



**WORKFORCE  
CENTRAL**

a project of Community Foundation  
of Greater South Wood County



**Jennifer Riegenbach**

Iowa Lakes Corridor Development Corporation

*Charting the Course Strategic Planning*

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# South Wood County ~ Place-based strategy

- Central Wisconsin
- Manufacturing and Agriculture
- Secondary service area aligned with Mid-State Technical College district
- Population size: 40,000
- Basic needs livable wage: \$10.49-\$21.86



# Community & Economic Conditions Change

- Year 2000- Consolidated Papers sold
- By 2005- 5,000 jobs lost; 40% of employment
- 2004-2008- Community Progress Initiative
- 2008-Present- Workforce Central
- Dec. 2010- Social Innovation Fund Grantee



- Philanthropic lead
- Dual-customer, sector-based workforce partnerships
- 31 communities across the county
- 5 rural communities
- 9 national investors
- 200 local foundations
- 1,000 local employers

# Workforce Central ~ Funders

*“Workforce Central is designed to support good jobs and good benefits in south Wood County. This work aligns with Riverview Health Care Foundation’s mission: ‘Supporting Excellence in Wellness and Health Care.’ If it’s good for the local economy, it’s good for residents and our local health care community.”*

**~Carl Wartman, Board Chair,  
Riverview Health Care  
Foundation, Inc.**

## **23 Local Investors**

- 7 Foundations
- 8 Businesses
- 7 Individual Donors
- North Central Workforce Development Board

## **Investment Total to Date**

- \$417,000 to date
- \$400,000 National Fund
- \$650,000 aligned to date

## **Community Foundation**

- Strategic direction
- Infrastructure

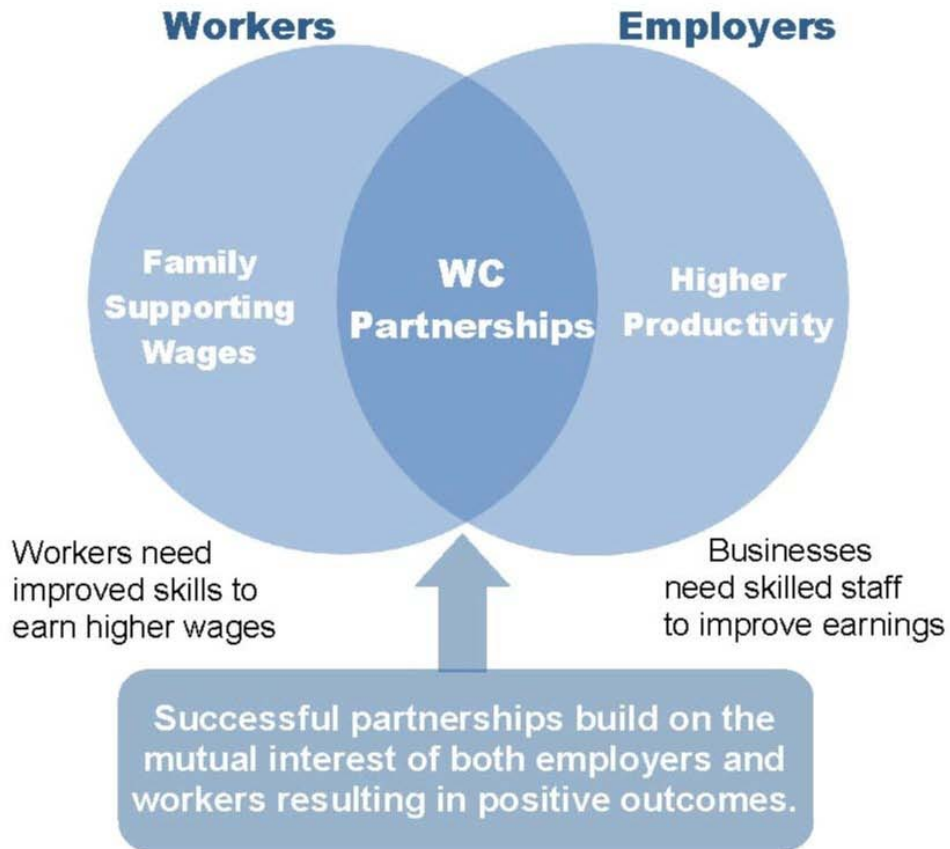
# Workforce Central ~Strategy

## Ultimate Outcome ~

*“Everyone in south Wood County who wants to work has ample opportunities to prepare for and secure a job and advance into a family sustaining career over time.”*

*“Current and prospective adult workers readily access a comprehensive, seamless array of education, training and support services, provided by a strong partnership of employers, educators and service providers that take a shared responsibility for a healthy workforce, economy and job market.”*

## *Good Partnerships Benefit Employers and Workers*



# Workforce Central ~Partnership Strategy

## Employer Engagement

- Advanced Manufacturing
- IT Occupational
- Health Care

## Systems Coordination

- Provide Training and Support
- Service Provider Network
- Key Collaborations
- Client Driven Access to Information

## Advocating Policy

- Access to quality information about our community
- Mutually beneficial to employers and workers

# Advanced Manufacturing Partnership ~Employer Engagement Strategy

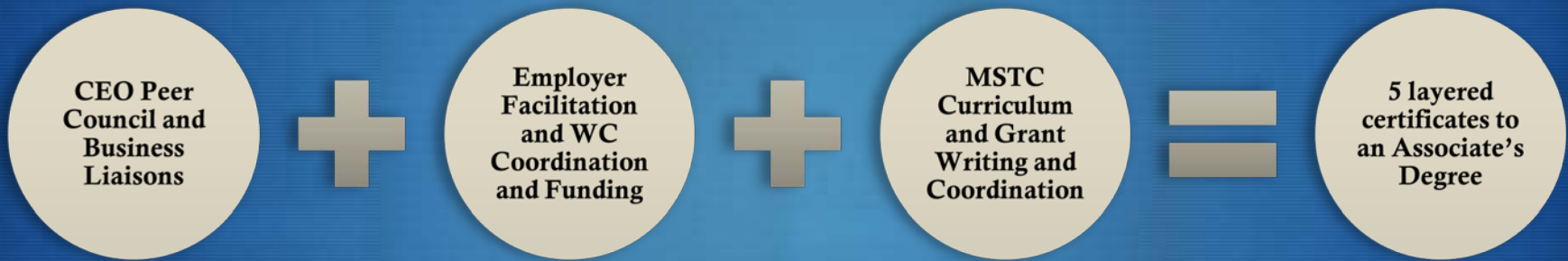
*“Workforce Central provides a unique opportunity for business leaders to get together in a safe, confidential environment – allowing us to find ways that we can collectively bring each of our workforces together in the same frame of mind. It’s one of the more important meetings I attend each month.”*

**~Kirk Willard, Ocean Spray  
Cranberries, Inc.**

- Peer-to-Peer employer engagement
- Industry expert facilitation
- Organizational training assessments
- Worker Training Grants
- Collaborative training solutions
- Business case study tool kit

# Systems Coordination

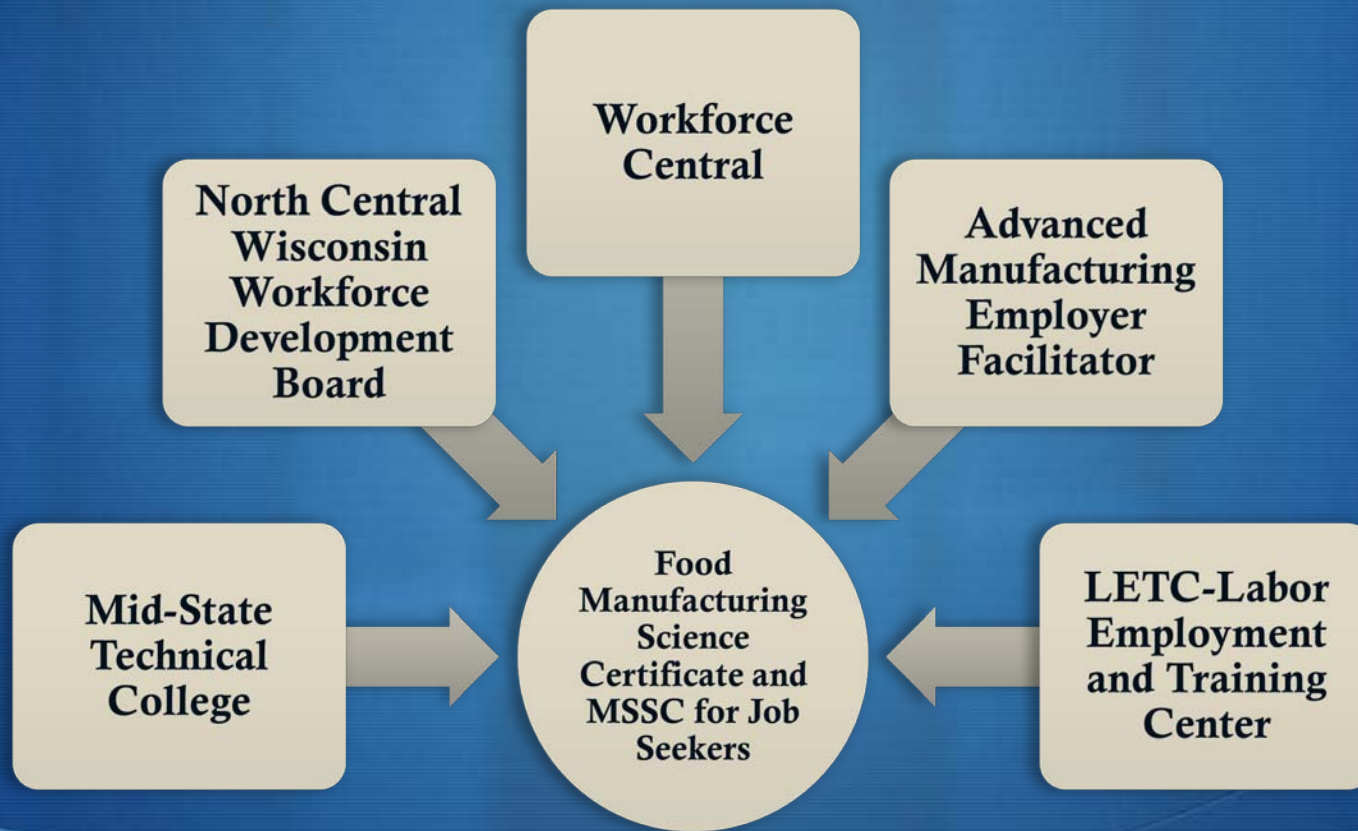
## ~Career Ladder Advancement



*“My classes offer training that I am able to immediately implement – empowering employees, cultivating ideas, and giving constructive feedback. This is a huge opportunity for me personally allowing me to complete my educational goals. Urban Processing’s commitment is amazing.”*

**~Tim Tenpas, Urban Processing, LLC employee**

# Systems Coordination ~Job Seeker Training



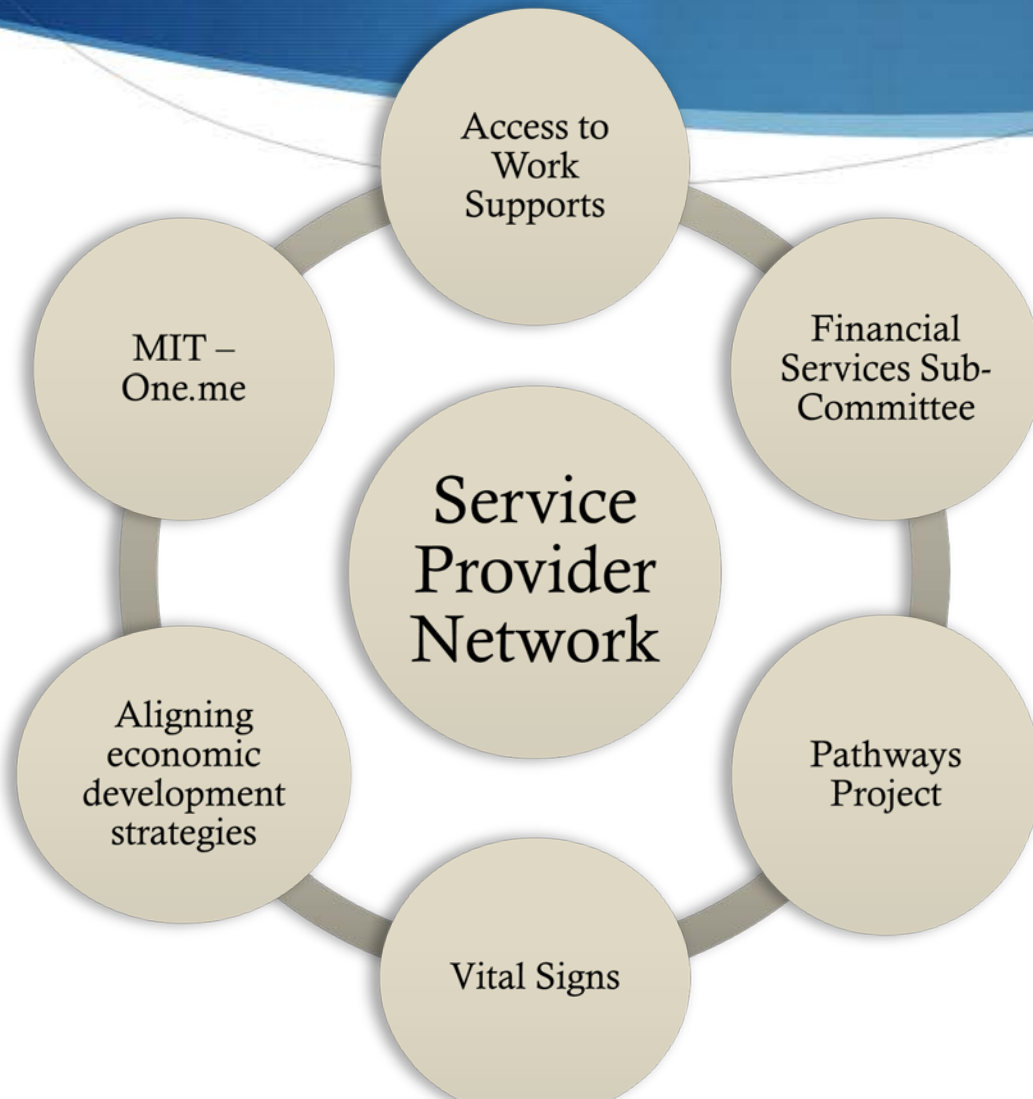
# Systems Coordination

~Accessing the career ladder



# Advocating Policies

~benefiting workers and employers



*“Because of the commitment of the Workforce Central project, goals that I thought would be impossible are becoming reality. We all have the opportunity to brainstorm practices that serve our customers effectively and efficiently. Without this network, many of these innovative ideas would not be shared and acted on.”*

**~Brandon Vruwink, Wood County Human Services**

# Lessons Learned

*“Workforce Central offers central Wisconsin business a unique opportunity not offered anywhere else in the region. The potential to create and support a long-term pipeline of highly skilled and committed workers for Wisconsin definitely starts with engaged employers. The Workforce Central Peer council model is an invaluable resource that others across the National Fund Network are looking to replicate.”*

**~Fred Dedrick, Executive Director  
National Fund for Workforce Solutions**

- Patience and persistence are key.
- Knowledge and learning are ongoing.
- Relationships and adaptive leadership skills are essential.
- Employer involvement is critical.
- Don't reinvent the wheel unless absolutely necessary.

# Jennifer Riggerbach

Project Director, Workforce Central  
Community Foundation of Greater South Wood County

[jriggerbach@cfswc.org](mailto:jriggerbach@cfswc.org)

[www.cfswc.org](http://www.cfswc.org)

[www.nfwsolutions.org](http://www.nfwsolutions.org)

(715) 423-3863

