

**WIB Workforce Development Meeting  
Tuesday, September 19, 2006 – 10:00 a.m.  
CEP, Inc. Administrative Office**

**Meeting Minutes**

**Present:**

Bob Martin Sr.  
Otto Rusch  
LeRoy Forslund  
Carol Ahles-via webex  
Katherine Speare  
Mitch Bormann-via webex

**Not present:**

Jerry Hembd – ex.  
Don Richards – ex.  
Clare Hintz – ex.  
Jack Wichita – ex.

**Others Present:**

Mari Kay-Nabozny  
Steve Terry  
Jennifer Baron

The public meeting notice was published in two Class A newspapers and aired on area radio stations in the WDA.

Bambi Pattermann, Associate Dean of WITC was introduced. She will be replacing Jeff Dodge on the Workforce Development Committee.

**Approval of 4/18/06 Meeting Minutes**

LeRoy Forslund made a motion to accept the 4/18/06 meeting minutes as presented. Seconded by Otto Rusch. Vote taken, carried unanimously.
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**Update on Lifelong Learning Accounts**

A letter was written to Sue Gleason of DWD about the Lifelong Learning Accounts (LiLAs). Amy Sherman, Policy Director for CAEL gave a presentation to the Governor’s Council on Workforce Investment this past summer. Lifelong learning accounts are employer taxed matched savings accounts for employment and training so workers can upgrade their skills and knowledge where they work. Mari recommended that LiLAs should be pursued through WWDA’s since this would be a statewide initiative. It was suggested to address this issue with the WWDA group.

**Committee’s Role in the GROW Grant II**

A handout was distributed on the GROW Grant II proposal. The mission of the project will be to further develop regional partnerships through the Northland Works project, which is a massive public awareness campaign to educate citizens on the career opportunities in our area, and to

address labor shortages that our region will be facing. The grant fund request is for \$50,000 and there has been \$9,000 in match dollars raised to assist in the project, along with in kind contributions. The key projects will be a school and business based integration project to promote how businesses and schools can work together to prepare youth for the jobs in our areas. Workforce retention and recruitment is the other phase of the project.

Mari Kay-Nabozny suggested that the Committee create a benchmark for quantifying high wage opportunities. Mari distributed a handout on those occupations that the area technical colleges provide training for that fit the state's definition for high wage opportunities. The beginning wage defined by the state is \$12.06 for our area. The purpose for focusing on the high wage occupations is due to WIA's requirement of spending 35 percent of training dollars towards those occupations identified as high wage. The Committee discussed defining those opportunities/occupations that would fit into the high wage requirement criteria. It was recommended to get a number of those who are enrolled into a program that qualifies as a high wage occupation from 2005 and 2006. A question was raised at how other WDAs are grappling with the high wage criterion requirement. A question was raised on how to come up with an easy way to accumulate and count data.

The Workforce Development Committee's goals were discussed, along with who can help achieve them.

A. could be addressed by Nancy Brede, HWN Director at CEP, Inc.

B. could be addressed by area Technical Colleges,

C. is already being addressed through the Northland Works project.

D. In regards to counting youth that have been informed about our area's opportunities could be done through the Northland Works project.

Bob Martin, Sr. and Bambi Pattermann will bring their program data to the next meeting to help determine the number of high wage opportunities and to increase the number of high wage opportunities. Mari will check with UW Superior and Northland College's data. The occupations healthcare, manufacturing, transportation will be focused on for data retrieval for high wage numbers.

### **Next Steps**

- 1) Get some numbers pertaining to healthcare, manufacturing, transportation occupations, along with data from the Northland Works project,
- 2) What programs do the technical colleges provide that fit into these occupations,
- 3) Get some enrollment and graduate figures of individuals in the programs
- 4) Obtain the entry level salaries of graduates.

### **Next Meeting Date and Location**

The Workforce Development Committee will meet tentatively on Tuesday, October 17, 2006, at 10:00 a.m. in Ashland at the CEP Office or at the call of the Chairperson.

### **Adjournment**

Otto Rusch made a motion to adjourn at 12:00. Seconded by LeRoy Forslund. Vote taken, carried unanimously.

