

# **Employ Milwaukee Workforce Investment Board Board of Directors Meeting**

March 17, 2016  
Aurora Sinai Medical Center  
Rapkin Auditorium, "A" Building  
950 N. 12<sup>th</sup> Street  
Milwaukee, WI 53233  
8:30 a.m.

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## **Board Members Present:**

Don Layden (Board Chair), Earl Buford, Dan Buehrle, Carol Burgett, Sheila Cochran, Robert Cocroft, Carla Cross, Alicia Dupies, Pam Fendt, Andres Gonzalez, John Kissinger Lupe Martinez, Ted Matkom, Darryl Morin, Lois O'Keefe, David Pifer, Lauri Rollings, Karen Spindler and Rhonda Taylor-Parris, and Renee Zakhar.

**Board Members Absent:** Lea Collins-Worachek, Randy Crump, Darienne Driver, Mike Fabishak, Vicki Martin, Alan Perlstein, James Roberts, Jr., Thelma Sias, Howard Snyder, Gwen Washington, Wallace White, Patricia Woodard, and Steven Xiong.

**Guests/Visitors Present:** Vera Ford and Wilfredo Vigil (for James Roberts. Jr.) and Cheryl Randall (for Dr, Vicki Martin), Kaye Hartmann (UMOS), and Theresa Loerke (DWD)

**Staff Present:** Chytania Brown, Vera Davis, Delores Graves, Pete Coffaro, Patti Porth, Leslie Silletti, and Willie Wade.

## **MINUTES**

The meeting was called to order by Board Chairman Don Layden at 8:35 a.m. at the Aurora Sinai Medical Center, Rapkin Auditorium "A" Building, 950 N. 12<sup>th</sup> Street, Milwaukee, WI 53233

### **1. Minutes from the December 10, 2015 meeting were approved unanimously**

### **2. Chair's Report**

The following new Employ Board members were introduced and welcomed:

- Dan Buehrle, Regional Managing Director, Principal Financial Group
- Alicia Dupies, Vice President, Community Relations, Milwaukee Bucks
- Andres Gonzalez, VP, Chief Diversity Officer, Froedtert Health
- Lauri Rollings, Executive Director, Plumbing Mechanical Sheet Metal Contractors Alliance

The Employ Milwaukee Board count is in compliance with Wisconsin DWD Workforce Board requirements.

### 3. President's Report

- An update on the Mayor's presentation from the December Board Meeting.

#### Compete Milwaukee

- Building Business Industry Advisory Boards (IAB's)
- Partnerships, training pieces, program elements
- Very successful business model

#### Local Plan Update

- Under the new WIOA Laws and Regulations
- Submitted a draft for public review on **March 9, 2016**
- Subsequent to comments from the public, a draft will be submitted to the DWD on **April 15<sup>th</sup>**

#### Employ Milwaukee rebranding Update

- Negotiations are still on-going with creative vendors. Hope to have a vendor selected by April.

#### TechHire Designation

- Milwaukee Mayor Tom Barrett announced last week that Milwaukee is now a Tech Hire designated City-Milwaukee was the 2<sup>nd</sup> of 20 cities added.
- Employ Milwaukee is in the process of submitting a funding request in partnership with Cincinnati and St. Louis for TechHire funds.
- Midwest Urban Strategies Initiative-now includes 11 cities.
- *Columbus and Cleveland are the latest cities to join.*

#### Center for Healthcare Careers of Southeast Wisconsin (CHCSEW)—staff presentation (Delores Graves and Peter Coffaro).

The presentation is to provide a brief overview of an excellent example of an employer-led partnership model of competing healthcare systems that decided to work together to develop effective workforce strategies along with educators, funders & other stakeholders to collaborate and develop a strategic approach to counteract the growing workforce challenges facing the healthcare industry.

The founding partners are the largest healthcare systems in our region—Froedtert Health, Aurora Healthcare, Wheaton Franciscan Healthcare, Children's Hospital and Columbia St. Mary's. These employers have committed significant resources including funding and senior leadership to form the infrastructure of the partnership and invited Employ Milwaukee to join the partnership and serve as the integrating partner and CHCSEW's and be the project manager for the overall administrative and operational functions.

A key focus of CHCSEW initiatives will be on growing a diverse supply of healthcare workers to sustain this changing industry.

Key components of the CHCSEW model include collaborations that align strategies on workforce development; making connections with educational stakeholders (at all levels); community organizations, and government and community leaders; and provide training and employment opportunities that will provide individuals with career advancement and growth.

Questions from Board members centered on the type of jobs in demand, training, number

of current job openings in healthcare and barriers to individuals seeking employment in healthcare, e.g. criminal background issues.

CHCSEW will formally and publicly announce its formation in the near future and invitations will be extended to Employ Milwaukee Board Members.

#### Board Assistance w/Employer Engagement

High impact – employer engagement – The Business Services department needs to develop new and expand existing relationships with employers in order to achieve its strategic goals that will assist employers to achieve workforce needs. Pete presented a chart that reflected five levels of employer relationships ranging from Level 1 (Initial Contact) to Level V (Leading and promoting best practices).

Business Services is conducting an inventory of Employ Milwaukee’s current employer relationships to analyze gaps and develop a roadmap to achieve goals. Earl asked the Board for assistance in identifying groups and employers that the Business Services can reach out to and try to build relationships that will be supportive of workforce development efforts. Pete will develop a form to send Board members to complete with recommended businesses for Employ Milwaukee Business Staff to contact.

#### American Job Center (AJC – House of Corrections) Presentation—staff presentation (Chytania Brown)

The presentation provided an update of this community partnership initiative. Primary partners include Employ Milwaukee, Milwaukee House of Corrections and State of Wisconsin Department of Corrections. The nine-month planning period that began in July of 2015 was completed in March of 2016 and the project began its implementation phase in April 2016.

- 750 inmates will receive pre-release Job Center Services
- 125 will enroll in Employ Milwaukee’s WIOA program and receive workforce preparation services and support pre-and post-release.

This project approach will implement the Integrated Re-entry and Employment Strategies (IRES) framework.

#### Employ Milwaukee’s Earn & Learn Community Work Experience Update

Youth applications will be released on March 21 and close on April 28. Our goal this year is to serve 1100 – 1200 students for the subsidized program. A new component added this year is the apply “on-line” pre-registration.

Youth Director, Robert Cherry will make a presentation to the Board in June and provide updated information on the subsidized program and the private sector program.

Board Chair, Don Layden supports the private sector program and encourages the business community to provide employment opportunities where possible. Discussion from members centered on the background issues that have been barriers for many youth seeking employment and if the workforce board should establish a policy relative to certain charges e.g. retail theft.

#### Introduction of new Employ Milwaukee Executive Team Staff, Willie Wade, Vice President of Community Affairs

#### **4. Committee Reports**

##### **A. Personnel & Finance Committee Report – John Kissinger**

###### **1. Financial Report**

John Kissinger reported that the current budget is \$17.7M which is the lowest it has been for some time. Expenses of \$4M is on track and reflects a good job of staff management. Efforts to build new partnerships in fund development include DOL applications for TechHire and Summer Jobs & Beyond.

###### **2. Recent Hires**

Willie Wade  
Grant Writer  
Re-Entry Program-AJC Staff

##### **B. Program Committee Report – Ted Matkom**

- CAEL—hired to complete a JobScan program to use in our workforce development activities. The JobScan will be designed to provide real-time data indicating employment opportunities. CAEL was hired under a Compete Milwaukee contract.
- Vendors—better data is needed to develop better program results. New processes are being developed to ensure Employ Milwaukee can outline and document more effective accountability of venter performance.

Ted complimented the staff for strong efforts to turnaround results in this area commenting that much improvement has already been made.

#### **4. Other Business – None**

The meeting was adjourned at 9:39 a.m.