

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, June 13, 2022
2:00 to 3:30 p.m.**

Zoom

<https://us02web.zoom.us/j/83530538634?pwd=dWVkbkNtNGOwMkxvanVzZTI0RGkrUT09>

**Meeting ID: 835 3053 8634
Passcode: 792531**

Upcoming Meetings

* 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
- Jennifer Luedtke
Town n' Country Title
- Dave Schams
Water Lily Gifts
- Dave Bonifas
*Mississippi River Regional
Planning Commission*
- Angie Martin
Western Technical College

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WDB Strategy Committee Agenda
Meeting Agenda
Monday, June 13, 2022
2:00 to 3:30 p.m.
Zoom

Western Wisconsin



Agenda Item	Action	Page(s)
I. CONSENT ITEMS		
A. Call to Order		
B. Announcements and Introductions		
II. ORDER OF BUSINESS		
A. Meeting Minutes — January 10, 2022	x	1 - 2
B. Strategic Plan discussion		3 - 10
III. CONCLUSION		
A. Old Business		
B. New Business		
IV. ADJOURN		

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

I. CONSENT AGENDA

- A. Call to Order
The meeting was called to order at 2:03 p.m. A quorum was present as indicated by roll call.

- B. Announcements and Introductions
Ms. Myers introduced Ms. Martin. Ms. Martin is waiting for the LEOs to officially appoint her to the board. Once appointed, Ms. Martin will represent Western Technical College.

II. ORDER OF BUSINESS

- A. Meeting Minutes — April 21, 2021

Motion made (Schams/Johnson) to approve the April 21, 2021 meeting minutes.
Motion approved unanimously.

- B. Unrestricted funds discussion & brainstorming
Ms. Myers started the discussion by pointing out any disallowed costs found during DWD monitoring must be paid with unrestricted, non-federal funds. The board currently does not have any unrestricted funds. It would be in the board's best interest to build an unrestricted fund. If the board is not able to pay disallowed costs then the cost falls to the responsibility of the counties that make up WDA 9.

Ms. Subach said she is a member of Junior Achievement and the organization has had good luck receiving donated funds from local family foundations, many which not a lot of people are aware exist. Discussion was held on how the WDB should build its story because donors are usually more willing to donate when they know exactly what the money is going to be used for. An annual fundraiser was also mention as an option as a way of raising unrestricted funds.

- C. Strategic Plan discussion
Ms. Myers led the group through the strategic plan. Ms. Myers highlighted parts of the plan that have been accomplished, including Section 3 a through c and Section 3b1.

III. CONCLUSION

- A. Old Business
None.

- B. New Business
None

Respectfully recorded,
Jessie Quinn, recorder

Respectfully submitted,
Jodi Roesler



Present

Dave Bonifas
Ed Johnson
Doug Potapenko
Dave Schams
Jessica Subach

Not Present

Sam Bachmeier
Tammy Brown
Jennifer Luedtke
Jodi Roesler

Others Present

Angie Martin
Melisa Myers
Jessie Quinn

Draft



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.

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY	OUTCOME
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 st , 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 st 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.

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY PROGRESS	OUTCOME
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 th , 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

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY	OUTCOME
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

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY	OUTCOME
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		

2. C. Increased use of training services for youth, offenders, and minorities					
	ACTION	OVERSIGHT	MILESTONE	QUARTERLY PROGRESS	OUTCOME
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 th , 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

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY PROGRESS	OUTCOME
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

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY PROGRESS	OUTCOME
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

	ACTION	OVERSIGHT	MILESTONE	QUARTERLY PROGRESS	OUTCOME
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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