

**MEETING OF THE
Board of Directors
Of
Northern Illinois Workforce Alliance, Inc.**
(The Workforce Innovation Board serving Boone, Winnebago and Stephenson Counties)
And **Chief Elected Officials**

Tuesday, November 1, 2016
RMAP Design Center, 315 N. Main St.
Rockford, IL

- I. Board Meeting Call to Order:** Chairman Karen Brown called the Northern Illinois Workforce Alliance Board of Directors meeting to order at 8:06 a.m.
CEO Meeting Call to Order: Jim Ryan of the City of Rockford called the Chief Elected Officials meeting to order at 8:06 a.m.
- II. Board Members Present:** Eric Black, Karen Brown, Linda Campos, Michelle Cassaro, Gary Evans, Lori Fanello, Dan Grohens, Jerry Guinane, Brian Halsted, Greg Harle, Tim Hood, Vanessa Hughes, Beverly Long, Brad Long, Mike Nicholas, Amy Ott, Jim Pirages, Mike Nicholas, Jim Ryan, Sam Schmitz, Amanda Smith, Craig Steege, Mark Stefanic, Rudy Valdez, Dave Young
- CEO Members Present:** Mayor Morrissey (City of Rockford), Bob Walberg (Boone County), Bill Hadley (Stephenson County), Dave Peterson (Winnebago County)
- NIWA Staff Present:** Darcy Bucholz, Cathy Cornelius, Pam Fettes, John Strandin, Valerie Johnson
- Guests and Partner Staff Present:** Tom Austin, Jeff Hefty, Amy Heilman, Mike Williams, Dan White
- III. Approval of Consent Agenda:**
- a. **CEO Minutes of July 12, 2016**
 - b. **NIWA Meeting Minutes September 13, 2016** with change to note that William Hadley of Stephenson County was present.
 - c. **Policy Modifications – Procurement Policy modification
Supportive Services Policy modification**
- | | | | |
|---------------------------------|----------------|----------------|-----------------|
| NIWA Board Motion: Smith | Second: | Pirages | Approved |
| CEO Motion: Hadley | Second: | Walberg | Approved |
- IV. Finance Committee Report:**
September 2016 Financial Reports – Michelle Cassaro reported combined percentage of expenditures related to training for the Adult and Dislocated Worker programs was at 45.7%. Youth Workbased Learning Percentage is currently at 24.6% with spending being historically higher during the summer months. The percentage of Training Funds Encumbered for the Adult program was at 70.1% Dislocated Worker Program was at 56.7%. Participant Service Levels were reported at 53.4% for Adults, 70.6% for Dislocated Workers, 54.8% for Youth and 100% for other grants. The planned service level of 500 for Adults may not be achieved by June 30, 2017 because the program is spending more money per participant for training than originally anticipated to meet the skill and certification requirements for employment.
- V. Employer and Public Engagement Committee Report:**
Craig Steege reported that the focus of the committee work is Outreach and Branding. The group has been split into two subcommittees; one for business outreach and one for the community outreach. The goal is to increase awareness of services and improve access. One of the targets is unemployed and underemployed individuals. Another target is employers,

especially those needing assistance to recruit. The branding will continue to be The Workforce Connection. The tag line will be “Get Connected” and will be used to promote services offered by the one-stop centers. Mr. Steege mentioned the multiple names associated with the Board and services (i.e. WIB, The Workforce Connection, Northern Illinois Workforce Alliance). Branding efforts will focus on services and The Workforce Connection, not individual programs and agencies. The committee will work on printed materials, signage, website design, social media, community outreach and partnerships. A marketing budget will be developed. Some of the strategies to be used will be success stories, meeting people face-to-face, partnerships, and open houses. They will look to use free marketing such as public service announcements, press releases, and word of mouth.

The committee asks board members to like and follow The Workforce Connection Facebook page, talk to others about your board position, include your board position in your Bio and on LinkedIn, and refer business associates to TWC services.

Mayor Morrissey thanked the committee for their awesome work and taking charge of clearing up the “profound confusion”. He asked, “Why don’t we call the board The Workforce Connection Board?” After brief discussion, it was agreed that changing the name of the Northern Illinois Workforce Alliance to The Workforce Connection Board would be researched and discussed at the next committee meeting. An update and information will be provided to the Board and CEOs in December, with a possible request for formal approval.

VI. Employer Collaboration Updates:

- **Northwest Health Care Collaborative** – Karen Brown gave an overview of the collaborative, stating that it was started in 2006 with the local Rockford hospitals along with FHN, KSB and CDH. It started with a formal agreement with flexible participation for a 5 year term. A steering committee and a few workgroups were established. The primary issue was to find qualified staff, specifically nursing staff. The collaborative leveraged their resources to create a collaborative culture to achieve regional diversity, standardize clinical partnerships and develop real-time and futuristic goals. They also leveraged funds with other initiatives. Some of their accomplishments have been career fairs, attraction of grants, designed common approaches to education (clinicals), developed a student orientation packet across systems, and established NIOIN (Northern Illinois On-line Initiative in Nursing Program), an on-line nursing program in partnership with the four Community Colleges in the region (Highland, Rock Valley, Sauk Valley and Kiswaukee).
- **Talent Pipeline Management in Manufacturing** – A core group of approximately 5 employers has been established and the project is currently in the ramp up stage. The initiative is supported by a grant from the Community Foundation of Northern Illinois. Other support includes the US Chamber of Commerce. The project uses a model endorsed and supported by the U. S. Chamber of Commerce called Talent Pipeline Management (TPM). TPM uses the principals of supply chain management to create a systematic approach to building a pipeline for careers. Our area has selected manufacturing as our focus for implementation. In addition, Alignment Rockford in partnership with NIWA, RAEDC, RVC and District 205 has received a technical assistance grant from the Council for Adult Experiential Learning (CAEL) and the Illinois Board of High Education. This technical assistance, to include mapping of manufacturing training programs in our region will also be supporting the TPM initiative.

VII. One-Stop Operator and Career Services Procurement Discussion:

- **One-Stop Operator Role and Services to be Procured** - Darcy Bucholz led the discussion by asking the Board and CEO’s to give their input on this topic. Under the new Workforce Innovation and Opportunity Act (WIOA) a Request for Proposal (RFP) will be released for One-Stop Operator and career services for Adults and Dislocated Workers. Under the Workforce Investment Act (WIA) designation of the One-Stop Operator was allowed and our current operator is a consortium of 3 partners; Rock River Training, Rock Valley College and Illinois Department of Employment Security. Under WIOA, the operator must

be competitively procured and can be a single entity or a consortium and their primary responsibility will be at a minimum, to coordinate the service delivery of required one-stop partners and service providers in the one-stop center. The operator may also provide adult and dislocated worker basic career services. Sufficient firewalls and conflict of interest policies and procedures must be established for demonstrating the separation of One-Stop Operator and direct service delivery from the Board, fiscal agent, oversight, monitoring, service evaluation and performance negotiation.

The RFP will be issued One-Stop Operator and for Adult and Dislocated Worker Service Provider. The One-Stop Operator responsibilities to be included are:

- Facilities management;
- Seek & implement access points in the community;
- Professional appearance for our facilities;
- Easy customer flow;
- Customer activities to enhance job search;
- Ensure ADA accessibility;
- Maintain one-stop center certification;
- Outreach & recruitment;
- Support branding;
- Coordinate partner programs for job seeking customers;
- Ensure the delivery of basic career services is integrated, seamless and streamlined;
- Customer data collection;
- Secure basic info & make referrals; and
- Commitment to continuous improvement.

Services for Adults and Dislocated Workers included:

- Responsibility for registration and enrollment;
- Workshops;
- Short-term pre-vocational services;
- Job search activities;
- Assessment;
- Case management;
- Individual service plan development including connection to supportive services;
- Maintaining records; and
- Compliance and performance accountability.

What other things do we need to include? Does the board have other expectations? Does the board have any priorities? It was discussed if our current arrangement would be acceptable under WIOA and the answer is no. Also asked if Rock River Training or Rock Valley would be able to respond to the RFP for one-stop operator and it was clarified that yes they could if they can show that separation or firewall as required by the regulations. Just to clarify, we cancelled the previous RFP because we needed more guidance from the state and also needed to put a For-Profit Policy in place.

- **Proposed Timeline -**
 - 01/10/17 – RFP Released
 - 02/28/17 – Proposals due
 - 03/01-03/22/17 – Evaluation process
 - 03/23-03/31/17 – Proposer presentations
 - 05/02/17 – Recommendation for approval
 - May/June 2017 – Transition Period
 - July 1, 2017 – One-Stop Operator and Service Provider in place

VIII. Announcements/Updates:

- **Regional/Local Plan and MOU approval** – Through a state interagency workgroup, a regional plan for 4 counties and a local plan for 3 counties and the one-stop partner MOU were approved for this year. One signature is outstanding from TANF. Modifications for

PY2017 will include more specifics on action plan with responsible parties specified and a matrix of the 6 goals, the activities associated with those goals and the status of those activities.

- **2017 National Association of Workforce Board Forum** – The Forum 2017 is scheduled for March 25th –March 28th in Washington, D.C. Any board members interested in attending should contact Cathy.

IX. Other/New Business: None

X. Member Comments:

- Brad Long invited all to attend the Building Trades Expo at the Carpenter's Training Center February 7th through 9th.
- Also, coming up is National Apprenticeship Awareness Week, November 14, 2016.
- Bev Long is retiring and will be leaving the board.
- This will be the last meeting for Chairman Walberg of Boone County as a new chairman will be elected in December 2016.

XI. Public Comments:

XII. Adjournment: 9:23 am