



NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD

A proud partner of the **American Job Center** network

2023 ANNUAL REPORT

CEO WELCOME



"In every day, there are 1,440 minutes. That means we have 1,440 daily opportunities to make a positive impact."

- Les Brown

Each new year brings change, and 2023 did not disappoint. Disruptive technologies continue to change and evolve work as we know it. ChatGPT and other AI technology may assist employers in filling vacancies, but may displace some types of labor. Then again, they can also raise the productivity and incomes of jobs they create or complement. The impact in our region is yet to be seen as we continue to keep our eyes on the ever-changing horizon and ensure we are positioned to assist our communities in adapting to and maximizing the potential.

However, for this to occur, infrastructure investments are needed to ensure that broadband is available equitably throughout the state to give our rural businesses and residents the same opportunities to embrace technological advancements as their urban counterparts. The rising desire for remote work positions and growing home-based entrepreneurs within our region and nationwide are also influencing the job seeker and workforce landscape.

Looking forward, we cannot leave potential workers untapped. Whether it is adopting equitable employment practices for individuals re-entering communities after incarceration or continuing to tackle the childcare crisis, we need to embrace creativity to move our businesses and communities forward. We also must engage our youth by educating about local industries and letting them experience firsthand working at businesses in their backyard.

Many of our initiatives are dedicated to addressing the challenges, or rather opportunities, mentioned above. Our annual report is an artistic expression of the impact the staff and board have had throughout the past year. Throughout these pages, we are showcasing our impact by the numbers, through our community service, and in our participants' own words. We hope you enjoy our annual report!

- MARI KAY-NABOZNY
Chief Executive Officer

Teamwork makes the dream work!

We're pleased to introduce our team and offer some insight into the incredible personalities and diverse perspective we all bring. Each team member has an indicator specifying their tendency identified through *Gretchen Rubin's* personality framework called the *Four Tendencies*. This framework can assist teams in helping to "make better decisions, meet deadlines, suffer less stress and burnout, and engage more effectively." We hope you enjoy learning more about our staff and maybe even learning more about yourself by taking the quiz!

NWWIB TEAM

Obliger: Meets outer expectations, but resists inner expectations. (They put others first, always.)

Rebel: Resists outer and inner expectations. (They do what they want!)

Questioner: Resists outer expectations, but meets inner expectations. (They need to know the why.)

Upholder: Meets both outer and inner expectations. (They are the classic rule followers.)



MARI KAY-NABOZNY
Chief Executive Officer
REBEL



JAY ANDERSON
DIRECTOR OF BUSINESS & COMMUNITY ENGAGEMENT/OSO
UPHOLDER



KATIE BRETTING
SPECIAL PROJECTS CASE MANAGER
OBLIGER



RYCE DAVIS
RE-ENTRY SPECIALIST/ CASE MANAGER
OBLIGER



MATTHEW FILIPEK
PATHWAYS HOME 2
RE-ENTRY CAREER COACH
OBLIGER



DAWN KNAPP
H1B COW GRANT PROJECT MANAGER & REGIONAL COORDINATOR/EO
QUESTIONER



JO NOWAK-THOMPSON
EARLY CHILDHOOD PROJECT MANAGER
QUESTIONER



BELLA POTACK-RETTLER
ADMINISTRATIVE & OUTREACH COORDINATOR
OBLIGER



MELISSA RABSKA
DIRECTOR OF OPERATIONS & COMMUNICATIONS
OBLIGER



AMANDA SOLTAN
TRAINING NAVIGATOR
OBLIGER



KRISTI WAITS
DIRECTOR OF SPECIAL PROJECTS
QUESTIONER



FRIDAY
BARKETING ASSISTANT
REBEL

ART OF IMPACT

Workforce Investment Boards are non-profit organizations charged with carrying out employment and training activities under the *Workforce Innovation and Opportunity Act (WIOA)*. We also locally implement other workforce development programs. All of these programs are dedicated to strengthening the Northwest Wisconsin workforce and connecting people to opportunities, as either a career seeker or employer. Together, with our partners and stakeholders, we serve the counties of Ashland, Bayfield, Burnett, Douglas, Price, Iron, Rusk, Sawyer, Taylor, and Washburn.

INDIVIDUALS BY INITIATIVES

162
RE-ENTRY
PROGRAMS

232
WORKFORCE
INNOVATION &
OPPORTUNITY ACT
(WIOA)

ADULT - 141
DISLOCATED - 10
YOUTH - 81

587
WORKER
ADVANCEMENT
INITIATIVE
(WAI)

146
SUPPORT TO
COMMUNITIES
(STC)

119
COLLABORATION
OF WISCONSIN
(COW)

13
QUEST

IN 2023, NWWIB PODCAST:
Workforce Waves
HAD OVER 1,700 DOWNLOADS!

PERCENT OF CO-ENROLLMENTS PER PROGRAM

STC	59%
COW	56%
WAI	29%

WIOA	
ADULT	43%
DISLOCATED	39%
YOUTH	29%

WIOA PY22 PERFORMANCE

	Adult	Dislocated Worker	Youth
Employ. Rate 2nd Qtr. After Exit	Met	Met	Met
Employ. Rate 4 Qtr. After Exit	Met	Met	Met
Median Earnings	Exceed	Exceed	Exceed
Credential Attainment Rate	Exceed	Exceed	Exceed
Measurable Skill Gains	Exceed	Exceed	Exceed

**Workforce
Advancement Initiative (WAI)**
\$716,362

**Collaboration of
Wisconsin (COW)**
\$625,166

QUEST
\$332,854

Pathways Home 2
\$218,990

**Workforce Innovation &
Opportunity Act (WIOA)**
\$210,217

**Support to
Communities (STC)**
\$130,897

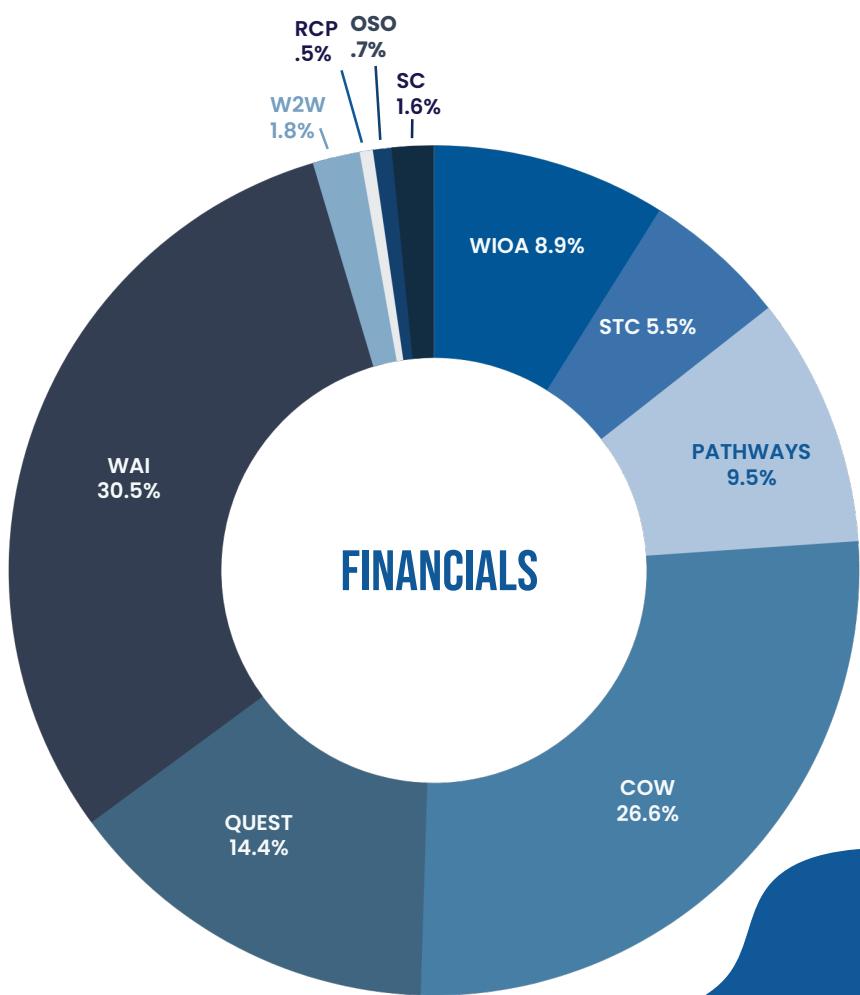
Windows to Work (W2W)
\$43,699

Service Contracts (sc)
\$39,175

One-Stop-Operator (oso)
\$18,135

Regional Career Pathways (RCP)
\$13,235

2023 NWWIB ORGANIZATION BUDGET



SUCCESS STORIES



RAYMOND

Windows to Work
Worker Advancement Initiative
Support to Communities

Raymond applied for Windows to Work while he was incarcerated. He also co-enrolled into *Support to Communities* and *Worker Advancement Initiative*. These grants provided support services that helped Raymond re-obtain his job at *Santikko Logging and Trucking, Inc.* Currently, he runs heavy equipment and has future goals of obtaining a commercial driver's license.

"These programs helped me gain financial stability in my life," says Raymond, "The most important thing my coach did was if I needed help and checked in with me to see how things were going. That meant so much to me. This program is all about being successful and I will forever be very grateful for everything that my coach and these programs have done."



Jonathan was enrolled in the *Support to Communities* when he graduated from *Treatment Court* and decided to start down a new path in his life. He wanted a more fulfilling career with growth and better pay.

He enrolled in Heavy Equipment School and once he graduated, Jonathan moved back to Superior. He gained employment two weeks after returning. Jonathan now works at *Omaha Track* as a full-time employee with benefits. He stated that it was great to learn that there is "help for people like me. It's a God send for anyone trying to turn their life around."

JONATHAN

Support to Communities
Worker Advancement Initiative

SCOTT

Collaboration of Wisconsin Rural Healthcare

Scott initially connected with the COW program for assistance in pursuing his Associate's Degree in Nursing. Scott was employed and working in the healthcare field as a CNA at a local facility, but had a desire to advance his skills in the industry. To further support Scott and his career journey, he was referred and ultimately enrolled in *Support to Communities* to fill in the gaps that the COW program could not. Between both grant programs, Scott received financial assistance with tuition and licensing exam fees. Currently, Scott is working at the same facility where he was working as a CNA and also during his Nursing Internship. "This grant allowed me to advance my career and also allows me to help out my community as a RN in the local Emergency Department," said Scott. "If someone has a similar mindset and wants to help their community it is a great resource!"

SOPHIA

**Workforce Innovation & Opportunity Act:
In-School Youth**

After receiving her CNA certificate, Sophia began a Work Experience at *indiGO Independent Living*. During a review, *indiGO* had nothing but positive things to say about Sophia.

"Sophia has been a super star. Her consumers really enjoy working with her and have been requesting for her to pick up more hours. She has been compassionate, caring, and dependable. Her confidence is growing each day. She has improved in many areas throughout her work experience. We are very proud on the goals she has accomplished."

indiGO has decided to hire her upon completion of her work experience.



IRYNA SHKUNDA AND SERHII PYHYK

Workforce Advancement Initiative

Iryna Shkunda and Serhii Pyhyk fled the war in Ukraine with their two young girls and found refuge in Wisconsin. With courage and resourcefulness, this family has started rebuilding the pieces they left behind. With extensive support from their sponsor they worked with the workforce system and met Ryce, the NWWIB Worker Advancement Initiative (WAI) Case Manager, who would become their ally for the steps ahead.

With WAI funding for support services and on-the-job training and the generous support of their community, Iryna and Serhii are getting established. For example, Iryna had never driven in America before coming here, but she needed an additional vehicle to get to work, groceries, and so on while Serhii was at his own job. WAI helped Iryna pay for driver's education, and after NWWIB reached out to the community, an amazing local family came forward to donate a car to her so she could continue to work and provide for her family.

Speaking of school, Iryna also used WAI to find work at a childcare facility, which is desperately needed in our communities. Iryna hopes to grow at her job and pursue further education so that she can become the best caregiver possible for those in her care. Congratulations, Iryna Shkunda and Serhii Pyhyk! We are inspired by your perseverance and are so happy that your family is here with us.

JONATHAN

Workforce Innovation & Opportunity Act: Dislocated Worker

After his former workplace closed, Jonathan met with a Northwest Wisconsin CEP Career Planner and enrolled in the WIOA Dislocated Worker Program. Jonathan created a plan to go back to school and attend Northwood Technical College in Ashland to pursue an Associate Degree. Through hardwork, Jonathan completed his Associate Degree in Criminal Justice in December 2021.

After receiving his degree, Jonathan was offered a funding sponsorship for the 720-hour Law Enforcement Academy at Northwood Technical College in Rice Lake. Through more hardwork, Jonathan graduated the Police Academy on December 9, 2022. Jonathan is now a full-time Sheriff Deputy for the Ashland County Sheriff Department!



COMMUNITY



Helping Hands!

Giving back to our communities is important to the staff of the NWWIB! By participating in local, regional, and national conversations, we can create the relationships and networks we need to strengthen communities and economies.

Throughout the year, we also love to explore the small ways we can make a difference in our communities by presenting our services. This includes networking at local events, ringing the bells for the Salvation Army, Trunk-or-Treating or even building a scarecrow!

DIGITAL EQUITY OUTREACH



The NWWIB received a *Digital Equity Outreach Grant* awarded by the *Public Service Commission of Wisconsin (PSC)*.

This summer, the NWWIB gathered locally informed insights about digital equity needs in hopes of improving digital access to communities. Information and insights gathered from the listening sessions and the survey were submitted to PSC to inform the state's digital equity plan.



May	
	NWWIB Receives Grant
June	
July	
11th	
13th	Listening Session: Ashland, Webster, Ladysmith & Spooner
18th	Listening Session: Hayward & Washburn
25th	Listening Session: Superior
28th	Washburn County Fair Outreach
August	
1st	Listening Session: Medford
3rd	Loon Days Outreach
4th	Head of the Lakes Fair Outreach
8th	Listening Session: Park Falls
September	
15th	Outreach Ends



PROGRAMS

Quality Jobs, Equity, Strategy and Training in Childcare (QUEST)

QUEST provides support and training for individuals working in, returning to, or interested in pursuing training in early childhood education.

The QUEST grant has financial assistance available to fund early childhood education and supportive service needs for those who operate in-home or for community group centers. Currently, several cohort trainings are scheduled for Winter 2023 in partnership with *Northwood Technical College*.



Re-entry Utilizing Pathways Home 2 and Windows to Work

Through both the *Pathways Home 2 and Windows to Work* program, the NWWIB is serving currently incarcerated and recently released individuals. These programs are designed to reduce recidivism by connecting participants with job opportunities and wraparound supports to be successful.



Overcoming Addiction with Support to Communities

Support to Communities assists those who are or have been affected either personally or through family and friends by opioid or other substance misuse and supports individuals working in healthcare and related fields addressing the opioid crisis. The grant funds job training, wraparound supports, and recovery services for participants.



Tackling a Post-Pandemic Workforce with the Worker Advancement Initiative

The Worker Advancement Initiative serves people whose previous employment has not come back post-pandemic as well as those who were not attached to or were not successful in the labor market after the pandemic. The grant focuses on providing paid work experiences, on-the-job training opportunities, hard and soft skill training, and supportive services to address barriers related to employment.

(Partners in this work include Indianhead Community Action Agency, Manpower, Northcentral Technical College, Northwest Wisconsin CEP, and Northwood Technical College.)



Collaboration of Wisconsin Rural Investment in Community Healthcare

The Collaboration of Wisconsin Rural Investment in Community Healthcare grant aims to upskill those who are interested in specific healthcare careers to get them the training they need to increase the skilled workforce in targeted rural counties in Wisconsin. Statewide partners include Bay Area Workforce Development Board, Fox Valley Workforce Development Board, North Central Wisconsin Workforce Development Board, and Workforce Development Board of Southcentral Wisconsin.



BUSINESS SERVICES

WINNING WITH WISCONSIN'S WORKFORCE

Throughout the state, the 11 Workforce Development Boards and local partners have collaborated on the Winning with Wisconsin's Workforce series. Each quarter, Workforce Development Boards are bringing together regional business leaders and community stakeholders to celebrate best practices for workforce recruitment and retention while sharing information about available funding, resources, and data to aid competitiveness.



TDCON 23

Every year, the Wisconsin Workforce Development Association host the Talent Development Conference (TDCON). The conference welcomes more than 250 attendees, including executives, business leaders, human resources professionals, dozens of Wisconsin industry and trade associations, policymakers, and workforce development leaders.

TDCON 2023 was hosted in La Crosse and featured a high-quality program, highlighting successful workforce development strategies occurring across Wisconsin.

CHECK OUT TDCON24!

SCAN THE QR-CODE:



RESOURCE & JOB FAIRS

Resource and job fairs offer a concentrated opportunity for networking, connecting with employers, and exploring career options. They provide real-time interaction, immediate feedback, and access to valuable resources, making them efficient for job seekers.



NWWIB PARTNERS AND STAKEHOLDERS

- Ashland Area Development Corporation Board of Directors
- Bayfield County Economic Development Corporation Board of Directors
- CESAs 10, 11, & 12
- County Jails: Ashland, Bayfield, Burnett, Douglas, Price, Rusk, Sawyer, & Washburn
- Price County Business + Industry Group
- Great Northwest Wisconsin Regional Career Pathways

- Indianhead Community Action Agency
- Lac Courte Oreilles Ojibwe University
- Manpower
- Northcentral Technical College
- Northwest Connection Family Resources
- Northwest Wisconsin CEP
- Northwood Technical College
- Southwest Wisconsin Workforce Development Board
- University of Wisconsin Superior
- Visions Northwest Regional Economic Development
- Wisconsin Department of Workforce Development
- Wisconsin Economic Development Corporation
- Wisconsin Workforce Development Association

February 14, 2023

Superior & Douglas County Job Fair at Northwood Technical College in Superior

June 13, 2023

Hayward & Sawyer County Job Fair at the Veterans Community Center

June 14, 2023

Resource Fair at Legendary Casino in Bayfield County

ROADTRIP NATION

“[People’s] inability to see my potential should not limit my potential.”

Reba Rice
Chief Executive Officer
NorthLakes Community Clinic
Hayward, WI

The Wisconsin Workforce Development Association and Wisconsin Department of Workforce Development partnered with Roadtrip Nation to create the Wisconsin hub: Future Forward Wisconsin. Roadtrip Nation is a nonprofit education organization (with a series on PBS!) that sends youth across the country to interview inspiring people in all kinds of industries. Throughout their over 20 year history, they have compiled an extensive archive of interviews, career pathways, and tools to engage youth.

Future Forward Wisconsin is a digital career exploration tool that is available for youth to use to understand what career choices align with their interests! The platform includes video archives of industry leaders throughout the state and from across the country allowing youth to explore whatever careers they may be interested in without geography limitations.



EXPLORE LOCAL OPPORTUNITIES.

Discover and learn from working individuals in Wisconsin. Listen to their stories to help pave the path forward in your career journey!

Roadtrip Nation takes your interests and matches you with professions, leaders and majors that fit your passions. Create an account at www.roadtripnation.com/workforce/wisconsin to begin your roadmap today!

Questions? Go to info@roadtripnation.com

Future
Forward
Wisconsin



Northwest Wisconsin Workforce Investment Board is an equal opportunity employer and provider of services. If you have a disability and need assistance with this resource, please call us through Wisconsin Relay Service (711) or at 800-440-3529. To request a reasonable accommodation for this resource, please call us. For assistance or translation of the information, please contact us at 715-222-1422.



SCAN TO CHECK OUT
THE FUTURE FORWARD
WISCONSIN WEBSITE

 **WWDA**
WISCONSIN WORKFORCE DEVELOPMENT ASSOCIATION

SPEAKING OF YOUTH...CHECK OUT THE NWWIB TIK TOK PAGE @NORTHWEST_WORKS! WE POST EVERY WEDNESDAY WITH OUR MARKETING ASSISTANT, FRIDAY!
#WORKFORCEWEDNESDAY / #FRIDAYSWORKFORCEWISDOM

2023 NWWIB BOARD

1. **Kelly Klein, Chair**
Iron County Development
Zone Council
2. **Judy Aspling, Vice Chair**
Center City Housing
3. **Richard Nystrom, Secretary**
D & N Development
4. **Elaine Ogilvie**
A.L.M. Holding Company
5. **Thomas Draghi**
Division of Vocational Rehabilitation
6. **Tami Follet**
Fraser Shipyards
7. **Brad Gast**
Northcentral Technical College
8. **Edward Gruhl**
Gruhl Education Consulting, LLC
9. **Allysa Headley**
State Farm Insurance
10. **Mic Isham**
Great Lakes Indian Fish &
Wildlife Commission

11. **Michelle Johnson**
Enbridge
12. **Dale Kelm**
Birch Haven Senior Living
13. **Mary McPhetridge**
Ashland Area Chamber of
Commerce
14. **Ashley Moore**
Prudential Advisors
15. **Jeff Muse**
Northwest Wisconsin CEP
16. **Brian Nelson**
Iron Workers #512
17. **Bambi Pattermann**
Northwood Technical College
18. **Kristine Porter**
Wisconsin Job Service
19. **PC Rasmussen**
Lakewoods Resort
20. **Crystal Rohde**
Visions Northwest &
Northwest Regional Planning
Commission
21. **Cindy Rouzer**
Spooner Health
22. **Jennifer Shearer**
Indianhead Community
Action Agency
23. **Mary (MJ) Sills**
Unemployment Insurance
24. **Kerri Trubachik**
Associated Bank

COMMITTEES

Executive Committee

1. Kelly Klein, Chair
2. Judy Aspling
3. Dale Kelm
4. Richard Nystrom
5. Kerri Trubachik

One-Stop Operator

1. Brad Gast, Chair
2. Thomas Draghi
3. Jeff Muse
4. Bambi Pattermann
5. Kristine Porter
6. Sally Schraders

Youth Committee:

1. Mary McPhetridge,
Chair
2. Patrice Carlson
3. Mic Isham
4. Jeff Muse
5. Brian Nelson
6. Jennifer Shearer
7. Allysa Headley
8. Sheila Young
9. Melissa Weber
10. Jake Wyrzykowski
11. Amanda Popovich

Strategic Directions & Development Committee :

1. Judy Aspling, Chair
2. Barb Flynn
3. Kelly Klein
4. Thomas Michels
5. Bambi Pattermann
6. PC Rasmussen



Northwest Wisconsin Workforce Investment Board, Inc.

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