will meet regularly with DWD staff and service provider staff to coordinate job-seeker entry into registered apprenticeship.	Operations	* Report out of meetings with action plan by September 2022		
2.B.3	Service provider staff will work with Business Services Coordinator and DWD staff to facilitate registered apprentice enrollment in WIOA.	Operations	*At least 4 apprentices co-enrolled in WIOA by January 2022		

<b>2. C. Increased use of training services for youth, offenders, and minorities</b>					
	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY PROGRESS</b>	<b>OUTCOME</b>
2.C.1	DOC W2W staff will meet monthly with service providers to coordinate leverage of WIOA co-enrollments of offenders	Operations	*2 co-enrollments by June 30 <sup>th</sup> , 2022		
2.C.2	Service providers will provide outreach to and increase enrollment of older youth, offenders, and minorities by end of PY 21	Operations	*PY 21 final data shows increase as per contracts		
2.C.3	WDB Executive Director will work with technical college Project Proven and offender program staff to develop a system for coordination of job-seeker pre-college remediation and referrals by January 2020.	Operations	* At least 5 referrals and/or remediated job seekers by June 30, 2022		

**KEY STRATEGIC INITIATIVE #3**

**DEVELOP A DIVERSIFIED RESOURCE PORTFOLIO TO PROMOTE GROWTH, SUSTAINABILITY, AND IMPACT OF WDB**

***GOAL: Decrease WDB dependency on WIOA grant funding***

**OBJECTIVE 3. A.**

**3. A Create a Resource Development Plan**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY PROGRESS</b>	<b>OUTCOME</b>
3.A.1	WDB Executive Director will research and present resource development options	Strategy	Presentation of options to WDB by Q4 PY 22		

**OBJECTIVE 3. B**

**3.B Increase ability to compete for non-WIOA grants**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY PROGRESS</b>	<b>OUTCOME</b>
3.B.1	WDB Executive Director will identify one grant opportunity that the WDB could write (with or without partners) and be competitive by January 2022.	Executive	*Grant submission by August 2022		

**OBJECTIVE 3. C**

**3.C Increase collaboration with other service agencies to leverage potential funding sources/partnerships**

	<b>ACTION</b>	<b>OVERSIGHT</b>	<b>MILESTONE</b>	<b>QUARTERLY PROGRESS</b>	<b>OUTCOME</b>
3.C.1	WDB Executive Director will join at least 3 community groups to network for collaborative opportunities by June 30, 2022.	Executive	*At least 1 opportunity identified by Q1 PY23		

3.C.2	WDB Executive Director will meet individually with service agencies to identify areas of opportunity at least once per month.	Executive	*At least 1 opportunity identified by January 2022		
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