







Workforce Development: Overcoming Barriers and Building Opportunities
Focus on Transportation and Childcare
November 10, 2021
1:30-3:30 p.m.
Webinar

Organization Contact Person and Contact Information	Kathleen Heady, CECD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin's economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through the Wisconsin Economic Development Academy, WEDA provides educational programming to meet the needs of local officials, board or commission members, private sector businesses and professionals in the planning, community, and economic development fields.
Academy Course Model	Webinar Briefing (120 minutes)
Name of Academy Course:	Workforce Development: Overcoming Barriers and Building Opportunities – Focus on Transportation and Childcare
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an introduction to resources and approaches to addressing transportation and childcare barriers that may prevent individuals from entering or staying in the workforce. Through this course, participants will develop knowledge and expertise needed to begin to address these workforce development issues in their communities.
Description of Session or Course	<p>As businesses across Wisconsin continue to face workforce shortages, economic and workforce development organizations and local leaders are working to address complex barriers that may impact an individual's ability to enter or stay in the workforce. This course will explore two barriers – transportation and childcare – with a focus on resources and approaches that are being used to create new opportunities.</p> <p>The course will begin with an introduction to the Wisconsin Employment Transportation Assistance (WETAP) Program, with examples of how funding is being used in urban and rural areas to assist in getting people to jobs, employment training, education and childcare.</p> <p>The program will then explore two examples of innovative initiatives designed to address childcare availability and to build stronger childcare businesses. Participants will learn about the creation of the EverGrow Learning Center in Ashland and the Green County Childcare Business Accelerator. Information will also be provided on technical and financial assistance that can help bring information and initiatives to your community.</p>

Training Deliverables	<p>Through this course, attendees will learn about –</p> <ul style="list-style-type: none"> • Employment transportation initiatives funded through the Wisconsin Employment Transportation Assistance (WETAP) Program • Approaches to addressing childcare availability and building strong childcare businesses • Financial and technical assistance resources
Instructors' Names	<p>Katherine (Katie) Patterson, Transit Section Lead Worker-Compliance and Oversight Wisconsin Department of Transportation</p> <div data-bbox="664 506 1023 905">  </div> <p>Katie has worked in the Transit Section of the Wisconsin Department of Transportation for just over seven years, originally starting as a Specialized Transit Program Manager. As a lead worker, Katie works with other compliance staff on overseeing WisDOT and sub-recipient activities surrounding grant administration, procurement, Title VI, asset management, state safety oversight, drug and alcohol testing, and other areas. She believes there's always a tool, template, or training tutorial that can be developed to ensure compliance while making the process the least arduous as possible. Katie also co-manages the Wisconsin Employment Transportation Assistance (WETAP) program for non-profits to assist residents in getting transportation to jobs, employment training, education, and childcare. Employment transportation is an ever-growing need in the state, especially in areas not served by public transit.</p>
Instructors' Name #2	<p>Mari Kay-Nabozny, Chief Executive Officer Northwest Wisconsin Workforce Investment Board</p> <div data-bbox="664 1230 1015 1724">  </div> <p>Mari Kay-Nabozny is a workforce development professional who collaborates with non-profit organizations, municipalities, and other entities to grow the regional economy and connect employers to workers and vice-versa. After spending seven years working as the Chief Information Officer for the Wisconsin Workforce Development Association, Mari knows the hard work and creativity necessary to successfully implement workforce solutions across Wisconsin. Mari has served as the C.E.O. of the Northwest Wisconsin Workforce Investment Board since 2012 and continues to pursue innovation and inspiration in every aspect of the Board's work. Her work to establish the EverGrow Learning Center in Ashland has gained state and national recognition as a truly integrative approach to solving the childcare crisis.</p>

Instructors' Name #3	<p>Cara Carper, Executive Director Green County Development Corporation</p>  <p>Cara Carper is the Executive Director for Green County Development Corporation (GCDC), a county-wide non-profit funded through public-private partnerships. Prior to joining GCDC, Carper led the Monroe Chamber of Commerce and Industry, Southwest Badger Resource Conservation and Development and was a Community Resource Development Educator for UW Extension in both Green and Lafayette counties. Carper has extensive experience implementing community and economic development strategies. She is skilled at bringing diverse local leaders and constituencies together for sustainable success.</p>
Instructors' Name #4	<p>Kaitlin Ferrick, Grants Initiatives Advisor Division of Early Care and Education, Wisconsin Department of Children and Families</p>  <p>Kaitlin Ferrick is the Grants Initiatives Advisor at the Division of Early Care and Education in the Wisconsin Department of Children and Families. In this role, she provides strategic leadership for the division's grant-funded programs, including the Preschool Development Grant. Previous to joining the department, Kaitlin provided technical assistance and consulting services in the early childhood and mental health systems. She also served as the Head Start State Collaboration Office Director at the Michigan Department of Education. Kaitlin holds a JD from the University of Wisconsin Law School.</p>
Location (city, state) of each Instructor/Planning Committee	<p>Katherine (Katie) Patterson, Madison, WI</p> <p>Mari Kay-Nabozny, Ashland, WI</p> <p>Cara Carper, Monroe, WI</p> <p>Kaitlin Ferrick, Madison, WI</p>