

**MADISON-BOND
WORKFORCE INVESTMENT BOARD MEETING
SEPTEMBER 13, 2005
MINUTES**

Call to Order: Rod Wolter

Mr. Rod Wolter, Chairperson of the Workforce Investment Board (WIB), called the Madison-Bond Workforce Investment Board (WIB) meeting to order at 8:08 a.m., Tuesday, September 13, 2005.

1. Roll Call:

(Members present):

Don Abert	Rita Howells	Bruce Rezabek
Dianna Barron	Charles Juneau	Sandra Schroeder
John Bitzer	Elmer Kirchoff	Betty Shenkel
Bob Chappell	George Machino	Joe Skosky
Ed Ehrenberger	Alan Orbals	David Stoecklin
Gary Giamartino	Jim Pennekamp	Rod Wolter

*Marty Brawn represented Dr. Dale Chapman

*Vickie Cook represented Dr. James Underwood

(Staff present):

Bill Hanke (Consultant), Aaron Manton (Intern), Linda Odle

(Guests present):

Debbie Angelton	Matt Jones	Vicki Niederhofer	Connie Vick
Richard Heinz	David Larson	Kay Norton	Barb Whitworth
Chris Johnston	Brian St. Laurant	Rich Sauget, Jr	

2. Public Comment: Public

There was no public comment.

3. Announcements and Remarks: Rod Wolter

Rod Wolter has been working on a project in Brainerd, Minnesota. He noted that the Minnesota Chambers of Commerce have links to Workforce Boards.

Kay Norton from MediaCall is attending the meeting and still needs to meet with WIB members with missing biographical information for the website. Rod asked that the members visit with her after the meeting.

The Workforce Development Conference is being held in Springfield on October 24 – 26, 2005. Anyone wishing to attend should contact Linda Odle.

4. Committee Reports/Workforce21 Update

A. Approval of June 14, 2005 Madison-Bond WIB Meeting Minutes (Action)

Motion made, seconded and carried to approve the meeting minutes of the June 14, 2005 Madison-Bond WIB.

B. Executive Committee (Action)

Bill Hanke reported that staff is preparing Technical Assistants Grants offered through the Illinois Department of Commerce and Economic Opportunity. Grants will be written to support a graduate Marketing Intern from SIUE to assist with developing a survey to research the needs and expectations of regional employers; to assist with an awareness campaign for the Board and the workforce (both are goals of the Marketing Committee and noted below); and create and monitor an interactive website for employers and schools. (a goal of the Connecting Business and Education Committee and also noted below). *Motion made, seconded and carried to approve the submission of three technical grants to the Illinois Department of Commerce and Economic Opportunity to hire an SIUE Marketing Intern for surveying employers, to contract for assistance with the facilitation of a WIB awareness campaign; and, to hire a consultant to establish and maintain an interactive website to connect business and education.*

C. Membership and Management Committee (Action)

David Stoecklin reported that the Membership and Management Committee has recommended changes to the WIB by-laws. All members were forwarded a copy of the changes and asked to review them. *Motion made, seconded and carried to adopt the changes to the WIB by-laws as recommended.*

D. Connecting Business and Education

Charles Juneau reported that various meetings were held this past Spring pertaining to connecting education and business in the region. Charles has presented information to Monica Bristow and the Growth Association of Southwestern Illinois. He has also met with representatives from the Granite City and Madison School Districts and business community including Superintendents Ken Perkins and Sandra Schroeder and Rosemarie Brown, Executive Director of the Chamber of Commerce Southwestern Madison County. It is expected that a meeting will be held with educators representing both districts sometime in October. A meeting will also be scheduled with Rosemarie's Chamber of Commerce members.

E. Continuous Improvement Committee/Task Force

David Holtgrave has been selected as Chair of the Continuous Improvement Committee and the first meeting was held on July 12, 2005. The committee selected three primary goals: 1) create a much more efficient referral tracking system implemented at the One-Stops; 2) cross training of staff; and, 3) review the goals and objectives of the Business Plan. The committee will hold quarterly meetings.

F. Marketing Committee

Alan Ortbals reported that a Marketing Committee meeting was held on July 11, 2005. It was decided that the first goal for the group should be to coordinate a WIB awareness campaign with the Mid America Workforce Investment Board. A second goal is to choose a logo to help create an image for the initiative and to select a campaign. A third goal is to identify a way to create a consistent flow of information from each of the task forces/committees. This will allow articles to be shared with the media in order to report on activity and accomplishments. The committee is also recommending that the needs of employers be surveyed prior to beginning an awareness campaign. An attempt will be made to accomplish this assessment by submitting a technical assistance grant to DCEO to hire an SIUE Marketing Intern to create a survey and complete this research.

G. Supporting Economic Development Committee/Task Force

Jim Pennekamp reported that BrainBelt Consulting was hired to consult on an entrepreneurial initiative and summit that will be held on October 20, 2005. The consultant is conducting a gap analysis of the entrepreneurial climate in the region that includes the counties of Bond, Clinton, Madison, Monroe, St. Clair, Randolph and Washington. A technical assistance grant was written to support the initiative. An interactive survey developed by BrainBelt Consulting is currently available on the Internet to reach entrepreneurs, service providers and community leaders and several hundred letters and e-mails are being distributed to reach individuals in these categories. A database is also being created. The results of the findings will be presented during the summit. Gary Giamartino encouraged the business members to participate in the survey as well as the summit. Jim noted that a breakfast for community leaders would be held prior to the regular session on October 20th.

The sponsors of the initiative include the Entrepreneurial Center and School of Business at SIUE, the Illinois Department of Commerce and Economic Opportunity (DCEO)-Opportunity Returns, Leadership Council Southwestern Illinois, Madison-Bond Workforce Investment Board, Madison County Government, Mid America Workforce Investment Board, St. Clair County Government, Tri-City Regional Port District and the River's Edge Enterprise Center and the "Workforce21: The Power of Partnership" Consortium. Jim also noted the importance of developing relationships with the Chambers of Commerce and other local entities for future initiatives.

H. Youth Council

Sandra Schroeder reported that the August 10, 2005 meeting of the Youth Council was cancelled. Sandra did meet with Walter Hunter and Betty Shenkel to discuss some issues such as career development. They feel it is very important to find ways to bring career development training/knowledge to the third and fourth grade levels in order to build skills at an earlier age. The committee will be exploring ways in which to accomplish this and will begin to set goals and timelines.

5. Great River Workforce Development Corporation, Inc., NFP (GRWDC)

Rod announced that Jim Pennekamp has been chosen as the President of the GRWDC, Rod is Vice-President and David Stoecklin is Secretary/Treasurer. The corporation members have been discussing the possibility of fundraisers as well as providing scholarships. David noted that Madison County Employment and Training has transferred some scholarship

funding to the corporation. It was further noted that resources should be leveraged to build a financial base for these endeavors.

6. Other Business

A. WIA Title 1 Report

1. Approval of Training Vendors (Action)

David Stoecklin presented the list of training vendors to the members and asked for their approval. It was noted that the list includes eligible vendors with whom the Board and Employment and Training Department may utilize for workforce activity. The vendors must engage in growth occupations and must be accredited. Funding for books has been increased to \$3,000 and tuition allotment is \$7,500. *Motion made, seconded and carried to accept the list of Board Training Vendors. A second motion was made, seconded and carried to allow the Executive Committee to approve and add new vendors to the list when requested and report these additions to the full Board.*

2. Incumbent Worker Training Funds (Action)

The plan needs to be submitted to reallocate funds for incumbent workers. David reported that staff recommends funding in the amount of \$167,250. *Motion made, seconded and carried to approve a request of \$167,250 for Incumbent Worker Training.*

B. Critical Skill Shortages Initiative

David also discussed the Critical Skill Shortages Healthcare Initiative and noted that it is going very well and we have exceeded our goal capacity for additional RNs. He also stated that Lucy Chappee, the Healthcare Project Coordinator, has been doing a wonderful job with the initiative and works very closely with staff from hospitals and colleges. David directed the members to the CSSI newsletter written by Lucy that was included in their packets.

Alton One-Stop Partner Informational Presentation

Rita Howells, administrator for the Department of Human Services, Department of Rehabilitation Services, offered information on her agency. Rita noted that the department has fifty field offices. Eighty percent of the funding comes from federal sources and twenty percent from the state and at any given time, there may be 2,500 to 3,000 active cases. There are four (4) primary programs: 1) Vocational Rehabilitation; 2) Bureau for the Blind; 3) Home Services Program; and, 4) the Transition Program. Rita mentioned the importance of hiring disabled individuals and how they serve as mentors for others.

Rhonda DeGonia, Illinois Department of Employment Security, was unable to attend the meeting, however, informational material was distributed with regard to the services of the agency.

7. Presentation: Virtual Video Interviewing

Brian St. Laurent and David Larson from Interview USA presented information on Virtual Video Interviewing (VVI). This is a new interviewing technique allowing job seekers, even those with limited computer skills, to select and record an occupationally appropriate interview conducted electronically. The person interviewing for a position is not physically present but rather sits in front of a camera and answers questions asked on a computer screen. Although the person asking the questions is not "live", it gives the appearance of live interaction. The job seeker is allowed to review the recording, re-record it, if necessary, and release it to any employer on the web as a resume attachment. Employers served by workforce boards can sort job seekers by the same categories and view interviews from their computers. It was noted that the system could potentially be set up in the Alton One-Stop and those interviewing for positions could take part in the virtual interview at that location. It would also be advantageous to several of the Board's business members. It was further suggested that it might be possible to partner with the Mid America WIB and the West Central Board in this endeavor.

8. Next Meeting

The next WIB meeting is scheduled at 10:30 a.m. on Wednesday, December 14, 2005 at Sunset Hills Country Club. The annual luncheon will follow the meeting.

9. Adjournment

The meeting was adjourned at 9:25 a.m.