

Western Wisconsin

Workforce
Development
Board, Inc.

ANNUAL REPORT 2016 – 2017

Our Successes & Achievements

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Western Wisconsin

Workforce
Development
Board, Inc.



Julie Mitchell
Executive Director

MESSAGE

from our Executive Director

Julie Mitchell reflects on a year of change while looking forward to the changes and challenges of the future.

Program Year 2016-2017 was a year of transition for the Western Wisconsin Workforce Development Board (WDB). We made the full transition from Workforce Investment Act (WIA) to the Workforce Innovation and Opportunity Act (WIOA), including assimilation into the new way of measuring performance.

This past year also saw a change in leadership and staff. Beth Sullivan retired at the end of the Program Year, after decades of service to the workforce development field. On July 1, I had the honor of stepping into her role

and will strive to make a positive mark on workforce development in western Wisconsin. Jessie Foss joined the staff in April 2017 as the Administrative Coordinator. She brings a wealth of fiscal and marketing expertise that will help us extend our outreach.

Looking ahead, we will concentrate on making sure we have a workforce that keeps up with the technological advances that are reshaping western Wisconsin's demand industries. We look forward to partnering with area businesses and other partners to create a proactive approach to building the region's workforce.

Thank you for taking the time to read the 2016-2017 Annual Report. We hope you enjoy reading about our successes and achievements.

A handwritten signature in red ink, appearing to read 'Julie Mitchell'.

Julie Mitchell

Local Elected Officials are County Board Chairs or designees of the eight counties that comprise the Western Wisconsin Workforce Development Area. The group meets quarterly to ensure good stewardship of WIOA funds.

County Board Chairs

Buffalo County	Douglas Kane
Crawford County	Tom Cornford
Jackson County	Ray Ransom
Juneau County	Alan Peterson
La Crosse County	Tara Johnson
Monroe County	Cedric Schnitzler
Trempealeau County	Dick Miller
Vernon County	Dennis Brault

LOCAL Elected Officials



James Ehrsam
*Chief Local Elected Official
La Crosse County Rep*



Pete Flesch
Crawford County Rep



John Kriesel
Buffalo County Rep



James Kuhn
Monroe County Rep



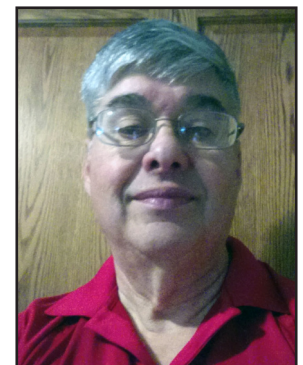
Ray Ransom
*Jackson County
Board Chair*



Jon Schultz
Trempealeau County Rep



Jim Servais
Vernon County Rep



Steve Thomas
Juneau County Rep

FACTS and Figures

One of the goals of the Western Wisconsin WDB is to better use data to drive our programs and activities to more effectively meet the needs of businesses and job seekers. Below is a small sampling of data that provides a snapshot of the state of the workforce in western Wisconsin. The Western Wisconsin WDB has access to labor market information to assist in workforce planning needs.



\$57,515

Average earnings of those employed in demand industries

23,063

Individual visits to our job centers



47%

Of workers in demand industries within a decade of retirement age



56

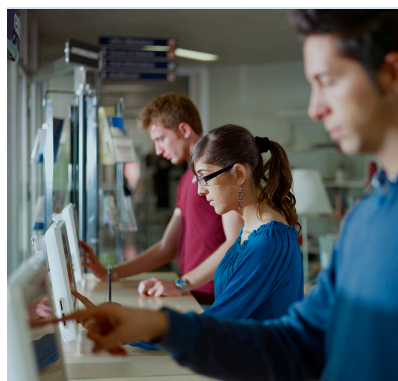
Computer trainings held serving more than 100 job seekers

Western Wisconsin Demand Industries

Manufacturing, construction, transportation IT, finance & insurance and healthcare

2.93% Return on Investment

Every taxpayer dollar spent returns nearly \$3 back into the regional economy



\$2,863,376

Wages generated using \$1,116,668 taxpayer dollars for program services

ABOUT THE ORGANIZATION

Who we are

The Western Wisconsin Workforce Development Board oversees the workforce development strategies of eight counties in western Wisconsin – Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon.

The WDB is appointed and commissioned by the Local Elected Officials to utilize WIOA and other funding to ensure the workforce development strategies and vision come to fruition.



Mark Glendenning
Board Chair

“The WDB is committed to strengthening partnerships that will enable us to develop talent pipelines into the industries that drive Western Wisconsin’s regional economy. We will continue to focus our mission on creating a workforce that meets or exceeds business demand.”

– Mark Glendenning

What we envision

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 business 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.

WESTERN WISCONSIN

Workforce Development Board

Mark Glendenning, Chair

Inland

Jodi Roesler, Past Chair

Dairyland Power Cooperative

Pete Eide, Secretary/Treasurer

Bethel Home and Services, Inc.

Marina Abbott

Manpower

Patti Balacek

Western Technical College

Judy Berg

Berg Enterprises

Tammy Brown

Logistics Health, Inc.

Greg Erickson

Plumbers & Steamfitters Local 434

Greg Flogstad

Mississippi River Regional Planning Commission

Rebecca Grapes

Badger Corrugating

Amy Grotzke

Division of Vocational Rehabilitation

Cheryl Gullicksrud

CESA 4

James Hill

LADCO

Ed Johnson

NECAL

Mary Kessens

Riverfront

Michelle Nowlan

MarketSharp

Kathleen Olson

Job Service

Ellen Parker

Western Wisconsin AFL-CIO

Vicki Proudlock

Unemployment Insurance

Patrick Rodriguez

North Central Regional Council of Carpenters

Dave Schams

Water Lily Gifts

Jessica Subach

Courtesy Corporation

Heather Trimborn

Gundersen Health System

The Western Wisconsin Workforce Development Board is comprised of those representing public and private business sectors — 45% public and 55% private.

BUSINESS Services

The Western Wisconsin Workforce Development Board offers a variety of services to the region's businesses including sector partnerships, recruitment hosting, and assistance during layoffs.

The Western Wisconsin Workforce Development Board played an important role in the region's business community through the outreach of its Business Services Coordinator. She also acts as the Executive Director of The Upper Mississippi Manufacturing Alliance (TUMMA).

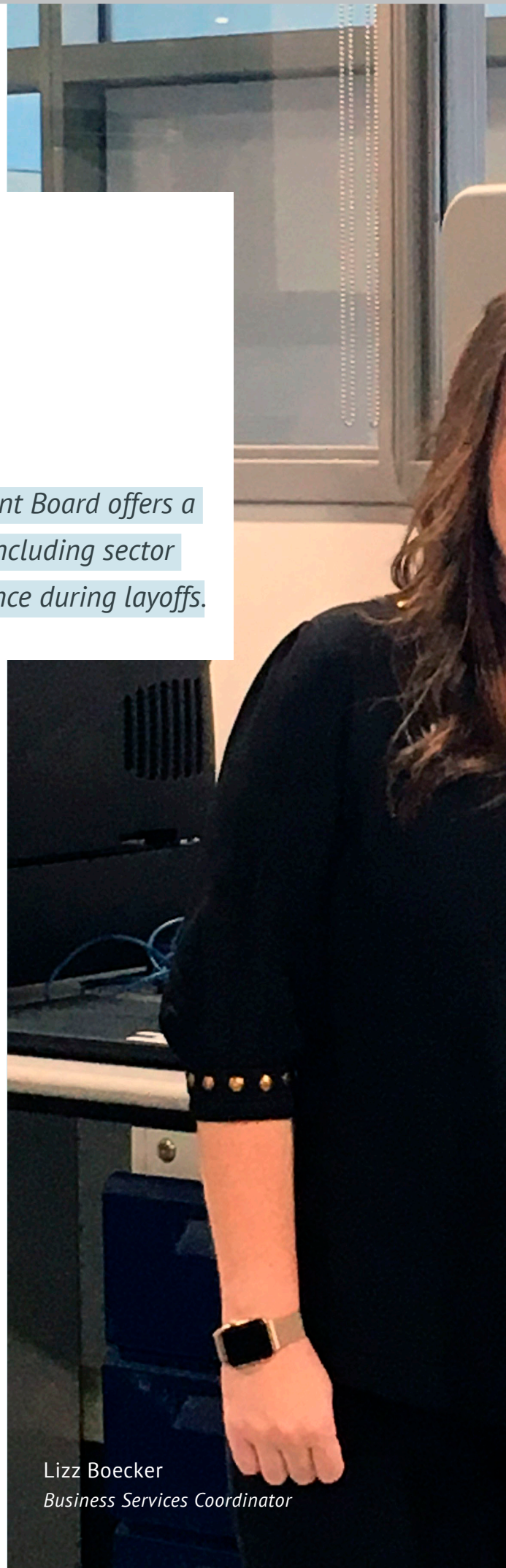
Program Year 2016 was the first year the WDB contracted out business services. In September 2016, Western Technical College was awarded the contract and hired Lizz Boecker to fill a multifunctional role.

Activities and accomplishments include:

- K-12 work group
- Increased interest in TUMMA
- Youth Apprenticeship consortium
- Apprenticeship recruitment
- Career fairs and events networking
- Statewide Business Services Team rep
- Regional Business Services Team Chair

Focus during Program Year 2017 includes:

- Developing an information technology sector group
- Developing a registered pre-apprenticeship program.



Lizz Boecker
Business Services Coordinator



8

Business served
through
Rapid Response

67

On-Site
recruitments held
during the year



55

Business tours
organized

29

Apprenticeship
recruitment contacts

WIOA Youth

WisCorps, Inc. operates the WIOA Youth program in western Wisconsin. Participants complete conservation, community revitalization, and other work experiences.

Scott first entered the WIOA Youth program as a sophomore in high school. He was dealing with a learning disability at school and helping care for a disabled father at home. He also faced other employment barriers like unreliable transportation and a lack of work history.

WIOA Youth program expenditures totaled \$459,692 during Program Year 16.

Scott and his WisCorps Career Planner worked on various work readiness activities. His first big break came when he secured a summer internship with Tri-County Communications working in digital video production, an area he had an interest in studying in college.

During his senior year of high school, Scott's Career Planner helped him apply to Western Technical College and for grants, scholarships and financial aid. He was accepted into its Digital

Media Production program.

YOUTH SERVED

138

Scott is now attending Western, working part-time at Kwik Trip and has his own apartment. He attributes much of his success to the WIOA Youth program. He says he would not be where he is today without the program.

Scott's long-term goal is to work as a videographer covering NASCAR or football. "I didn't even know this was a career option for me until my time with WisCorps."





Scott Sunday
WIOA Youth and student

Quarter 2 Employment	63.8%
Quarter 4 Employment	83%
Median Wage*	\$2,495
Credential Attainment	83%

** Wages were earned during the second quarter after exit.*

“Every great dream begins with a dreamer.
Always remember, you have within you the strength, the patience,
and the passion to reach for the stars to change the world.”

— *Harriet Tubman*



Amy Schaub
WIOA Dislocated Worker and entrepreneur

WIOA Adult & Dislocated Worker

Workforce Connections, Inc. operates the WIOA Adult and Dislocated Worker programs in western Wisconsin.

108

Adults served through
WIOA Adult in
Program Year 16.

148

Dislocated Workers
served in
Program Year 16.

32

Individuals served
through Rapid Response
in Program Year 16.



Program Year 16 Expenditures

WIOA Adult = \$281,071

WIOA Dislocated Worker = \$248,216

Rapid Response = \$36,000

Paul Reardon Dislocated Worker

Paul's layoff from his welding job at Chart may not have initially seemed like a positive event, but in retrospect, he describes it as "the push I need to do this."

"This" is operating a full-time custom bicycle building business; something he had been doing on the side for years prior to his lay-off.

The WIOA Dislocated Worker program helped Paul further his business by paying for entrepreneurship classes at Western Technical College and for him to attend a titanium bike frame building class in Oregon.

Paul says most of his clients are "seasoned and serious" riders since his bikes begin with a price tag of \$1,400. Each bike is customized for its rider and each frame takes about 40 hours to build.

Ashley Nelson Adult

Ashley was working as a patient care technician when her employer saw something in her that made them think she should start a career pathway. Ashley enrolled in the WIOA Adult program and began training as a Certified Nursing Assistant.

She faced struggles throughout the training while trying to make

ends meet and attend school. Throughout the process her employer was flexible and encouraging.

Ashley finished her training at Western Technical College and began working full time as a CNA.

Amy Schaub Dislocated Worker

Amy began training for her new career as a welder after being

laid off and enrolling in the WIOA Dislocated Worker program. WIOA paid for Amy's training at Western Technical College.

Since completing the training, Amy has been working on welding projects through her husband's business and is looking forward to starting work on refuse dumpsters. She will be working with Lenorud Services in Mauston to repair dumpsters and build new ones.



	Adult	Dislocated Worker
Quarter 2 Employment	81.8%	91.8%
Quarter 4 Employment	75%	87%
Median Wage*	\$4,981	\$7,879
Credential Attainment	68.4%	90%

* Wages were earned during the second quarter after exit.

FINANCIAL

Statements

The Western Wisconsin Workforce Development Board's fiscal year runs from July 1 through June 30.


YEAR END JUNE 30	2015	2016	2017
Revenue:			
Grant and contract revenue	\$1,488,263	\$1,713,410	\$1,446,853
Other income	7,816	5,946	2,149
Total revenue	1,496,079	1,719,356	1,449,002
Expenses:			
Salaries and wages	87,918	121,906	105,254
Pension	4,681	5,120	5,040
Other employee benefits	11,438	13,138	28,216
Accounting	32,346	35,401	33,212
Board expenses	1,788	5,071	4,932
Depreciation	8,948	8,948	8,948
Equipment, repairs and maintenance	600	4,891	12,535
Insurance	3,337	2,539	2,566
Job center expense	5,471	5,587	2,506
Occupancy	54,401	52,189	61,061
Other	34,448	37,065	31,192
Staff travel and development	4,153	7,280	6,619
Subcontractor	1,244,710	1,421,699	1,146,921
Total expenses	1,494,239	1,720,834	1,449,002
Change in net assets	1,840	(1,478)	0
Net assets at beginning of the year	0	1,840	362
Net assets at end of the year	\$1,840	\$362	\$362

COUNTIES

We Serve


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

Buffalo County




Population: 13,099
 Adult population: 4%
 Percent served by WIOA: <1%
 Youth population: 3%
 Percent served by WIOA: 0%
 Overall poverty rate: 11.4%

La Crosse County




Population: 118,116
 Adult population: 42%
 Percent served by WIOA: 56%
 Youth population: 53%
 Percent served by WIOA: 43%
 Overall poverty rate: 14.8%

Crawford County




Population: 16,321
 Adult population: 5%
 Percent served by WIOA: 7%
 Youth population: 4%
 Percent served by WIOA: 4%
 Overall poverty rate: 12.8%

Monroe County




Population: 45,621
 Adult population: 15%
 Percent served by WIOA: 14%
 Youth population: 12%
 Percent served by WIOA: 19%
 Overall poverty rate: 15.1%

Jackson County




Population: 20,561
 Adult population: 7%
 Percent served by WIOA: 5%
 Youth population: 5%
 Percent served by WIOA: 4%
 Overall poverty rate: 14.6%

Trempealeau County




Population: 29,633
 Adult population: 9%
 Percent served by WIOA: 4%
 Youth population: 8%
 Percent served by WIOA: 13%
 Overall poverty rate: 10.7%

Juneau County



Population: 26,274
 Adult population: 9%
 Percent served by WIOA: 6%
 Youth population: 6%
 Percent served by WIOA: 7%
 Overall poverty rate: 14.3%

Vernon County



Population: 30,814
 Adult population: 10%
 Percent served by WIOA: 7%
 Youth population: 12%
 Percent served by WIOA: 10%
 Overall poverty rate: 16%

* Adult population equals percentage of total regional adult population residing in that county.
 * Youth population equals percentage of total regional youth population residing in that county.

Western Wisconsin

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