



*Racine County*  
Workforce Development Center

# 2008 Annual Report



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**This 2008 Annual Report represents the comprehensive efforts of all of our partners.**

## **Mission —**

**to promote the economic prosperity of the area by providing quality services for employers, job seekers and taxpayers.**

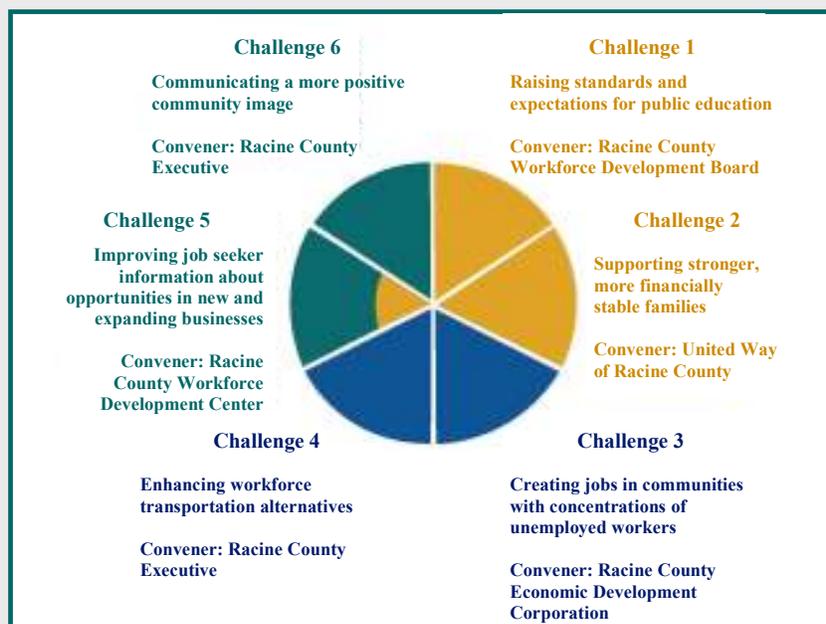
### **Higher Expectations: A Workforce Strategy for Racine County**



The Racine County Workforce Development Board (WDB), appointed by County Executive William McReynolds, chaired by Michael Batten, CEO/President of Twin Disc, Inc., agreed to be the catalyst to bring together businesses, educators and community stakeholders to address how well today's workforce is prepared for the world of work. The six-month strategic planning process produced "Higher Expectations: A Workforce Strategy for Racine County." The plan includes the challenges and strategies that represent a commitment to providing Racine County with a competitive advantage through workforce preparedness. Over the coming years, the Racine County Workforce Development Board and its partners will work to implement the strategies that will address employment, education, and occupational issues that have become so prevalent across our country.

Following are the six core challenges that Racine County leaders have articulated to ensure that the County prepares a world-class competitive workforce that will fill available jobs and reduce unemployment and poverty. The goals and strategies are mostly homegrown and address the local priorities as we see them. During the unveiling of the plan, Michael Batten said, "we are trying to shine a bright light on those things that need to be achieved, determine how and when we need to achieve them, and then monitor our progress toward success."

## Higher Expectations



The six Strategic Challenges, while separate for the purposes of Convener responsibility, support one another and should be taken as a whole. The color-coding helps identify challenges that deal with separate aspects of larger issues.

Challenges 1, 2 and 5.1 (Orange) are targeted at assuring that our students and families will be ready for life and sustainable jobs both now and in the future. Challenge 1 is directed at setting higher educational standards and improving delivery systems to achieve those standards through the formal educational system. Challenge 2 addresses the need to improve community services and faith-based support systems to families in poverty to develop the values of education and sustained employment. Challenge 5.1 deals with remedial education and training to get the currently unemployed the knowledge, skills and abilities to move into the workforce now.

Challenges 3 and 4 (Blue) address the issues of bringing jobs to where the unemployed live and transporting the underemployed to where jobs are being created.

Challenge 2 and 6 (Green) support the importance of a positive community self-image as a requisite and means of projecting an attractive image of prospective newcomers.

The conveners will present the first year report card to the Strategic Planning Advisory Committee in May 2009. The full report can be viewed on-line at [www.wdc.racineco.com](http://www.wdc.racineco.com)

## ***Workforce Development Business Services Summary of 2008 Accomplishments***

During 2008, our Business Services team assisted area employers to transition from utilizing JobNet, a statewide electronic job board, to JobCenterofWisconsin, a new and improved electronic system. Area employers received assistance registering on the new site as well as navigating the site, which gives employers ultimate control over the job posting process. Prior to the transition, our team entered 1,958 job orders for 3,868 job openings.

This team is responsible for identifying the employment and training needs of Racine County businesses and providing solutions and information on available business resources to meet the identified needs. The team's major accomplishments for 2008 include:

- ◆ Planning and implementing four job fairs including the Regional Professional Career Expo.
- ◆ Increasing active accounts by 20%.
- ◆ Collaborating and creating a recruiting initiative that developed new strategies and tactics to link qualified workers with Racine County employers in response to Challenge 5 of the Workforce Development Strategic Plan.
- ◆ Hosting four Human Resources Roundtables for HR professionals located in western Racine County.

Our staff also organized and executed a series of successful Employer Workshops. These 11 seminars were designed to provide guidance to employers on a variety of business and legal topics. As a result of these efforts, many employers in Racine County have come to rely on the information and services, including; tax credit, incentive services and assessment products offered by the Racine County Workforce Development Center.

Among the seminars offered in 2008 were:

- ◆ Proactive Stress Management for Today's Workers
- ◆ Family Medical Leave Act (FMLA) – How does this affect my company?
- ◆ Establishing Priorities – Managing Your Time at Work
- ◆ Keeping the Good Ones – It's About RETENTION!
- ◆ Regional Climate Report on How We're Doing as a Region
- ◆ How to Become an Employer of Choice
- ◆ Wellness Plans – Is This What Companies Should Do?
- ◆ Women in the Management Role

- ◆ The Do's and Don'ts of Employee Discipline and Discharge
- ◆ Employee Handbooks – Friend or Foe?

The WDC, in coordination with the Small Business Development Center, continued to market the Manufacturing Renewal and Minority Grants sponsored by Racine County Executive William McReynolds.

## Job Seeker Services

In addition to helping local employers to attract, retain, and train talent, the WDC also serves thousands of individuals each year who have lost their jobs or are returning to the workplace after an extended absence or illness, or who want to find a better job or career. Young adults, seasoned job seekers, veterans and those with special needs all received a variety of services in 2008 to help them develop their individual talents and connect to work.

Our Employment Resource Center features the tools and resources needed to assist job seekers in finding meaningful local, regional, state and national full-time and part-time employment opportunities available to them at no cost.

Job Seeker services in the Employment Resource Center include:

- ◆ Access to JobCenterofWisconsin, electronic job board
- ◆ Computer software with Internet access
- ◆ Labor market and local wage information
- ◆ Entrepreneurial information and resources
- ◆ Access to unemployment insurance information
- ◆ Complimentary telephones, fax machines, as well as resume paper, copiers and printers for job search activity



The Employment Resource Center drew record numbers of customers in 2008. To meet the increased demand for resumes, the Staff Assisted Resume Lab was developed. Customers with little or no computer skills or those in need of one-on-one assistance with resume production can have their individual needs met in the open lab. Trained professional staff at the WDC assisted job seekers in developing 4,334 resumes which were uploaded to one or more job boards, including JobCenterofWisconsin, Resume Matrix of Southeastern Wisconsin and others.

In 2008, on-site recruitment events continued to meet the recruitment needs of area employers. A total of 82 on-site recruitment events were held in 2008 at one of the two WDC locations, with 1,024 job seekers participating.

### **Career Development Center**

The WDC has two Masters level career counselors on-site who provide customers with a variety of information for current and future career choices, including skills assessments, personal inventory evaluations, aptitude testing, employability skills training and career development counseling to unemployed and employed residents. During 2008, 1,003 customers received in-person counseling services, 4,009 customers received individual assessments, and 1,256 customers participated in one of the group assessments offered at the WDC. Below is a sample of the most frequently utilized assessment products.

◆ **Office Proficiency Assessment and Certification (OPAC).** This test instrument measures abilities in the following areas: Keyboarding, Word Processing, Editing/Formatting, Dictation, Language Arts, Bank Reconciliation, Basic Math, 10-key, Data Entry and Medical/Legal Terminology. **Local employers referred 3,780 job seekers to complete one or more of the above assessment products.**

◆ **The Career Ability Placement Survey (CAPS)** is a comprehensive, multi-dimensional battery designed to measure vocationally relevant abilities. **112 job seekers used this service.**

◆ **Career Decision-Making (CDM)** is a self assessment product that assess abilities, work values, school subject preferences and interests. **1,144 job seekers used this assessment tool to further their career search.**



The WDC continued to author a quarterly newsletter entitled “Career Links,” which offers job seekers current trends and news related to the job search process, training and spot lights “hot jobs” quarterly.

### **Success Story**

WOW, John, you are good. I heard someone say that it would be a waste of time to deal with a career counselor. I'm glad I didn't listen to that advice. You've painted a very clear picture for me. Some good news to pass along. I had a second interview on Thursday. They called Friday and we discussed salary and non-compete clause.

## Disability Navigator

The Disability Navigator Program, funded by a Department of Labor grant, continued to connect customers with a disability to WDC services. The program is responsible for enhancing the service delivery within the center for job seekers with a disability, including assisting customers with a disability to navigate the various programs that impact their ability to gain, return to, or retain employment. The program is also responsible for building the skills of the one-stop staff and ensuring the workforce system meaningfully serves job seekers with disabilities.

The Disability Navigator Program achieved the following accomplishments in 2008:

- ◆ Assisted 123 disabled job seekers apply for food service positions at the Great Lakes Naval Training Center. 21 job seekers obtained employment
- ◆ Conducted 146 individual customer assessment sessions, 194 agency referrals and 147 employment referrals.
- ◆ Assisted 89 disabled job seekers with services related to social security, W2 benefits, and completing on-line applications.

## Youth Services

The Youth Services Team expanded the breadth and depth of its services in 2008, with a continued commitment to helping Racine County community members ages 14 to 21 realize their educational goals and become “work ready.” The core of the Youth Team’s work revolved around Workforce Investment Act (WIA) programs and career advising sessions and workshops for individuals and groups. Additional exciting developments came in the area of capacity building for mentoring programs. A commitment to partnerships also yielded impacts in school engagement, work experience, and community development programs. The following programs and results highlighted for the year:

**Workforce Investment Act Program (WIA):** A mixture of work readiness workshops, educational opportunities and on-the-job experiences were provided for 140 youth. Strict federal and state WIA requirements were adhered to for the participants, and performance measures were met regarding training, academic achievement, and goal implementation. These services were provided to youth who had a wide range of abilities and challenges.

**Career Exploration and Work Readiness Workshops and Counseling:** Job readiness and career development workshops for 1,987 youth were provided at the WDC Career Discovery Center and in the community. There were 304 one-on-one advising sessions provided to young job seekers to support their job searches, resume writing, aptitude assessments, and career planning. Led by Maria Nabors, the total of 2,291 served in this area exceeded the 2,062 served in 2007.

**Mentor Kenosha & Racine:** The WDC continued to be a lead partner in developing this regional initiative focused on training mentors and mentor staff, certifying quality mentor programs, and recruiting mentors for certified programs. The initiative is a direct follow-up to the WDC's previous research with UW-Parkside to address Racine's low educational attainment rates. Racine County Executive Bill McReynolds and City of Racine Mayor Gary Becker hosted a CEO breakfast at the Wingspread Conference Center where the business leaders expressed their strong support for the effort. A public launch for 100 community leaders, three workshops training 70 mentors, a conference for 85 mentor program staff, three new certified programs, 30 newly recruited mentors, and a research project regarding mentoring teen mothers all helped to establish this effort and embed it into the university and community fabric.

**Keys for Employment for Youth (K.E.Y.s):** In response to an expressed need from the youth themselves, the Youth Team worked in concert with the WDC workshop instructors to create a practical week-long curriculum to train youth in applying for jobs, interviewing skills, resume writing, workplace etiquette and safety in the workplace. Specific content was also developed in the areas of retail, food service, child care, and community service. The program pilot implementation was set to begin in February 2009.

**School Engagement Program:** This program, conducted in partnership with the Racine Unified School District (RUSD), focused on providing intensive support for 125 habitually truant students at Case and Park High Schools. Tutoring and mentoring support and a stronger connection to parents yielded a 21% decrease in the truancy rate and 59% of program completers improved their academic achievement and attendance.

**Partners Educating Parenting Students:** (PEPS): In partnership with RUSD, Racine County Human Services, and Gateway Technical College, PEPS supported 15 parenting or pregnant teens each semester with a holistic case management, academic achievement and career development program. Since the program's inception, only two of the 60 program participants have had repeat pregnancies.

**Take Your Child to Work Day:** This year's theme, "CSI," focused on careers in criminal justice. Over 70 children descended on the WDC and participated in workshops including gathering evidence, law enforcement, finger printing, and even learning about the work of a medical examiner. The day was gruesome . . . and fun.

**Small & Emerging Projects:** The Youth Team explored several new areas of development including:

- ◆ **Main Gallery:** The WDC supported the development of a work skills component and evaluation review for the City of Racine's ongoing careers in the arts program.
- ◆ **Job-Link Racine:** Support and mentoring was provided to a Racine high school student who created a job support service for homeless youth.
- ◆ **SHRM:** Partnership efforts were completed with regional Human Resources professionals to develop new work skills programming for high school youth.

## Veterans Services



The Veterans Services Team of the WDC includes the County Veterans Service Officer as well as the Disability Veteran Outreach Program (DVOP) representative and the Lead Veteran Employment Representative (LVER). The team provides benefit and employment assistance to the almost 15,000 veterans in Racine County.

The County Veterans Service Office provided services to 2,414 visitors in 2008, up from 2,172 in calendar year 2007. Again, the increase is due to increased outreach efforts and community involvement by the office. These efforts included the following: Racine Area Veterans Council and the American Legion Racine Council monthly meetings, radio interviews, presentations to Senior Citizen Centers and assisted living facilities along with attendance and speaking at the Memorial Day and Veterans Day events around the County. The focus of all these efforts is on helping the eligible veterans and their families receive all of the benefits, both State and Federal, to which they are entitled. The office also scheduled ceremonial firing squads and buglers for 133 funerals in 2008. The Veteran Service Officer holds office hours in the Racine County Burlington Office on the second and fourth Wednesdays of each month to serve those in the western part of the County.

The Lead Veteran Employment Representative (LVER) along with the Disability Veteran Outreach Program (DVOP) provided employment and case management services for veterans throughout Racine County. They assisted in job search help that included workshops, resume help and other employment related services. Their outreach included the Veterans Assistance Program in Union Grove and twice monthly visits to the library in Waterford. They also make presentations on behalf of those in need of employment and regulations involving employment issues.

## Economic Support

In Wisconsin, public assistance benefits are chiefly provided to support individuals and families engaged in job search activities or in maintaining employment. The Economic Support Division is responsible for determining eligibility for and monitoring public assistance benefits which include **Medicaid** (including Badger Care and Nursing Home Assistance), **FoodShare** (Food Stamps), **Wisconsin Shares** (child care assistance), and **Wisconsin Works** (W-2). The number of unduplicated cases receiving some type of assistance rose from 13,851 in December, 2007 to 15,997 in December, 2008. Since 2006, requests for assistance have increased annually across all benefit categories as evidenced by the following data:

**Average Monthly Caseloads**

Program	2004	2005	2006	2007	2008
W-2	203	174	153	169	197
FoodShare	4,876	5,400	5,931	6,538	9,344
Medicaid*	13,451	13,775	14,122	14,576	24,474
Child Care	1,098	1,074	1,116	1,240	1,384

In 2008, staff processed 12,629 new requests for various assistance programs. This number represents an increase of 2,832 requests over 2007 and includes 10,754 customers in the City of Racine and other eastern municipalities and 1,875 requests from residents in the western municipalities of the county. Within the total number of requests, 2,828 applications were received for Medical Assistance; 2,462 from the eastern half of the county and 366 from communities west of I-94.

**Benefits Paid  
(in millions)**

Program	2004	2005	2006	2007	2008
W-2	\$1.091	\$.953	\$.845	\$.908	\$1.049
FoodShare	\$11.22	\$13.08	\$14.78	\$16.49	\$21.572
Child Care	\$9.67	\$9.73	\$10.50	\$11.84	\$13.238
Medicaid*	\$77.6	\$81.55	\$81.28	\$91.09	\$148.28

***\*As of October, 2008, original source of MA data no longer available. Began using data from Forward Health Interchange***

**Demands for public assistance benefits accelerated during the latter half of 2008, reflecting the economic challenges of the nation as well as our community.**

## 2008 Caseload and Benefit Totals By Month

Month	W-2		Med. Assist*		Food Stamps		Child Care	
	Cases	Benefit Total	Cases	Benefit Total	Cases	Benefit Total	Cases	Benefit Total
January	182	<b>\$79,690</b>	14,753	<b>\$7,761,719</b>	7,128	<b>\$1,559,811</b>	1,269	<b>\$967,422</b>
February	179	<b>\$86,257</b>	17,763	<b>\$10,717,796</b>	7,287	<b>\$1,566,817</b>	1,267	<b>\$941,705</b>
March	180	<b>\$75,389</b>	17,919	<b>\$8,770,029</b>	7,444	<b>\$1,575,073</b>	1,328	<b>\$1,383,702</b>
April	198	<b>\$83,256</b>	18,002	<b>\$8,780,935</b>	7,786	<b>\$1,685,505</b>	1,328	<b>\$965,604</b>
May	193	<b>\$87,364</b>	18,284	<b>\$9,292,633</b>	7,995	<b>\$1,718,048</b>	1,352	<b>\$995,040</b>
June	189	<b>\$89,655</b>	18,330	<b>\$4,356,705</b>	8,240	<b>\$1,745,392</b>	1,368	<b>\$976,915</b>
July	185	<b>\$88,607</b>	18,747	<b>\$12,933,417</b>	8,342	<b>\$1,781,799</b>	1,354	<b>\$1,157,007</b>
August	196	<b>\$82,302</b>	19,019	<b>\$9,178,098</b>	8,474	<b>\$1,799,435</b>	1,394	<b>\$1,714,604</b>
September	214	<b>\$80,221</b>	19,086	<b>\$3,729,397</b>	8,558	<b>\$1,828,854</b>	1,390	<b>\$1,041,074</b>
October	224	<b>\$95,065</b>	19,584	<b>\$17,055,802</b>	8,885	<b>\$2,053,762</b>	1,379	<b>\$984,485</b>
November	213	<b>\$100,288</b>	27,950	<b>\$11,601,708</b>	9,167	<b>\$2,081,337</b>	1,411	<b>\$1,075,448</b>
December	208	<b>\$100,692</b>	29,756	<b>\$14,549,359</b>	9,344	<b>\$2,176,540</b>	1,384	<b>\$1,034,659</b>

\*October, 2008-Original source of MA data no longer available. Began using data from Forward Health Interchange

### Other Programs

The **Emergency Assistance Program** helps families facing a housing emergency caused by fire, flood, homelessness, impending homelessness caused by financial crisis and homelessness or impending homelessness caused by domestic abuse. Under the Emergency Assistance Program, eligible families may receive a one-time payment of up to \$150 per family member to help the family secure or maintain a residence. In 2008, 617 adults and 1,128 children were served by the Emergency Assistance Program. The total benefits paid in 2008 were \$240,690, compared to \$216,044 in 2007. The average benefit paid in 2008 was \$479.00.

The **Wisconsin Home Energy Assistance Program** provides payments for weatherization activities and heating oil or natural gas to homeowners and tenants. In 2008, 8,764 households applied for assistance and 7,131 received benefits.

In 2008, 104 cases were referred to the Welfare Fraud Coordinator for suspected fraudulent activities related to public assistance benefits. In 2009, the Welfare Fraud Coordinator will be assigned full time to this activity. With the increased demand for public benefits and more resources allotted to the identification of potentially fraudulent activities, we expect the number of referrals to more than double in coming years.

## Work Support Programs

Program	Enrolled	Entered Employment	Average Wage
TAA	214	18	\$11.89
WIA Adult	189	30	\$11.23
WIA DW	208	81	\$13.66
Children First	540	299	\$7.18
FSET	620	293	\$7.80
W-2	889	265	\$8.62
Senior Aide	46	N/A	N/A

TAA – Trade Adjustment Act – customers who lost their employment as a result of foreign trade

WIA Adult – Workforce Investment Act – customers who were downsized, terminated

WIA DW – Workforce Investment Act Dislocated Worker – job seekers who lost their job within the last 5 years as a result of mass layoff or plant closing

Children First – non-custodial parents in arrears in their child support

FSET – Food Stamp Employment and Training – job seekers who receive food stamps and are engaged in employment search

W-2 – customers who receive cash payment based on program eligibility and must seek employment/training



In 2008, the WDC continued to provide a host of intensive services designed to help residents help themselves. These services are intended to assist residents in finding ways to develop and apply their skills or to increase their skills so they can become active participants in the talent pool. A total of 986 residents obtained employment with a salary range from \$7.18 an hour to \$13.66 an hour as a result of work support programming. Other available support programs are: Child Care, Emergency Assistance, Wisconsin Home Energy Assistance, and Care Taker Supplement.

## Educational Services



The Academic Improvement Center is available for job seekers looking to review math, reading and writing, prepare for a GED/HSED, build skills for post-secondary education, study for admissions/placement tests, and acquire basic skills or employment and computer skill training. This is an ongoing year-round program. Seven hundred and ten students received basic skills instruction, 279 computer programs were learned by AIC

customers (some customers learned more than one program) and 114 customers participated in English Language Learner training.

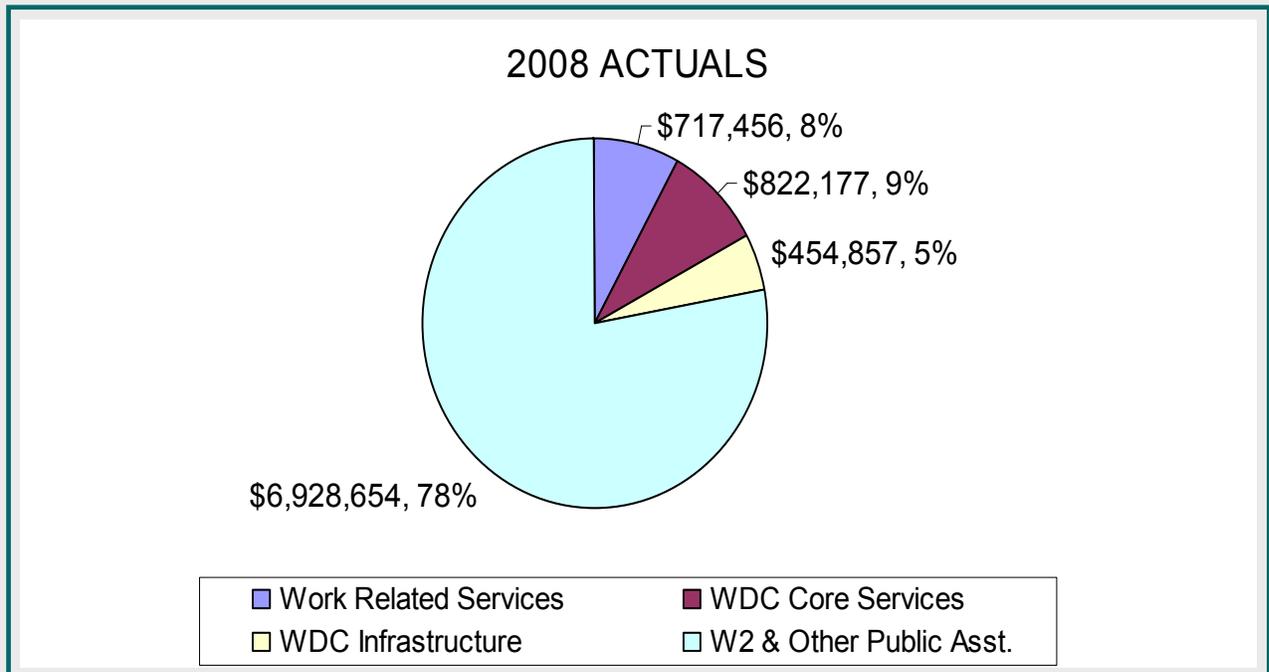
## Work Skills Assessment Research

In partnership with the Milwaukee Workforce Investment Board, the WDC applied for and received a \$29,740 work skills assessment exploratory grant from the Workforce Innovations in Regional Economic Development (WIRED) initiative. The goal of the research was to evaluate the leading national work skills assessment tools and select one or two tools to pilot in Southeastern Wisconsin. Research into 53 tools was coupled with focus groups and individual interviews with a cross section of over 20 business leaders, 10 workforce coalition directors, and 15 educators from Milwaukee and Racine, WI. The research will culminate in a Wingspread conference in early January 2009.



## Funding

In 2008, the Racine County Workforce Development Center received \$8,923,144 in funding. Federal and State of Wisconsin grants account for 100% of these funds.



Work Related Services include contracted WIA, WAA and ITA

Core Services include Resource Room, Workshops, Business Services, Career Counseling, and Academic Improvement Center

Infrastructure includes postage, printing, copy cost, office supplies, rent, janitorial, technical support, receptionist and security.

The vast majority of funds, 95% of the total, were utilized to provide direct services to county residents. The remaining funds were used for other allowable costs, such as staff salaries, fringe benefits, county services and additional operating costs.

## Racine County Workforce Development Board 2008

William Adams, President  
Adams Management and Consulting, LLC

Michael Batten, President,  
Twin Disc, Inc. (Chairman)

John Busey, Branch Manager,  
Robert W. Baird & Company

Roger Caron, President,  
Racine Area Manufacturers and Commerce

Laura Cesar, Director of Human Resources,  
LDV, Inc.

Mike Foy, Director of Human Resources,  
InSinkErator

Marlene Haigh, President,  
Project Management Associates

Zina Haywood, Vice President - Provost,  
Gateway Technical College

David Hazen, Chief Financial Officer,  
Racine Unified School District

Jeff Hoey, President,  
Shurpac, Inc.

Debra Jossart, Director,  
Racine County Human Services Department

Gordon Kacala, Executive Director,  
Racine County Economic Development  
Corporation

Jeff Neubauer, President,  
Kranz, Inc.

Alice Oliver, Manager,  
Workforce Development Center

John Rote, Vice President,  
Office of the Chairman, SC Johnson

James Rulseh, Vice President,  
Modine Manufacturing Company

Thomas Schnaubelt, Dean of Community  
Engagement & Civic Learning,  
UW-Parkside

Lee Schwartz, Senior Director of Human  
Resources,  
Case New Holland Corporation

Peter Smet, Assistant Superintendent-  
Business Services,  
Burlington Area School District

Ron Turner, President,  
Racine Area Veterans Council

Stephen Tyler, Senior Director,  
NA Manufacturing,  
Case New Holland Corporation

Marguerite Vanden Wyngaard,  
Chief Academic Officer,  
Racine Unified School District

Mary Jo Wodicka, Human Resources Director,  
Wheaton Franciscan Healthcare All Saints

# Organizational Structure

## **Funding Sources**

Racine County Human Services Department  
State of Wisconsin Department of Workforce Development  
Gateway Technical College

## **Management Team**

Racine County Human Services Department – Debra Jossart  
Department of Workforce Development/DVR – Patricia Johnson  
Gateway Technical College – Zina Haywood  
Racine County Economic Development Corporation - Christine Henning  
University of Wisconsin-Parkside – Thomas Schnaubelt  
Department of Workforce Development/DWS – Rene O'Connor

## **Operations Team**

All Economic Support Programs – Brenda Danculovich  
Business Services – Pamela Zenner-Richards  
Employment Resource Center/Career Development Center – Joanne Allen  
Job Readiness/Educational Programs – Mark Mundl  
Public Assistance Employment Support Reps – Dawn Ramsey  
Special Projects – Rene O'Connor  
Specialized Services for Targeted Customers – Mark Mundl  
Veterans Services – Richard Bayer  
Youth Services – Mark Gesner

## **Employing Organizations**

Gateway Technical College  
Goodwill Industries, Inc.  
Milwaukee SER Jobs for Progress, Inc.  
Professional Services Group  
Racine Area Manufacturers and Commerce  
Racine County Human Services Department  
Racine County Economic Development Corporation  
State of Wisconsin Department of Workforce Development/DVR  
State of Wisconsin Department of Workforce Development/DWS  
University of Wisconsin-Parkside  
YMCA  
Zimmerman Consulting, Inc.