

## COUNCIL ON WORKFORCE INVESTMENT

### MEETING MINUTES

*Approved as Revised*

**March 19, 2010**

**Milwaukee**

**Members Present:** Tim Sullivan (Chair), Joel Rogers (Vice Chair), Ron Danowski (Executive Director), Lyle Balistreri, Colleen Bates, Reggie Bicha, Robert Borremans, Thomas Burse, Sharon Canter, William Chaudoir, Dan Clancy, Jewel Currie, Kathleen Drengler, Kathryn Dunn, Barbara Fleisner, Roberta Gassman, Susan Hatch, John Heyer, James Hill, Kim Kindschi, Tina Koehn, Gayle Kugler, Richard Leinenkugel, Don Madelung, Phil Neuenfeldt, Kent Olson, Mark Reihl, Don Rouse, Christopher Ruud, Andrew Schuster for Kenneth Black, Jeffrey Steren, Julia Taylor, Karin Wells for Rolf Wegenke, Dean Welch, Sharon Wendt for Tony Evers, Joan Wilk.

**Members Absent:** Daniel Andrist, Thomas Brien, Spencer Coggs, Jim Haney, Joe Leibham, Lee Rasch, Richard Raemisch, Henry Sanders, Jr., Karen Timberlake, David Vierthaler, Josh Zepnick.

**CWI Staff Present:** Gary Denis, Pamela O'Brien, Amy Phillips.

**Others Present:** Sally Cutler, NorthCentral WI Workforce Development Board; Angela Cummings, WI Association of Job Training Executives and Waukesha-Ozaukee-Washington Workforce Development Board (WOW); Staci Eggert-Dziedzic, Francisco Sanchez, WOW Workforce Development Board; Francis Falsetti, Horizon Construction/Sustainable Solutions; Mark Kessenich, Milwaukee Area Workforce Investment Board; Anthony Rainey, President, UAW 469- Master Lock Company and Advanced Manufacturing Subcommittee Co-Chair; Judith F. Warmuth, Wisconsin Hospital Association and Health Care Sector Subcommittee Co-Chair; Linda Preysz, Dianne Reynolds, JoAnna Richard, Anne Rodgers-Rhyme, Randy Sommerfeldt, Lea Collins-Worachek, Department of Workforce Development

### **Key Issues/Discussion**

Council meeting materials are available on the CWI web page at <http://www.wi-cwi.org>

#### **Item I. Call to Order and Minutes of December 18, 2009**

Chair Tim Sullivan called the meeting to order. The minutes of the December 18, 2009 meeting were revised by Secretary Leinenkugel and approved as corrected.

#### **Item II. Executive Committee Report: Subcommittee Reports**

The Chair announced that the newly formed subcommittees all met within the past few weeks in order to report out at the full Council meeting.

- a. Dislocated Worker Subcommittee: Ms. JoAnna Richard presented a power point on the dislocation, trade and national emergency grant activities. Details on enrollments, expenditures, training and employed at exit metrics are in the power point link below [http://www.wi-cwi.org/pdf/council\\_meetings/2010/dislocated\\_worker\\_report\\_03-23-10.ppt](http://www.wi-cwi.org/pdf/council_meetings/2010/dislocated_worker_report_03-23-10.ppt) Mr. Borremans highlighted the impact on people in the local areas and the activity levels at the Job Centers. He also wanted the minutes to reflect the Workforce Development Board Director's sincere "thank you" to the entire dislocated worker unit at the central office for their extremely helpful efforts working with local staff and participants even while being overburdened with the large volume of lay-offs.

- b. Medicaid Infrastructure Grant Subcommittee: Mr. Steren explained that the subcommittee had their first on-line video meeting with LIVE MEETING. He stressed the importance of the use of ongoing technological advances at future CWI and subcommittee meetings for people to actively participate who cannot be physically present at the meeting site. Chair Steren announced a \$13 million grant award to the Department of Health Services for the Medicaid Infrastructure activities. He also noted the Subcommittee's recommendations on the Workforce Investment Act's House Reauthorization bill, and discussions on Family Care Services system employment issues related to workplace personal assistance, "vocational futures" planning and "supported employment."
- c. Energy Sector Subcommittee: Co-Chair Ruud explained that this new 27 member Subcommittee will migrate from the previous State Energy Sector Partnership group. His co-chair is Forrest Ceel, President of the Electrical Workers IBEW Local 2150. Mr. Ruud announced the Department of Workforce Development's receipt of a \$6 million Department of Labor grant that the Subcommittee will provide decision-making and oversight responsibilities for "Wisconsin's Sector Alliance for the Green Economy" [SAGE]. He also stated that prior to the next meeting on June 3, 2010, additional employers will be appointed. At Mr. Currie's request, the Chair appointed him to this Subcommittee.
- d. Health Care Sector Subcommittee: Co-Chair Warmuth explained that this new 36 member Subcommittee is a transition from the Secretary's Select Committee on Health Care Workforce Development that has been convening since 2003 with active workgroups. Ms. Warmuth noted the accomplishments of the previous group, and thanked Secretary Gassman for her leadership. The Subcommittee's Co-Chair is Stephanie Bloomingdale from the Wisconsin Federation of Nurses and Health Professionals. She also stated that prior to the next meeting on June 10, 2010; employers will be added to the Subcommittee.
- e. Advanced Manufacturing Sector Subcommittee: Co-Chair Rainey explained that many of the new 17 member Subcommittee already have an affiliation with sector strategies/industry partnerships and/or training and credentialing in their local areas. He summarized their first meeting that included labor market trends, and presentations on the related programs such as the Manufacturing Skills Standard Certification Initiative. The Subcommittee's Co-Chair is Joe Kinsella, President of Point Precision, Inc. Mr. Rainey stated that prior to the next meeting on June 8, 2010, additional employers will be appointed to the Subcommittee.

The Chair started a general discussion on issues related to the newly established sector subcommittees. He emphasized the need for these Subcommittees to be committee-driven with specific outcomes and goals along with career pathways strategies. Chair Sullivan explained that he has discussed the sector-driven efforts and career pathways with the gubernatorial candidates. He wants these issues on the next Executive Committee meeting agenda as well as how the Committee will oversee the measureable outcomes of the sector subcommittees. Vice-President Rogers reinforced the Chair, and stressed the importance for the committee members to have clear discussions to make real decisions that will steer state and regional sector partnership activities. Secretary Leinenkugel expressed the need to have greater linkages with the regional economic development entities, and noted some of the very successful well-defined regional sector areas such as New North. He also commended DWD's "jewel", Eric Grosso, who provided an excellent presentation on manufacturing labor trends. It was suggested that he present labor market data on Wisconsin's workforce at the next Council meeting. Mr. Olson emphasized the need for the Subcommittees to move fast on decisions and program timelines with nimble

guidelines so local areas can have the flexibility they need. Ms. Taylor discussed the various joint sector grants in Southeast Wisconsin, and how these efforts needed to be folded into the statewide Subcommittee's work. The Chair noted that if employers are allowed to be engaged in guiding these Subcommittees, then activities will move at a faster pace than previous government programs just because of the nature of the business model. In response to Ms. Bate's question about equitability in regional areas with only one major city hub with the remainder being rural, Chair Sullivan stressed the importance of planning strategies and awarding funding in a balanced manner. He also relayed how states like Pennsylvania had statewide industry-partnership initiatives that included businesses actually bringing funds to the table and the State Legislature committing additional resources.

#### Item III. National Medicaid Infrastructure Media Campaign

Mr. Steren introduced the national media campaign, "Think Beyond the Label," that challenges our thinking of what is "normal." He explained that Ms. Melissa Turner, National Consortium for Health Systems Development, reviewed preliminary material with the CWI MIG Subcommittee in November given that Wisconsin has been the leader in funding support and shaping this campaign. Ms. Turner proceeded with details in the power point since the national kick-off of television, magazine, and newspaper advertisements directed toward employers to encourage hiring persons with disabilities.

[http://www.wi-cwi.org/pdf/council\\_meetings/2010/nat'l\\_medicaid\\_infrastructure\\_media\\_campaign.ppt](http://www.wi-cwi.org/pdf/council_meetings/2010/nat'l_medicaid_infrastructure_media_campaign.ppt)

The Chair entertained a general discussion that included positive remarks regarding the intent and content of the campaign. Ms. Fleisner stated that we need to build on the successes of private companies that do hire and retain people with disabilities. Secretary Leinenkugel offered a suggestion for an internet search connecting to the campaign's digital hub using "hire disabled workers." In response to the Chair's question as to the primary reasons employers cite for not hiring people with disabilities, Ms. Turner noted the rising cost of insurance, uncertainties of accommodation and hiring/firing legalities and actually finding people with disabilities ready for inclusion in the workforce. Kim Kindschi urged a stronger higher education connection. Secretary Gassman highlighted a vocational rehabilitation on-the-job training pilot program with American Recovery and Reinvestment Act funding.

#### Item IV. Green Industries and Jobs in the Energy Sector

Secretary Gassman expressed her appreciation to the Co-Chairs and members of the newly formed sector strategy subcommittees noting the stature of the membership. In particular, she praised Mr. Ruud's role with the Governor's office on energy efficiencies and growing green jobs in the State. She pointed out that the Governor's legislation would create 16,000 jobs and the SAGE grant would train more than 3,000 workers plus support new apprenticeship programs in energy efficiency, renewable energy and smart grid occupations. The Secretary presented the Governor's DVD on "Green Industries and Jobs in the Energy Sector."

There was general consensus on the vital need for the State to have a renewable portfolio and energy conservation measureable targets. Mr. Rouse and Ms. Fleisner shared what was happening at the Workforce Board level and in rural farming practices.

#### Item V. Executive Director's Report

- (a) Mr. Danowski announced that the State will be submitting the Workforce Investment Act (WIA) State Plan Modification once new instructions come from the U.S. Department of Labor due to the anticipated adoption of a WIA Reauthorization. He noted that two comments were received during the public review and comment period which did not impact the draft.

(b) The Executive Director updated the Council on the WIA Reauthorization legislative activities as well as the national workforce organization's efforts. He also summarized the status of the WIA waivers effective for program year 2009-2010.

Given that members expressed the desire to be engaged in the reauthorization process, the Chair requested that a position paper be developed for discussion at the Executive Committee meeting that would be brought to the full Council for action.

Finally, there was a conversation regarding the Governor's Clean Energy Jobs Act bill. Mr. Neuenfeldt stressed how vital this legislation was for jobs expansion and environmental clean up. He urged the CWI's private sector to provide legislators with cost-inducing examples and their best practices because business groups have been lobbying strenuously against the bill. Secretary Leinenkugel explained the initiative developed by the Department of Commerce to target 50 small and medium-sized businesses for pilots on profitable sustainability. The Chair indicated that he provided the Governor with his company's energy savings efforts along with the financial savings after initial costs and urged others to do the same. Chair Sullivan also referenced the environmental benefits and a survey that revealed only 13% of the survey pool cared passionately about environmental issues. Vice-Chair Rogers reinforced the need for the legislation stating that Wisconsin is losing opportunities for jobs and a clean environment with slow-paced action.

The meeting adjourned at Noon.