

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, February 13, 2023
2:00 to 3:30 p.m.**

**Western Wisconsin Workforce Development Center
2615 East Avenue South
La Crosse, WI 54601**

Upcoming Meetings

May 15, 2023

* All meetings begin at 2 p.m.

Committee Members

Jodi Roesler, Committee Chair
Senior Human Resources Partner
Dairyland Power

Clara Gelatt
Co-owner
NECAL

Vicki Proudlock
Adjudication Manager
Unemployment Insurance

Sam Bachmeier
Community Development Specialist
La Crosse County

Mark Glendenning
President & CEO
Inland

Carol Roth
Executive Director
Driftless Development, Inc.

Jon Bingol
Executive Director
Mississippi River Regional Planning

Jamie Gular
Workforce Development Specialist
Fort McCoy

Heather Trimborn
Manager, Recruitment Services
Gundersen Health

Tammy Brown
Vice President Human Capital
Optum Serve

Angie Martin
Director of Business & Industry Services
Western Technical College

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WDB Strategy Committee Agenda
Meeting Agenda
Monday, February 13, 2023
2:00 to 3:30 p.m.

Western Wisconsin



Agenda Item	Action	Page(s)
I. CONSENT ITEMS		
A. Call to Order		
B. Announcements and Introductions		
II. ORDER OF BUSINESS		
A. Strategic Plan review and discussion		
III. CONCLUSION		
A. Old Business		
B. New Business		
IV. ADJOURN		

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 -	(PY21 Update) This is currently being reviewed as BSC and WIOA Youth input this into JCW the required DWD system. We continue to review if the duplication is necessary.	
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	(PY21 update) We continue to work on the goal at the end of PY 22. At this time there is additional information needed as well as a additional employer relationships that need to be established to produce this type of material, this goal will continue. There is another PY to work on this.	Continue goal

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	(PY 21 update)This is currently being reviewed as BSC and WIOA Youth input this into JCW the required DWD system. We continue to review if the duplication is necessary.	
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	(PY 21 update) A/DW have not historically been offering work based learning. OJT's are more common in the adult WIOA programming while Youth Program concentrate on work experiences. While we continue to build the youth numbers work experiences have not yet started. Focus has shifted for the purposes of reporting, specifically with MSG's, to assist youth in training opportunities vs. work experiences. Review of this goal may be needed to align with the states goals for WDA 9 Youth Program.	Continue goal

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	(PY 21 update) While this goal continues to be reviewed and discusses based on reporting within the JCW system. An updated website for WDA 9 is apart of this overall goal to make sure transparency is available for all those served by WIOA dollars. This goal may need to be reviewed due to relevance.	
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.	(update PY 21) the executive director continues to work initiation of this plan. At this time it is just a matter of time constraint. This goal remains strong and will continue to work on this during PY 22.	Continue goal

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	(update PY 21) this goal has been met. Additional partnerships and relationships outside La Crosse county continue to grown.	
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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	(update PY21) this continues to be in discussion. Further discussion has been had about asking TUMMA to assist as a mentor for IT industry to come together. This goal will remain for PY 22 and continue to work towards this goal.	Continue goal

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 coordinator 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	(update PY21) this goal remains. Additional OSO reviews will be happening during PY 22 which does include an overall marketing plan.	
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	(update PY21) this goal has been met. Not only is the BSC meeting with service providers regularly the BSC Coordinator leads the local and state level BST group.	Goal Met ending PY 21

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	(update PY21) we continue to work on this goal along with the state to bring additional transparency and assist in growing this type of program. This goal will continue in PY 22	Continue goal
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	update PY21) we continue to work on this goal along with the state to bring additional	Continue goal

				transparency and assist in growing this type of program. This goal will continue in PY 22	
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	update PY21) we continue to work on this goal along with the state to bring additional transparency and assist in growing this type of program. This goal will continue in PY 22	Continue goal

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	W2W continues to work with referrals for WIOA services. At this point many folks are working their program associated with parole.	There has been 1 referral, and zero enrollments. Many folks have a job in line when released as well as limitations on associated with geography and types of work allowed per their release.
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	June 2022. We continue to see additional enrollments working with additional programs specifically targeting these groups. There is an ongoing relationship building including homeless coalitions and at risk youth groups.	June 2022. We have already seen a great increase in youth enrollments working with an at risk youth group in Monroe County which is the Challenge Academy at Ft. McCoy. Joining various co-ops in outlining counties

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	June 2022, the activity with project proved has increase including but not limited to providing services to WIOA Youth program as well as additional services being provided by Adult and Dislocated Worker	As of June 2022 there have been 3 referrals with additional being made and collaboration continuing.
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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	Jan 2022 discussion with the Strategy Committee to brainstorm additional unrestricted funds for Western Wisconsin WDB	Continue goal

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	Q2 of PY 21 WAI grant proposal written and granted 1.5M with 1.3M going into budget 10M written for WIG grant without awarded. Continued collaboration on additional grant application submissions	1.3M received. Not awarded Collaboration with WTC, 7 Rivers.

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	Joined Coulee Homeless Coalition, Coulee Cap. Continued collaboration with Ho-Chunk	Collaborating with Ho-Chunk for WAI Grant training with additional referrals to WIOA programming.

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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