



# SIWIB NEWS

NEWSLETTER FOR BOARD MEMBERS ■ VOL. 5: ISSUE 4: SEPTEMBER 2009

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## Content Development Team to Help Increase Demand for Broadband

BY STEVEN MITCHELL,

NETWORK PROVIDER COI COORDINATOR, CONNECT SI

One of the significant broadband adoption problems Connect SI evidences is disconnect between schools and businesses in understanding the benefits of increased technological broadband applications for improved student achievement and effective workforce development. According to the *2009 Bringing Broadband to Rural America* report, "Demand-side programs can effectively promote the adoption and use of broadband among underserved and rural populations." The Connect SI approach in resolving the challenge is to improve broadband adoption rates with a Content Development Team (CDT), an innovative and sustainable broadband adoption program centered on increased use of Internet based applications to guide student and workforce improvement.

The role of the CDT staff will be to coordinate proactively with K-12 superintendents, curriculum integrators and teachers, community colleges, universities and the businesses demanding a skilled workforce. Individual CDT staff members will facilitate conversation and work collaboratively with schools and businesses to develop enhanced Internet based applications which will encourage student interests and academic achievement

and create a well trained workforce. The CDT will translate the workforce needs of participating businesses and involve them in the choices of workforce development applications. In addition, the educational community will become more aware of the workforce development needs of businesses and have increased Internet based content to better prepare and educate students for the jobs of today and the future. Finally, by working collaboratively, both education and business will be able to reduce the costs associated with the creation of high-tech educational and workforce development solutions.

The Connect SI Sustainable Broadband Strategy (SBA) is based upon enhanced regional collaboration, which will enable the development and proliferation of regionally sponsored Internet based content applications and services. This demand driver will create lifelong interest and expectations as students and employers are exposed to the direct benefit of Internet applications. Most broadband education and awareness campaigns do not immerse the participants but rather speak to the benefits of broadband and Internet use.

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## Message from Our Chairperson...



MARY M. ROE

Many “THANKS” to this year’s Ad Hoc Nomination Committee: Chair Mary Ellen Bechtel from Jefferson County, Milton Maxwell from Jackson County, Jim McPhail from Franklin County, John Hammack from Perry County and Mary Sullivan from Williamson County.

The committee has met and selected a slate of officers. Board Officers serve a one year term, which runs from October 1st through September 30th. The election of Board Officers will take place at our Annual Meeting on Thursday, September 24, 2009. (A list of SIWIB and committee meetings can be accessed at: <http://www.siwib.org/displaymeetings.asp>.)

At our June 18th SIWIB meeting, the Board approved several changes to the Local Workforce Development Plan, Youth Contracts, Resolution PY 08 – 01, and the SIWIB Meeting Schedule for PY 09.

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## SIWIB COMMITTEE PROJECT OVERVIEW

### SIWIB June Meeting

Members of the Southern Illinois Workforce Investment Board met at the Family Opportunity Center in DuQuoin on Thursday, June 18, 2009. At the meeting, the Board approved several changes to the Local Workforce Development Plan including: incorporation of the new Program Year (PY) 09 allocations, and changes to the Needs Related Payment (NRP), Incumbent Worker Training (IWT), Individual Training Account (ITA), Local and Out-of-Area Job Search policies, and deleted references to the Business Service

Team. Youth contracts with Rebound, MERS-Goodwill, ECHO, and the United Methodist Children’s Home were renewed. Resolution PY 08 – 01 (Tax Counseling Project), the PY 09 SIWIB Meeting Schedule, minutes of the March SIWIB meeting, and the Treasurer’s Report were also approved. Chair Roe requested and the Board approved an ad hoc committee to begin the strategic planning process. Before the meeting adjourned, Mr. Bigham shared a newspaper article about a dislocated

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### CDT to Help Increase Demand for Broadband

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The CDT will transmit the benefits and excitement of broadband use more effectively to thousands of residents in the 20-county region. K-12 schools, community colleges, Illinois workNet centers, community technology centers, and public libraries in the region will be primary access points. Content experts will develop training in specific vertical markets of importance in the region. Based on three years of Connect SI experience with regional employers and economic development professionals, the markets identified will include: healthcare, education, alternative energy, broadband networking, advanced manufacturing, and information technology. CDT advisory groups within each market will guide the work of the collaborations.

The collaborative process between employers and education and the resulting improved services is expected to unite and enable southern Illinois’ diverse economic assets, making the Connect SI region a driving force in the production of a qualified workforce for the jobs of today and the future.

This highly innovative CDT solution will work as a neutral third party, tearing down harmful independent community relationship patterns that have hampered progress in the past throughout the region. Connect SI has facilitated many collaborative solutions such as the unique online Associate Degree Nursing curriculum shared by six community colleges in the region. Building on existing collaborative successes, the CDT will become a new collaborative method which will produce higher broadband adoption rates and improve education and workforce development at shared, lower costs. Ultimately, this more efficient and greater broadband use will transform the region’s education system, workforce development and healthcare delivery.

The CDT initiative will address Broadband Technology Opportunities Program requirements by providing broadband education, awareness, training, access, equipment, and support to community anchor institutions, job creation facilities and vulnerable populations; and by stimulating demand for broadband.

Increased broadband adoption, improved student scores, and job retention and creation will provide measurable results of CDT success. ■

## Message from Our Chairperson...

(Continued from page 2)

The Summer Works program has been monitored by DCEO staff and has provided area youth with valuable work experience and a paycheck. (Refer to the Youth Council report on page 6.)

I thank the Board for approving the creation of an ad hoc committee to start the initial phase of the strategic planning process. The committee will keep the Board involved and informed, possibly through self assessment, which can be emailed to members and returned via email. At one point the entire Board could be involved possibly by spending ten, but no more than fifteen, minutes of training at a regularly scheduled Board meeting. If you wish to become a member of this very important team, please contact me, Kathy Lively or Bob Hopkins.

It is through your efforts and with your guidance that we continue to excel in accomplishing our mission of serving as the premier source of information about and access to the array of workforce development programs and services offered for our citizens and employers in Franklin, Jackson, Jefferson, Perry, and Williamson counties. THANK YOU for your continued commitment and service. We greatly appreciate and value your leadership and contributions! ■

## Online Article of Interest

### Obama Unveils 12 Billion Coverage Plan

<http://www.convergemag.com/workforce/Obama-Unveils-12-Billion-College-Plan.html>

## Spotlight On...

### THE SOUTHERN ILLINOIS COLLEGIATE COMMON MARKET

BY MARY SULLIVAN,  
EXECUTIVE DIRECTOR, SICCM

The Southern Illinois Collegiate Common Market (SICCM) is a 501(c)(3) not-for-profit corporation organized in 1973. The consortium is governed by a Board of Directors composed of presidents and chancellors of participating institutions and is staffed by twelve professional and two operational employees.

SICCM was organized to provide a means of sharing human and material resources in higher education to fast-growing institutions within the consortium.

The members of the organization are John A. Logan College at Carterville, Kaskaskia College at Centralia, Rend Lake College at Ina, Shawnee Community College at Ullin, Southeastern Illinois College at Harrisburg, Southern Illinois University Carbondale, and Southern Illinois University Edwardsville.

Sixty percent of the twenty-five counties served by the five community colleges are included in the Lower Mississippi Delta Development region.

The established SICCM mission statement includes the following major goals: To utilize existing resources to the fullest extent possible, to avoid costly duplication of efforts, to plan cooperatively for the initiation of needed programs and activities, to share human and material resources to the greatest extent possible, to develop new delivery systems, to develop more flexible and common administrative structures to allow for effective student articulation and faculty sharing, and to increase educational opportunity and accessibility.

In its thirty-six-year history, the consortium has administered approximately \$48 million in grants and projects, all of which have been directed toward addressing regional needs and issues. The programs and projects include telecommunications/distance learning, welfare-to-work, nursing, allied health, economic development, research, articulation, faculty development and sharing, curriculum development, public services, labor-management cooperation, leadership and core values, and other aspects of serving higher education and community needs.

Past and present SICCM programs and projects include: Associate Degree Nursing (ADN); Health Information Technology (HIT), Associate Degree; Medical



MARY SULLIVAN

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# Southern Illinois to Begin Planning for a Regional Health Information Exchange

BY CARY MINNIS,  
HEALTHCARE COORDINATOR, CONNECTSI

Physicians, hospitals, medical clinics, pharmacies, and representatives from the entire healthcare community will launch a process to develop a Health Information Exchange in the region on Thursday, September 3, 2009. There will be two events: one at John A. Logan College from 8:30 a.m. – 10:30 a.m. in the Batteau Room, and another at the Life-long Learning Center at Kaskaskia College in Centralia from 4:30 p.m. – 6:30 p.m.

The work of many partnering healthcare providers in the region has resulted in funding being awarded to Connect SI, a regional community and economic development collaborative, in the amount of \$176,500 from the Illinois Department of Healthcare and Family Services to facilitate a planning process for a regional Health Information Exchange (HIE) in the 30 southernmost counties. This work is part of

a Healthcare and Family Services statewide effort to implement an HIE.

The ultimate goal of the current planning phase is to secure the commitment of stakeholder groups (e.g. physicians, hospitals, clinics, pharmacist, employers, etc.) to participate in an HIE that will operate as a component of a state-level HIE in the future. This planning process, coordinated by Connect SI, has the following objectives envisioned for southern Illinois.

When healthcare is delivered in southern Illinois, caregivers will interactively utilize full functioning electronic health records at the point of care which:

- are interoperable with all relevant data sources
  - complement the caregiver with increased information and clinical tools
- (Continued on page 5)*

## SIWIB June Meeting

*(Continued from page 2)*

worker who overcame personal distress and became a role model for his fellow students.

## Business & Economic Development Committee

This is a summary of the June 18, 2009, and July 13, 2009, meetings. The committee met with Kevin Graham of Noteworthy Group, d/b/a beautifuldisplays.com, and approved a motion to award an IWT contract in the amount of \$6,000. The committee also approved motions to award Midwest Internet, d/b/a The School Center, \$1,650 for Crystal Reports training for two employees; and a total of \$8,350 for Systems Administration

training for one employee, High Availability training for one employee, and on-site Advanced PHP training for 10 developers. These awards total \$10,000 — the maximum amount that may be awarded to one company in the current fiscal year.

In addition, the committee approved a motion to award General Dynamics \$5,120 for Calibration training.

Due to changes under consideration by USDOL in regard to Incumbent Workers, the Executive Committee agreed to draft a letter of opposition to these possible changes. Mr. Armstrong suggested that advertising the IWT program to businesses in our region should be delayed until we have further notification and direction from DCEO.

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## Spotlight on... SICCM

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Laboratory Technology (MLT), Associate Degree; Occupational Therapy Assistant (OTA), Associate Degree; Surgical Technology (ST), One-Year Certificate; Veterinary Technology (VT), Associate Degree; UCAN Life Skills operates five district offices covering two-thirds of the state of Illinois to assist ex-offenders and reduce recidivism (Illinois Department of Corrections); East St. Louis Community College Center administering agent (Illinois Community College Board); Project Choice/TANF (Illinois Department of Human Services); Project Choice/FSE&T (Illinois Department of Human Services); Senior Service America, Inc.; UCAN Life Skills for Ex-offenders (Illinois Department of Corrections); Rural Multi-Campus Substance Abuse Prevention and Awareness project (U.S. Department of Education); Eisenhower Grant providing distance learning and Internet training to math and science instructors (Illinois Board of Higher Education); Southern Illinois Telecommunications Network (SITN) (Illinois Board of Higher Education); Ameren CIPS Smartlights; U. S. Department of Agriculture Community Facilities Grant; U. S. Department of Agriculture Rural Utilities Services Distance Learning and Telemedicine Grant; and Project CHOICE (Creating Hiring Opportunities In Customized Employment) to assist welfare recipients in obtaining jobs (Illinois Department of Employment Security). ■

For more information visit  
[www.siccm.com](http://www.siccm.com)

## Committee Reports

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### One-Stop Committee

The Committee met on June 16, 2009, and July 14, 2009. This is a summary of items discussed at those meetings.

#### Traffic Reports

According to the *Resource Center Visitors Report, 1st and 2nd Quarter, April – July 13, 2009*, the One-Stop Centers continue to be extremely busy. Two Summer Works youth participants have been placed in the Marion Resource Room to assist with daily operations through the summer.

The *Local Service by Customer Characteristics* report for the Marion office was also distributed. The report shows customer demographic information such as gender, age, race, and employment status.

#### Illinois workNet

Cindy Webb distributed the *Illinois workNet – Activity Report*, summarizing the number of new registrations by month, as well as listing the LWIA ranking within the state. New updates have been made to the Illinois workNet site, such as the new registration page and the newly added youth section.

Cindy also distributed an *Elevate America* flyer containing information regarding Illinois workNet's newest initiative. WIA core registrant customers can access on-line free vouchers redeemable for Microsoft online courses such as Office 2003 and 2007 and certification exams, as well as technical professional courses. Man-Tra-Con Corporation will receive 20 vouchers for this program.

#### Closures and Layoffs

Michelle Cerutti reviewed the *Layoff*  
(Continued at right)

*Schedule by Company* report for the committee. The report summarizes layoffs that have occurred at companies throughout the region since the beginning of the calendar year. It includes company name, city, industry type and number of workers affected by the layoff.

The Mt. Vernon office has received notice that 600 – 700 workers will be laid off from the General Tire plant in Mt. Vernon. START, Jefferson County Comprehensive Services, and Catholic Social Services have indicated downsizings will occur due to lack of state funding. Circuit City has filed a Trade petition. Due to changes in Trade regulations, service workers are now covered and there is a good possibility the Circuit City petition will be certified.

A workshop for Crownline Boats employees was held on Wednesday, June 24, 2009, at the Knights of Columbus Hall in West Frankfort.

#### Summer Works

(See *Youth Council* report on page 6 for the *Summer Works* update.)

#### Special Grants

Connect SI Healthcare Coordinator Cary Minnis distributed the Southern Illinois Online Nursing Initiative (SIONI) brochure. SIONI is a hybrid-online Associate degree Nursing program designed for working LPNs to continue their education to the ADN level.

With the support of Connect SI, six area community colleges have banded together to develop a full-time hybrid-online program, requiring on-site clinicals, which delivers an excellent nursing education for qualified incumbent (employed) workers from the 20-county region. Press releases have appeared in the Southern Illinoisan and the Mt. Vernon Register about the program. The hope is that students won't have to pay any tuition, fees, books, or other expenses.

A total of 60 students will be enrolled in the program, with 10 students being placed at each of the six regional community colleges. Students will also have access to laptop computers on loan from the colleges' Nursing departments. Cary hopes to hire

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## SI to Begin Planning Regional Health Information Exchange

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- are accessible by patients and other providers in a secure manner and only with the patient's consent
- enable the practice of evidence-based medicine
- improve patient safety and support national/state quality measures, reporting, public health and population management

To ensure the long-term success of an HIE, healthcare providers all across southern Illinois will need to contribute to the development of a sustainable business model to initiate and ensure the lasting success of the effort. By starting this work now the region can leverage state and federal programs in addition to other currently available incentives to subsidize the meaningful use of these innovative health information technology systems.

Connect SI will be working in the 30-county region to expand this existing

partnership and to convene the stakeholders developing a consortium that will represent stakeholder groups including physicians, hospitals, federally qualified health centers, and public health departments. Nick Bonvino, National Practice Leader for Northside Business Consulting, Inc., has been engaged by Connect SI to provide additional expertise to establish an HIE for southern Illinois. Nick's experience includes working on the initial startup and operations of HIEs in New York, Texas, and around the country.

This collaborative process will create a plan for the mass deployment of electronic health records and a health information exchange system that can take advantage of economies of scale and shared services to most efficiently and effectively improve the quality and access to healthcare in southern Illinois.

If you would like to learn more about this initiative or join this collaborative effort coordinated by Connect SI, please visit <http://www.connectsi.us.com/hie.php> or contact Cary Minnis, Connect SI Healthcare Coordinator, at [caryminnis@mantracon.org](mailto:caryminnis@mantracon.org). ■

## One-Stop Committee

### Special Grants

(Continued from page 4)

a nurse educator to serve in a coordinator's role and act as a liaison between students and faculty.

According Cary Minnis, the need is to identify a plan so different health information systems and software can exchange medical information electronically. There is also a need to develop a plan to increase broadband infrastructure within the 30-county region. Cary hopes to have a plan developed and ready to implement within one year.

### Plan Modification Summary

The 2009 Plan Modification Summary report was reviewed. The American Recovery and Reinvestment Act requires Man-Tra-Con have a Needs Related Payment (NRP) policy in force. Adult and Dislocated Worker clients must meet the eligibility criteria listed below to receive NRP:

- Must be enrolled in training full time, making satisfactory progress (C average)
- Must meet Lower Living Standard income guidelines.
- For customers who were receiving Unemployment Insurance benefits and have exhausted those benefits, the payments would be in an amount equal the Unemployment Insurance benefit.

Additional criteria are detailed in the report.

Man-Tra-Con's Individual Training Account (ITA) policy has been expanded from \$8,000 to \$10,000 for a two- to three-year program. The increase was implemented to cover the cost of tuition and fees in the event a customer attends a four-year university, and to accommodate new customers with Associate degrees who are going back to school to earn Bachelor degrees.

References to the Business Service Team were removed from the plan, since there is no longer a formal "Business Service Team" and since funding for this team is not provided. Mining, Construction, and Information Technology field categories have been added to the Incumbent Worker Training program.

### Other

Nominations will be needed for the upcoming Southern Illinois Workforce Investment Board annual awards in September.

## Youth Council

The Committee last met on July 8, 2009, and approved minutes from the May 20th, meeting. The following is a summary of the May 20th and July 8th meetings.

### Summer Works Program

Five Summer Works Specialists were hired to help administer the program. To solicit youth participants and worksites, ads were placed in the local newspapers; flyers were delivered to all high schools in the five-county area, local Chambers of Commerce, the Boys and Girls Club, and local healthcare facilities including Heartland Regional Hospital and Southern Illinois Healthcare. Jobs began during the first week of June. The youth average age range was 18 to 20, with an average wage rate of \$8.50 per hour.

The Summer Works program has been a collaborative effort, with 35 Man-Tra-Con staff members assisting in the process. As of July 8, 2009, 11 mass intakes and 15 orientations lasting between 3 to 4 hours each were conducted throughout all five counties to determine youth eligibility. A total of 311 youth pre-applications were determined to be eligible for the program, 254 youth were invited to attend orientation sessions of which 206 youth actually attended, resulting in 181 youth participants actively working.

On May 4, 2009, Man-Tra-Con stopped accepting applications from youth participants. At that point, a total of 749 applications were received for a total of 400 anticipated job slots. As of July 8, 2009, there were 80 worksites with 293 positions. Man-Tra-Con is still accepting worksite applications as the Summer Works program has the capacity for 126 additional job slots. Man-Tra-Con has also been in preliminary discussions with the Du Quoin State Fairgrounds as a potential worksite.

There were no findings from the recent Summer Works monitoring for eligibility determination and the monitoring of 15 worksites. ■

## CALENDAR OF EVENTS

### SEPTEMBER 9, 2009

**Youth Council**  
4:00 p.m. at the  
One-Stop Business  
& Employment Center in  
Marion, Illinois

### SEPTEMBER 15, 2009

**One-Stop Committee**  
8:00 a.m. at the  
One-Stop Business  
& Employment Center in  
Marion, Illinois

### SEPTEMBER 16, 2009

**Chief Local  
Elected Officials**  
11:30 a.m. at the  
Man-Tra-Con office in  
West Frankfort, Illinois

### SEPTEMBER 16, 2009

**Business & Economic  
Development Committee**  
4:00 p.m. at the  
Family Opportunity Center  
in DuQuoin, Illinois

### SEPTEMBER 24, 2009

**Southern Illinois Workforce  
Investment Board**  
5:30 p.m. at the  
One-Stop Business  
& Employment Center in  
Marion, Illinois

### DECEMBER 10, 2009

**Southern Illinois Workforce  
Investment Board**  
6:00 p.m. at the  
Rend Lake Resort  
& Conference Center  
Whittington, Illinois

For more information about  
upcoming SIWIB meetings visit:  
[http://www.siwib.org/  
displaymeetings.asp](http://www.siwib.org/displaymeetings.asp)