

SUMMARY OF BUSINESS SERVICES ADVISORY TEAM MEETING

January 18, 2007

The Workforce Development Center of Jefferson County and the Dodge County Job Center, along with partner agencies of Jefferson County Economic Development Consortium, Opportunities, Inc., Madison Area Technical College and Moraine Park Technical College hosted a Business Services Advisory Team Meeting on January 18th 2007. The meeting was designed to gather information from three targeted industry sectors; Health Care, Manufacturing and Service/Retail. The business communities of both Dodge and Jefferson Counties were invited and represented. Businesses in attendance include; Beaver Dam Community Hospital, Watertown Memorial Hospital, Bethesda Lutheran Homes, Spuncast, Pivot Point, Kraft Foods, Sussek Machine, Trek Bicycle, The Custom Shoppe, Wal-Mart Distribution Center, Wis-Pak, and Perkins.

Through questions designed to stimulate conversation, input was gathered from each industry in order to identify how they currently viewed services delivered by the job centers, technical schools and the economic development office. Input was also gathered about what short and long-term goals should be identified, type and frequency of information to be disseminated, and effectiveness of services currently delivered. This report was created to summarize the responses as well as to provide the vehicle for developing an action plan designed to address the needs identified and then following up as progress is made towards these identified goals.

This Advisory Team Meeting was organized as a request by the Workforce Development Board of South Central Wisconsin, a major financial contributor for the services at the job centers. As a requirement of Job Center Standards, feedback is required in order ensure they are aligning resources to meet the ever changing needs of their customers; businesses, job seekers, youth/young adults and entrepreneurs.

Industry /Sector Participants

Why include the manufacturing sector?

As a sector it has the single largest impact on the Dodge Jefferson County region. See TABLE ONE. This sector captures some 43,000 jobs in Jefferson/Dodge Counties and accounts for approximately 52% of the personal earnings and over 44% of the employment positions in these two counties with the earnings per worker (EPW) at approximately \$41,000. Historically manufacturing has paid a premium for those working in the manufacturing industries when compared to other industries in these counties. Further it should be remembered that industry sector means all those positions that are related to manufacturing rather than the narrow industry definition which are those positions of manufacturing. If one looks at the industry itself as positions in manufacturing the number of jobs is still large at 21,343 and the EPW increases to well over \$54,000.00. See TABLE TWO. It should be noted that over the next ten years it is projected that manufacturing will realize a growth rate of about 5%. Although this grow rate, as a percentage is lower than many other sectors, in reality the actual number of jobs, over 1000, is substantial and generally these jobs continue to portend a higher than other sectors EPW.

Why include health care industry?

The health care industry has a projected growth that will include an increase of some 20% over the next 10 years. See Table THREE for the counties of Jefferson and Dodge. Additionally, we have several major health care providers and facilities in Dodge and Jefferson County region. The region has some 8700 jobs in the health care and social assistance industry with and EPW of about \$40,000.00. Also, it is generally expected that as the population ages there will be an increase in demand for health care services thereby driving up the demand for health care industry professionals.

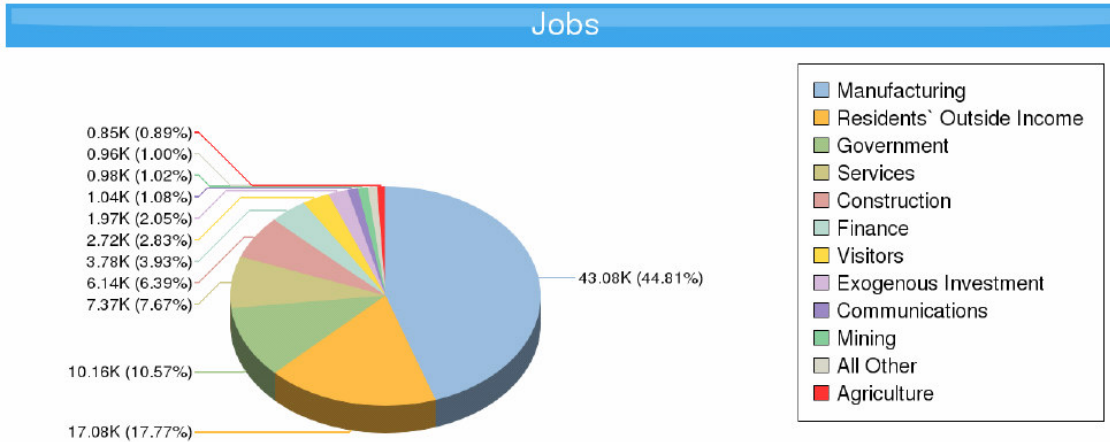
Why include the retail and service industry?

The retail and service industries of Dodge and Jefferson Counties are anticipated to grow about 20%. This growth represents some 7000 jobs over the next ten years. See TABLE FOUR. Although the earning per worker of \$19,574 for the Retail and Service industry is substantially less than that of manufacturing and the health care industries, at \$41,000 and \$40,000 respectively, it still is worthy of analysis as the growth in consumerism appears inevitable. It is believed that jobs in the retail and service industries will add diversity into the region. This diversity will facilitate economic stability as the economy moves through its growth and contraction cycles associated with traditional economic boom and bust periods.

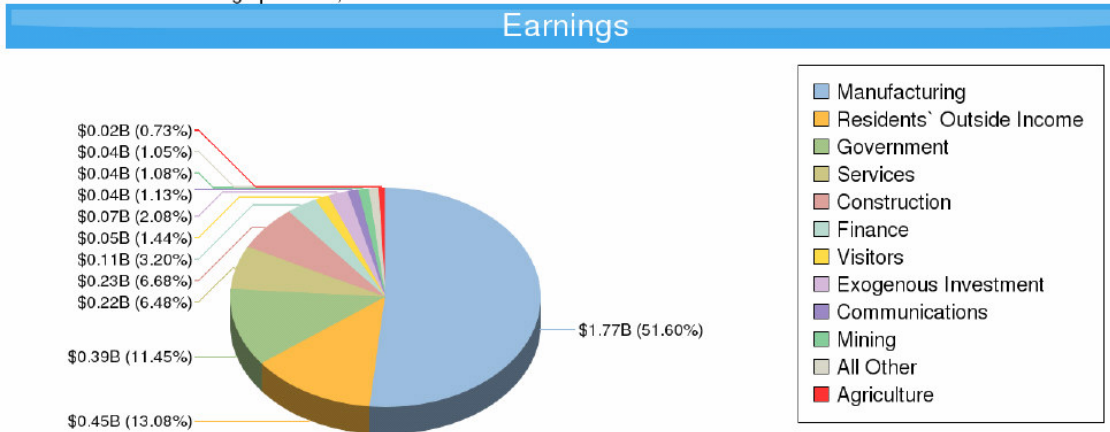
Typically manufacturing is the first industry to experience the impacts of recessions and the last industry to recover from them. By diversifying the industry job mix the severity of these cycles can be reduced.

TABLE ONE:

Economic Base



Source: Economic Modeling Specialists, 2007



Source: Economic Modeling Specialists, 2007

Sector	Jobs	Earnings(K)	Jobs %	Earnings %	EPW(K)
Manufacturing	43,078	\$1,765,755	45%	52%	\$41
Residents' Outside Income	17,080	\$447,457	18%	13%	\$26
Government	10,162	\$391,924	11%	11%	\$39
Services	7,389	\$221,610	8%	6%	\$30
Construction	6,141	\$228,746	6%	7%	\$37
Finance	3,777	\$109,555	4%	3%	\$29
Visitors	2,716	\$49,185	3%	1%	\$18
Exogenous Investment	1,989	\$71,229	2%	2%	\$36
Communications	1,042	\$38,632	1%	1%	\$37
Mining	983	\$36,983	1%	1%	\$38
All Other	962	\$35,884	1%	1%	\$37
Agriculture	855	\$24,839	1%	1%	\$29

Source: Economic Modeling Specialists, Inc. • 2/07

TABLE TWO:**Industry Data****Region: Dodge/Jefferson****Description: Combined Counties**

55027 (Dodge), 55055 (Jefferson)

Code	Description	2006 Jobs	2016 Jobs	Change	% Change	EPW
31-33	Manufacturing	21343	22387	1044	5%	\$54655
		21,343	22,387	1,044	5%	\$54,655

Source: Economic Modeling Specialists, Inc. • 2/07

TABLE THREE:**Industry Data****Region: Dodge/Jefferson****Description: Combined Counties**

55027 (Dodge), 55055 (Jefferson)

Code	Description	2006 Jobs	2016 Jobs	Change	% Change	EPW
62	Health care and social assistance	8744	10527	1783	20%	\$40095
		8,744	10,527	1,783	20%	\$40,095

Source: Economic Modeling Specialists, Inc. • 2/07

TABLE FOUR:**Industry Breakdown**

NAICS Code	Description	2006 Jobs	2016 Jobs	EPW	2005 Establishments
44-45	Retail trade	12,420	15,619	\$21,651	460
72	Accommodation and food services	5,522	6,277	\$10,447	336
81	Other services, except public administration	5,017	5,925	\$18,347	331
56	Administrative and waste services	4,311	5,772	\$20,263	166
53	Real estate and rental and leasing	2,772	3,265	\$21,022	109
52	Finance and insurance	2,571	2,880	\$29,962	190
71	Arts, entertainment, and recreation	2,021	1,874	\$11,039	67
61	Educational services	620	645	\$17,620	15
55	Management of companies and enterprises	426	522	\$64,971	16
	Total	35,681	42,779	\$19,574	1690

Source: Economic Modeling Specialists, Inc. • 2/07

Summary of Findings

The discussions at our business advisory team meeting were positive concerning the current services used. It was agreed that many industry participations were not aware of all the services provide by each segment, Job Service, Economic Development, MATC and MPTC. The importance of providing additional information on services and what each segment can provide to business is important aspect. Also a clear message of communicating and informing the general public and municipalities about the services is needed. It was generally felt that these communications were important to improve community participation. Communication in areas such as youth programming for manufacturing and youth apprenticeships as well as programming for workers with disabilities were just a few of the topics identified. Communicating with the news media, paper and radio, organizations newsletters, such as chamber of commerce are all

avenues that will be pursued. Generally, providing timely information on new opportunities, programs and a brief menu of services was an important segment of the communications.

When our discussion turned to short and long-term goals the message again revolved around communication. These communications should include some information on current labor market, new initiatives, and new or existing services provide. While we work in those areas a continued focus on youth employment programs and continuing our current Job Seeker workshops are important. Expanding our recruitment efforts for basic skills programs and connecting graduates with local business were priorities. As industry and business needs change a simple, quick and precise communication tool for businesses to the participating agencies is needed. Most participants were in favor of e-mail communication as long as it was short and to the point.

Next Steps

Plans moving forward will include a quarterly communication that can be utilized by business and industry. We will segment it for each area (Job Center, Economic Development, and Technical Colleges) and provide information in each area. We will provide links when possible to major high impact information and attempt to provide a quick and to the point document. These documents would include current services, new initiatives, labor market updates as well as plans and results to address the number of items identified by the business advisory team in the short and long-term goals.

Expanded Discussion

In July of 2006 at the recommendation and with the funding of the Workforce Development Board of South Central Wisconsin (WDCSCW) the new position of Business Services Team (BST) Leader for Jefferson and Dodge Counties was established. The position is wide reaching to include a number of topics such as single point of contact for businesses, coordination of services among partner organizations, prioritizing outreach efforts to industry, and providing a communication link for sharing of information. Other areas included are providing a job description writing service, direct entry of job orders, recruitment services, effective placement of job orders, recruiting applicants, providing labor market information, organize events and assist business with expansion and downsizing. It is through this recommendation that Dale Williams was hired in order to provide the above mentioned services for both Dodge and Jefferson county businesses.

In conjunction with the BST Leader initiative, the WDBSCW required the formation of a regional Business Services Team that is to consist of partners from both counties that include the Job Center, Economic Development, Madison Area Technical College, and Moraine Park Technical College. Although many different tasks are on hand for this group one of the leading segments had been working to bridge the gap of communications between related Workforce Development resources, i.e. the previous groups listed and business and industry. It was the BST that developed and hosted this event. They are also the ones responsible for addressing the needs identified in this report. It is their hope that business and industry would identify them as the contact point for workforce development strategies for this two-county area.

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Summary from Business Services Team (BST) Advisory Session- 1/18/07

Question Asked	Economic Development	Job Centers	Technical Colleges	BST Action Plan Goal
What is your current view of this organization?	<ul style="list-style-type: none"> - Those familiar with service are "very pleased" - Most not familiar with economic development role 	<ul style="list-style-type: none"> - Job Net is an excellent recruiting tool - Staff is helpful - Timeliness to post openings is very good - The center performs excellent follow through 	<ul style="list-style-type: none"> - Positive comments from all having interaction with MPTC & MATC - Have had no interaction and no knowledge of our services 	
Are their services effective?	<ul style="list-style-type: none"> - Yes from those who have utilized services - Those unfamiliar are not able to rate 	<ul style="list-style-type: none"> - Yes, collecting applications - On-site recruiting is effective - "Hot List" - Follow through is effective 	<ul style="list-style-type: none"> - Just began working with MPTC - Prices too high - Too many online courses and not enough face-to-face, classroom interaction - Yes, always receptive 	Communication with the general public to expand their knowledge on the variety of services these organizations provide.
What should they look to do in the short and long- term?	<ul style="list-style-type: none"> - Communication w/management then must make sure to communicate with HR - Information about trends in labor market - More information about economic trends happening, not just labor market - More programming for workers with disabilities and youth 	<ul style="list-style-type: none"> - Continue workshops for job seekers - Newsletters - Provide more information to employers about services and labor market - Basic skills are still an issue 	<ul style="list-style-type: none"> - Online professional development - Better market our services and our campuses 	<ul style="list-style-type: none"> - Produce, on a quarterly basis, a newsletter that shows trends, services available, new initiatives, etc. - Strengthen ties to youth employment programs in the area - Recruit candidates for Basic Skills programs and connect graduates with businesses
How often and what type of information is sought?	<ul style="list-style-type: none"> - Email preference is very concise - Brochures and updates - Phone as long as short and to the "point" 	<ul style="list-style-type: none"> - Email - Short to the point links to in-depth information - Update on plant closures - Monthly communication - Classes available at the centers - Tour of our facilities for employers (have them walk through a job seeker process) 	<ul style="list-style-type: none"> - No e-mail please - Timely phone calls - Not calls, e-mail, so we can forward to others - Call or e-mail - Visits - Please not a newsletter 	Newsletter to be in an electronic format

A full report, charts and relevant data can be found by going to any of the following web pages:
www.co.jefferson.wi.us/workforce
www.dodgecountyjobcenter.org
www.jcedc.net