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THE ANNUAL
REPORT

Western Wisconsin

Workforce
Development
Board, Inc.

A proud partner of the American  Job Center network

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ORGANIZATION

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This past year has been one of tremendous growth for the WDB in terms of capacity. We finished our first full year of providing the Windows to Work program very successfully. In the second quarter of Program Year 2018, we moved our accounting functions in-house and experienced a reduction in fiscal findings as a result. We made some changes in terms of program functions and created a new WDB position, the WIOA Operations and Compliance Specialist. We hired a highly skilled individual with over 20 years of experience to fill this role. In the last quarter of the program year, we found ourselves in the position to be the WIOA Youth service provider as of July 1, 2019. We started Program Year 2018 with 3 staff and will move into Program Year 2019 with 5 staff including the WIOA Youth Career Planner who will be hired to anchor the WIOA Youth program.

Looking ahead to Program Year 2019, we will focus on three main activities: resource development, increased collaboration with other service organizations, and branding of our youth program. Goals for the upcoming year include a more diverse funding portfolio, partnerships with local organizations where program resources are blended to provide better services, and community recognition of our E3.

Explore....Experience....Elevate youth program.



The WDB would like to thank its Local Elected Officials, WDB members, partners, and local businesses for their engagement in workforce development efforts in western Wisconsin.

MEET THE TEAM



JULIE MITCHELL

EXECUTIVE DIRECTOR

Julie has been with the WDB since April 2015. She enjoys working with staff and partners progressing toward a common goal.



JESSIE FOSS

ADMIN COORDINATOR

Jessie has been with the WDB since April 2017. She loves the people, the WDB's team atmosphere, and always feeling supported.



AMY SCARBOROUGH

WIOA OPERATIONS &
COMPLIANCE SPECIALIST

Amy has been with the WDB since June 2019. She loves how everyone gets along and pitches in to get the job done.



CHASE SIMMONS

WINDOWS TO WORK COACH

Chase has been with the WDB since June 2018. He most enjoys helping people overcome barriers and changing their lives.

ABOUT OUR ORGANIZATION



The Western Wisconsin Workforce Development Board is committed to providing quality workforce solutions via business and participant connections throughout Western Wisconsin.

OUR 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.

OUR VISION

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

OUR VALUES

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

LOCAL ELECTED OFFICIALS



RAY RANSOM
Chief Local Elected Official

The Local Elected Officials are tasked with ensuring proper stewardship of WIOA funds. LEOs are members of the county boards that make up WDA #9.



TOM CORNFORD
Crawford County Board Chair



WALLACE HABHEGGER
Monroe County Board Rep



JOHN KRIESEL
Buffalo County Board Rep



JON SCHULTZ
Trempealeau County Board Rep



JIM SERVAIS
Vernon County Board Rep



STEVE THOMAS
Juneau County Board Rep



TINA TRYGGSTAD
La Crosse County Board Rep

COUNTIES WE SERVE

WDA #9 is comprised of eight counties in western Wisconsin — Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon.

BUFFALO

Population ages 21+: 10,109
 Adult population share: 5%
 Percent served by WIOA: 4%
 Youth population share: 3%
 Percent served by WIOA: 5%
 Overall poverty rate: 10.7%
 Unemployment rate: 3.9



CRAWFORD

Population ages 21+: 12,340
 Adult population share: 6%
 Percent served by WIOA: 9%
 Youth population share: 4%
 Percent served by WIOA: 5%
 Overall poverty rate: 13%
 Unemployment rate: 3.5



JACKSON

Population ages 21+: 15,388
 Adult population share: 7%
 Percent served by WIOA: 4%
 Youth population share: 5%
 Percent served by WIOA: 0%
 Overall poverty rate: 13%
 Unemployment rate: 3.2



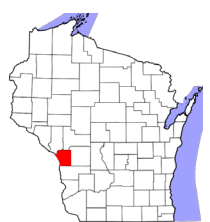
JUNEAU

Population ages 21+: 20,403
 Adult population share: 9%
 Percent served by WIOA: 6%
 Youth population share: 7%
 Percent served by WIOA: 5%
 Overall poverty rate: 14.3%
 Unemployment rate: 3.1



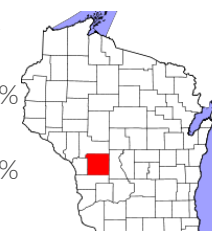
LA CROSSE

Population ages 21+: 84,898
 Adult population share: 39%
 Percent served by WIOA: 58%
 Youth population share: 53%
 Percent served by WIOA: 60%
 Overall poverty rate: 14.4%
 Unemployment rate: 3.0



MONROE

Population ages 21+: 32,372
 Adult population share: 14%
 Percent served by WIOA: 12%
 Youth population share: 12%
 Percent served by WIOA: 15%
 Overall poverty rate: 12.6%
 Unemployment rate: 2.8



TREMPEALEAU

Population ages 21+: 21,452
 Adult population share: 10%
 Percent served by WIOA: 2%
 Youth population share: 8%
 Percent served by WIOA: 7%
 Overall poverty rate: 9%
 Unemployment rate: 3.4



VERNON

Population ages 21+: 21,528
 Adult population share: 10%
 Percent served by WIOA: 5%
 Youth population share: 8%
 Percent served by WIOA: 3%
 Overall poverty rate: 16.6%
 Unemployment rate: 2.9



**BOARD OF
DIRECTORS**



TAMMY BROWN
Board Chair
Logistics Health Incorporated

WDB members reflect the composition of industries in WDA #9 while other members come from the public sector.



JESSICA SUBACH
Board Chair Elect
Courtesy Corporation



MARK GLENDENNING
Past Board Chair
Inland



PETE EIDE
Board Secretary/Treasurer
Bethel Home and Services



MARINA ABBOTT
Manpower



PATTI BALACEK
Western Technical
College



JIM BOWMAN
Driftless Development



GREG ERICKSON
Plumbers and Steamfitters
Local 434



GREG FLOGSTAD
Mississippi River
Regional Planning
Commission



BECKY GRAPES
Badger Corrugating



AMY GROTZKE
WI Department
of Voc Rehab



CHERYL GULLICKSRUD
CESA #4



ED JOHNSON
NECAL



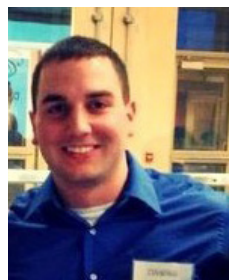
KATHLEEN OLSON
Job Service



ELLEN PARKER
Western Wisconsin
AFL-CIO



VICKI PROUDLOCK
Unemployment
Insurance



JEFF REICHLING
Kwik Trip



PAT RODRIGUEZ
North Central States
Regional Council of
Carpenters



JODI ROESLER
Dairyland Power
Cooperative



DAVE SCHAMS
Water Lily Gifts



HEATHER TRIMBORN
Gundersen Health
System

WINDOWS TO WORK

The Western WI WDB operates the Department of Corrections Windows to Work program in Jackson Correctional Institution and New Lisbon Correctional Institution.

As Chris sat in prison on drug charges, he looked around and kept having the feeling, "I'm better than this."

"I'm looking at guys that are never getting out," he says. "I'm looking at guys who are never getting a second chance."

Chris knew he would get a second chance and began planning

\$79,000

WAS USED TO
SERVE **30**
OFFENDERS THAT
LED TO **16** JOBS
DURING PY 18.

how he would make the most of it once he was released.

Chris joined the Windows to Work program while incarcerated. The program focuses on employment preparation and cognitive rehabilitation to help incarcerated individuals prepare for life outside of prison. Chris thought he was preparing for life after prison, but also figured another program couldn't hurt.

After spending more than six years behind bars, Chris was released in April 2019. It has been the drive of knowing he could do better for himself that has kept him pushing forward since his release.

He was able to scrape together enough money to purchase a car, secured a job as a barista at The Grind, and found a place to rent.

Chris continued to work with a Windows to Work Coach post-release and says the program has been a giant part of helping him reintegrate back into society.

Windows to Work helped with paying Chris's vehicle registration and part of his first month's rent.

"It wasn't a million dollars, but I

can't even begin to explain the difference that made for me," Chris says of the Windows to Work monetary support. "Without the program I wouldn't have had a car. I wouldn't have been able to get to work."

Chris says one of his biggest challenges since release has been conforming to life and society's norm.

"I had never lived a normal day in my life. I went to the doctor for the first time in my life," Chris says. "I was a drug dealer since I was 15 years old."

One of the things he learned the most through Windows to Work was to network and don't be afraid to ask for a job. Chris says he got his barista job by reaching out to successful people he knew. He has also been able to pick up side jobs through this same tactic.

Chris says he's good at and enjoys his job and is especially appreciative of the flexible hours that allow him to attend groups required by his probation.

"I've developed a go-get-it attitude," he says. "Life's an interview. You can practice, but this whole time you're being interviewed."



“I’m working, I have a dependable vehicle and a place to live. I owe a lot of where I am to this program.”

— CHRIS

WIOA YOUTH

WisCorps operated the WIOA Youth program during PY 18 in western Wisconsin. The program helps youth ages 14 to 24 gain employment skills while working towards career and educational goals.

Keegan has known since he was a junior at Cashton High School what he wants to do with his life career wise and is taking steps to make those goals a reality.

He knows he wants to be a mechanic and sees the career choice as a win/win.

“ [The WIOA Youth program] has been nice. It has helped me broaden my horizons. ”
— KEEGAN





40

YOUTH SERVED

during Program Year 18 using \$305,770 of Workforce Innovation and Opportunity Act grant funds.

“I’ll be able to fix my own car and not have to pay someone else to do it,” Keegan says. “And I’ll make pretty good money.”

WisCorps set up a work experience for Keegan at Cashton Collision Center where he gained hands-on experience in the automotive industry. He was hired part time after his work experience ended.

Keegan will graduate high school in the spring of 2020, plans to work at the collision center for a year and then attend Western Technical College for mechanics.

Keegan says his time in the WIOA Youth program has been beneficial and allowed him to get a good job, meet new people, and learn new skills.

WIOA ADULT & DISLOCATED WORKER

Workforce Connections operates WIOA Adult and Dislocated Worker programs in western Wisconsin. The programs help adults working towards obtaining full-time employment.

Into his late fifties, Glen thought he was too old to learn anything new. But when he decided to make a career change and go back to school he learned he was wrong.

Glen began working with the WIOA Adult program in the winter of 2017. He had been working seasonally for the past six years at a tree nursery, but decided it was time to transition to year-round employment that was easier on his body and provided benefits.

Glen has always had a passion for working with and helping people, whether it be teaching confir-

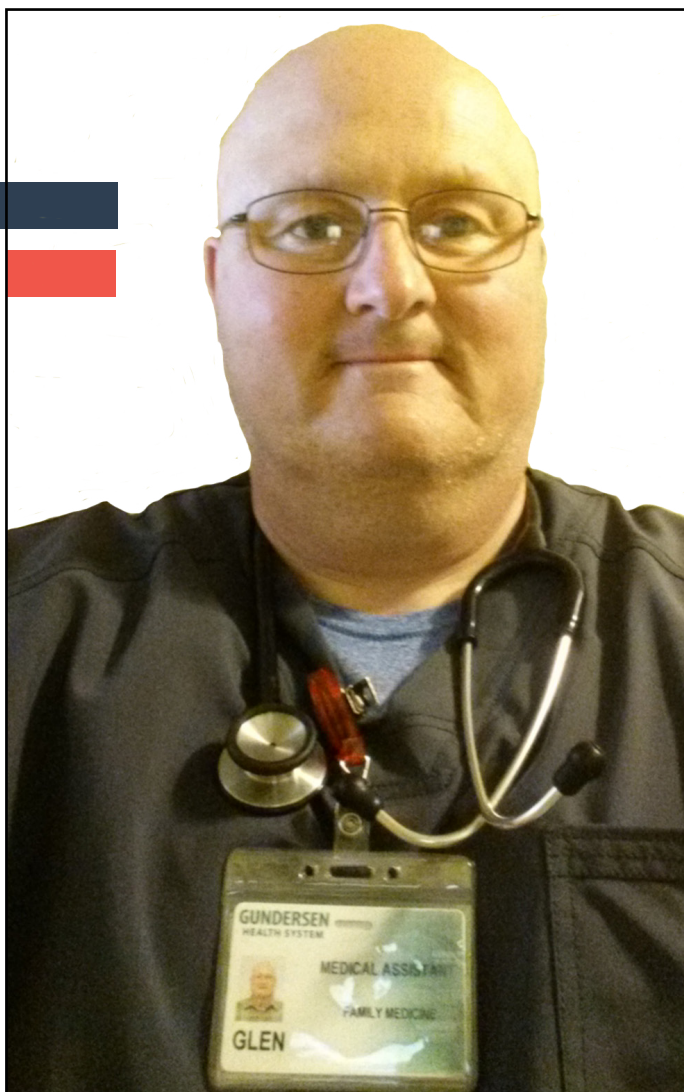
“ Glen is not only trustworthy, honest, and helpful to himself, but also to those around him. He is the non-traditional student poster child. ”

GIDGET GADE
GLEN'S WIOA
CAREER PLANNER

mation classes at his church, reaching out to those in hospice care or acting as a Stephen Minister. Stephen Ministers are individuals trained to walk with people who are going through difficult times in their lives.

When Glen first met with his Career Planner, Gidget Gade, he revealed he always wanted to be a medical assistant. The two of them worked together to make that happen.

Glen attended Western Technical College, earned his certificate in just over a year, and is now employed at Gunderson Health System as a medical



assistant.

“It was difficult to go back to school,” Glen says. “All my previous schooling had been in business – nothing in the fields of science, anatomy, and healthcare. I thought it was impossible to learn. But my instructors were very welcoming as were most of my classmates. There were times I thought I couldn’t do this, but I pushed through and my wife was always there to support me.”

86

SERVED

during Program Year 18 using \$418,902 of Workforce Innovation and Opportunity Act Adult grant funds.

76

SERVED

during Program Year 18 using \$275,179 of Workforce Innovation and Opportunity Act Dislocated Worker grant funds.

**WIOA ADULT &
DISLOCATED WORKER**

Leslie describes losing her job of nearly two decades as “very scary and life altering.”

While initially not knowing what she was going to do, Leslie decided to take the opportunity to do something she had only previously considered.

“Education is something I really believe in. I come from a long line of teachers,” Leslie says. “Teaching is something I had considered at the end of college, but decide not to add two more years onto school.”

The first time Leslie met with her Career Planner, Wanda Palmer, she mentioned her idea of going back to school for teaching.

Leslie, at the age of 43, enrolled at the University of Wisconsin - La Crosse two weeks before classes began and spent two years earning her education degree.

She graduated in the spring of 2019 and was hired as an English teacher at Central High School in La Crosse.

Looking back on her journey following her dislocation, Leslie is full of gratitude. She wouldn’t have been able to do it without help from people around her.

“I feel very lucky and fortunate,” Leslie says. “Not everybody gets this chance when they lose their job.”

“Leslie had the right mix of hard work and determination to change careers plus the DW program’s resources and staff assistance that made it work — a true partnership.”

**WANDA PALMER
LESLIE’S WIOA CAREER PLANNER**

WIOA Performance Indicators Quarter 4 PY 18

| | Adult | Dislocated Worker | Youth |
|-----------------------------------|---------|-------------------|---------|
| Unsubsidized Employment | | | |
| State | 78.3% | 83.6% | 77.3% |
| WDA #9 | 83.3% | 87.2% | 75.6% |
| Median Earnings * | | | |
| State | \$6,296 | \$8,296 | \$3,791 |
| WDA #9 | \$6,544 | \$9,109 | \$1,548 |
| Credential Attainment Rate | | | |
| State | 67.1% | 61.8% | 60.9% |
| WDA #9 | 59.4% | 76.5% | 78.6% |

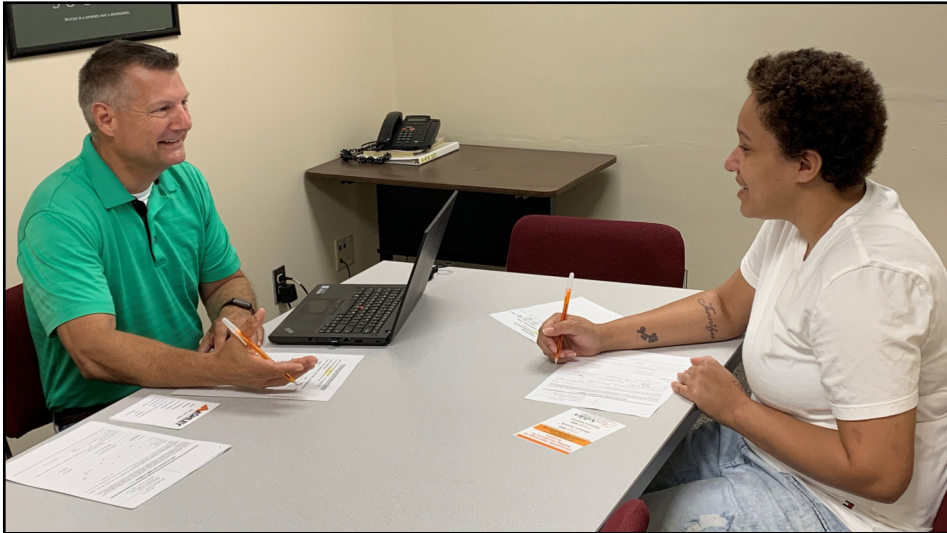
* Earned during the second quarter after exit.

STATEMENT OF ACTIVITIES

| | 2018 | 2017 |
|---------------------------------------|--------------------|--------------------|
| REVENUE: | | |
| Grant and contract | \$1,427,298 | \$1,446,853 |
| Other income | \$48,410 | \$2,149 |
| Total Revenue: | \$1,521,012 | \$1,449,002 |
| EXPENSES: | | |
| Salaries and wages | \$101,289 | \$105,254 |
| Pension | \$4,130 | \$5,040 |
| Other employee benefits | \$28,140 | \$28,216 |
| Accounting | \$33,557 | \$33,212 |
| Board expenses | \$2,043 | \$4,932 |
| Depreciation | \$8,948 | \$8,948 |
| Equipment, repairs, and maintenance | \$91 | \$12,535 |
| Insurance | \$2,000 | \$2,566 |
| Job center expense | \$8,093 | \$2,506 |
| Occupancy | \$60,519 | \$61,061 |
| Other | \$35,296 | \$31,192 |
| Staff travel and development | \$3,812 | \$6,619 |
| Subcontractor | \$1,228,748 | \$1,146,921 |
| Total Expenses: | \$1,516,702 | \$1,149,002 |
| Change in net assets | \$4,310 | \$0 |
| Net assets at beginning of the year | \$362 | \$362 |
| Net assets at end of the year: | \$4,672 | \$362 |

BUSINESS SERVICES

Ashley Furniture is one area business that utilizes the Western Wisconsin Workforce Development Center for its recruiting needs.



MICHAEL DOHM MEETS WITH A POTENTIAL NEW EMPLOYEE AT THE WESTERN WISCONSIN WORKFORCE DEVELOPMENT CENTER.

“An obvious place to find the most job seekers” is how Michael Dohm, Senior Field Recruiter with Ashley Furniture describes the Western Wisconsin Workforce Development Center.

Initially, Dohm was at the center randomly every couple of weeks, but when Ashley began offering free shuttles to Arcadia for its distribution center positions Dohm changed his visits to weekly.

He now schedules interviews in La Crosse and meets with walk-ins and offers to drive candidates to Arcadia for the on-site interview portion of the hiring process.

Dohm has been meeting with potential employees for the past two years and has hired more than 100 employees as a direct result of meeting candidates at the workforce development center.

He credits some of the success he’s had in hiring to the relationships built with staff at the Workforce Development Center. He says he receives many referrals and those go a long way getting people on board at Ashley.

“My experience at the Workforce Development Center has been great,” Dohm says. “I have gotten to know most of the staff and they are always welcoming.”

FACTS & FIGURES

WAS JOB CENTER STAFF HELPFUL?

93%
YES

7%
NO

REASON FOR JOB CENTER VISIT

32% APPOINTMENT

28% JOB SEARCH

9% WORKSHOP

31% OTHER

TO WHAT EXTENT WERE YOUR EXPECTATIONS MET?

69%
COMPLETELY MET

20%
MET

7%
UNMET

4%
HIGHLY UNMET

Numbers are based on surveys conducted of Job Center visitors during PY 18.

19,644

COMBINED VISITS TO THE
JOB CENTERS LOCATED IN
LA CROSSE AND TOMAH



COST PER PARTICIPANT

WIOA YOUTH = \$7,766

WIOA ADULT = \$4,871

WIOA DISLOCATED WORKER = \$3,621



RETURN ON
INVESTMENT

454%

WIOA Dislocated Worker program expenditures of \$275,179 generated more than \$1.5 million in wages earned by program participants.

112%

WIOA Adult program expenditures of \$418,683 generated more than \$880,000 in wages earned by program participants.

ROI was calculated using www.calculator.net/roi-calculator and data from Western WI WDB budget to actual documents and Workforce Connections' Apricot reports.

WESTERN WI WORKFORCE
DEVELOPMENT BOARD
ANNUAL REPORT

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Western Wisconsin

Workforce
Development
Board, Inc.

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