

CEP, Inc. Board of Directors
Wednesday, April 21, 2016 – 10:30 a.m.
Chequamegon Food Coop Meeting Room – Ashland, WI

Meeting Minutes

Present

Tom Mackie
Jeff Muse
Bill Kacvinsky
Joe Pinardi
Doug Finn
Lew Martin
Dave Willingham
Rollie Thums
William Voight
Mary Jesunas
Emmet Byrne

Excused

Donna Williamson
Dee Gokee-Rindal
Dee Kittleson

Others Present

Brad Gingras
Jenny Decker
Mari Kay-Nabozny

Bill Kacvinsky called the meeting to order. Roll call was taken, a quorum was present. It was reported that the public meeting notice was published in two class A radio stations and reported on area radio stations. Tom Mackie was introduced as the new CEP Board member representing Washburn County. He will be replacing Steve “Fluffy” Sather.

Approve the Minutes from 2/16/16

Doug Finn made a motion to approve the meeting minutes from 2/16/16 as presented. Seconded by Emmett Bryne. Vote taken, carried unanimously.
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Mission Statement

Brad noted the mission of CEP is to strengthen the economy by providing effective and efficient workforce development services to businesses and job seekers. Brad explained what CEP does for the new Board member. He explained that CEP can help job seekers prepare for a future career and how we go about doing that. The success story is Steven who is 24 year old single parent with a three year daughter. He has limited disabilities due to bad car accident. He worked for Indianhead Community Action Agency (ICAA) for their Fresh Start program, 24 hours a week. Steve upgraded his position as a home health specialist. He will have full time employment, earning \$15 per hour and will have health insurance. He was thankful to CEP for their assistance in helping him advance his career.

Management Reports

Job Center Customer Counts

Jenny gave a brief report on the Job Center customer counts for our Job Centers and Outreach centers in our ten county area. Jenny explained the report to the Board members. There was question on the limited signage for the Job Center in Ladysmith for the public. Brad will look into it but noted that CEP has limited hours there.

Dislocated Worker Report

Brad discussed the updated dislocated worker report in our packet. Brad noted that Caterpillar in Prentice is pending a third party buyer. The only other closure is in Douglas County with Kmart and Conway Trucking in Sawyer County affecting 16 workers. Brad asked the Board if there were any other closures in their area. There were none noted. It was noted that Mosaic which is telecommunications organization in Ladysmith is still going strong as a company, just not in Ladysmith.

Regional Employment Report

Brad reported that there has been some increases in unemployment in our region. He credits most of the unemployment due to seasonal closures such as construction and tourism. The rest of the state is decreased since that last month.

OJT Report

Brad explained that the OJT program is one of our most successful programs due to subsidizing part of the wage for specified period of time to get someone employed. There are 29 contracts currently. The average wage is \$14.00 per hour and training hours are at 250 hours, and cost per contract is \$1,700.

Monitoring Report

Brad explained that every year, DWD monitors fiscal, compliance and EEO at the Job Centers across the state. It was noted that findings are what you don't want to have from a monitor. Observations is something they notice that needs to be tweaked. There were four observations which Brad explained which were included in the packet. The changes were made and addressed. Mari noted that DWD took #2 off the observations. This is the smallest level of observations we've had in a while.

Grants & Revenue Generation Update

Brad discussed the grants update. Brad explained the TechHire grant CEP is in partnership with, the Central MN Office of Job Training. This grant has the focus of getting individuals into the IT industry. The grant has been submitted. There's a lot of competition on this grant nationally and regionally. Mari reported that the WIB also wrote a TechHire grant with three other WDAs in the state and some area Tech Colleges. If CEP received it, it would be \$300,000 for the course of four years.

Brad reported that CEP didn't get the Transitional Jobs Program (TJP) grant. It was noted that Indianhead Community Action Agency (ICAA) received it. It would have been very challenging

program for our staff because of the tough demographics we would be working with. It would have covered six of our ten counties.

Brad discussed the Bremer Grant Foundation CEP received to update all new computers for staff, along with paying for a new marketing plan for CEP.

Action Item: Review/Approve FLOP Policies

Brad Gingras explained the Field Level Operating Procedures (FLOP) manual that staff follow for program operations. There needed to be modifications to the manual due to changes from WIA to the new Workforce Innovation and Opportunity Act (WIOA). In the packet, is a summary of the changes required. These changes were also approved at the recent Executive Committee meeting and will be approved by the WIB in June. Brad explained the new case management system called TESSA that CEP is using. There was discussion on employment rates for the Tribes.

A motion was made by Jeff Muse to approve the FLOP changes as presented. Seconded by Emmett Byrne. Vote taken, carried unanimously.

OJT Discussion

Brad explained that staff did more research on how to measure the success of the OJT program. Included in the packet was a report that includes data from 2014 to present on the number of OJTs done. Of the 101 represented in the report, 77% of the participants are either still participating in the program or offered employment by the employer at the end of the contract. 64% are still on the job with the original employer. The other 36% are not with the OJT employer, but they are employed somewhere else. A discussion took place on the differences between the younger generations work ethic versus older workers.

The CEP Marketing Initiative

Brad discussed the new marketing initiative for CEP and prior, where it had been scattered with no common theme. He noted that we want to get CEP's message out in a more effective way. Part of the Bremer Grant was to fund marketing. CEP contracted with Swim Creative out of Duluth. They spent time with ten staff from CEP, learning what we do. They created how we present ourselves, unifying us with a similar message and educating people about who we are. Brad offered Board members a copy of the report based on the meeting with the staff for the creation of the marketing plan which he explained. Brad explained the logo and how we will use it for our brand. It was noted that we will be known at CEP, but not as CEP, Inc. or Northwest CEP, etc. This will be rolled out in May to staff. A suggestion was made to create a small card that Board members could show members of the public that briefly describes our mission.

Transition of the CEP Executive Director Position

Brad announced that he will be resigning from CEP in June and taking on a new position with Area Healthcare Education Consortium (AHEC) as their Executive Director in the northwest region. AHEC is a non-profit, healthcare education entity. His job will focus on educating people in careers in the healthcare field. A nation-wide search has begun for a new Executive Director

for CEP. He noted that the CEP/WIB Joint Conference Committee will be meeting today to discuss this transition. He noted that he does not know if there are any internal staff who plan to apply. He noted that Sue Stephens and Cory Kempf will be the interim staff to fill in if there's no applicant hired by June. A question was raised on who decided on what we're looking for and how will the CEP Board be involved. It was suggested that the CEP Board have a discussion prior to the Joint Conference Committee meeting. It was noted that the CEP status is vulnerable as the service provider, so we want this transition to go properly with the WIB. It was noted that Mari will be involved in the interviews and Brad if he's available.

Other Business

None

Next Meeting Date and Location

The next meeting of the CEP, Inc. Board of Directors will take place on Wednesday, June 15, 2016 at 10:00 a.m. in Ashland or at the call of the Chair.

Lew Martin made a motion to adjourn at 12:50 p.m. Seconded by Emmett Byrne. Vote take, carried unanimously.