

GOVERNOR'S COUNCIL ON WORKFORCE INVESTMENT

THURSDAY, JANUARY 19, 2012

10:00 a.m. – 12:00 p.m.

GEF 1, ROOM F105
201 E. WASHINGTON AVE
Madison, Wisconsin

ADVANCED MANUFACTURING SECTOR SUBCOMMITTEE MEETING AGENDA

- I. Call to Order
- II. Approval of Minutes from November 15, 2010 – **ACTION**
- III. Workforce Development Board Input (questions for CWI Advanced Manufacturing Sector Subcommittee attached)
- IV. Establish Future Meeting Dates
- V. Adjourn

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Jane Pawasarat, Department of Workforce Development, Division of Employment and Training by phone at 608-267-9704 or by email at jane.pawasarat@dwd.wisconsin.gov. If you have special needs such as an interpreter or written materials in an alternative format, contact Kristy Budde at 608-266-9199 or kristy.budde@dwd.wisconsin.gov. (Text phone users may call the Wisconsin Telecommunications Relay System at 711 to request assistance.)

Attachments:

Meeting Minutes from November 15, 2010 Meeting
Questions for CWI Advanced Manufacturing Sector Subcommittee
Advanced Manufacturing Sector Subcommittee Members

Agenda Item II.

ADVANCED MANUFACTURING (AM) SECTOR SUBCOMMITTEE

MEETING MINUTES

Monday, November 15, 2010
WI Department of Workforce Development
Madison, WI

Attendance: Bob Borremans, Bill Chaudoir, Ron Danowski, Kathy Drengler, Susan Hatch, John Heyer, Kim Kindschi, Joe Kinsella, Mike Klonsinski, Jim Mackey, Amy Phillips, Tony Rainey, Anne Rodgers-Rhyme, Bob Sheppard, Dave Tomczek, Rachel Whitthoft, and Charlene Yauch

Presenters: Jim Golembeski, Chris Linn, Paul Rauscher, and Ann Franz—North East Wisconsin (NEW) Manufacturing Alliance; and Jim Mackey—Wisconsin Technical College System (WTCS)

Notes/Materials: Meeting materials are available on the CWI AM Subcommittee web page at <http://www.wi-cwi.org/manufacture/default.htm>.

Welcome, Agenda Review and Approval of Minutes

Approval of Minutes

- No discussion
- Minutes approved by all

North East Wisconsin (NEW) Manufacturing Alliance — 18 county region)

Paul Rausher, President of EMT International—Green Bay

- History of the NEW Manufacturing Alliance (NMA)
 - Joined Partners in Education in Green Bay approximately 15 years ago; at the time, no manufacturing person was involved with this group, which meant no support for manufacturing career paths for K-12 students.
 - Manufacturers were having difficulty finding skilled workers to replace the aging workforce. Decided to form alliance to spread the word about manufacturing jobs that do not require a 4-year degree.

Chris Linn, Vice President of Marketing, Bassett Mechanical--Kaukauna

- Currently, NMA has 62 member companies (large and small) that represent 31,000 employees. Membership meets quarterly.
- Objectives: (1) Create positive view of manufacturing; (2) Grow partnerships with K-16 and manufacturers; (3) Promote workforce development; (4) Advance collaborative efforts that promote the health of manufacturing
- Task forces: (1) Communications—create new image (e.g., “Manufacturing All-Stars” publication), post videos online highlighting people in manufacturing, “Meet Jack” Facebook page where people can follow Jack (engineer) in his career at Manitowoc Crane; (2) Recruitment—NEW Manufacturing Alliance Website, AM and Tech job fairs, “Manufacturers of Distinction” award; scholarships for students attending local tech colleges; (3) Research—working on incumbent worker survey to identify current and projected skill gaps

Ann Franz, Strategic Partnerships Manager, Convener, NMA

- NEW Manufacturing Alliance Website
 - Dislocated workers can create a network profile on the website, similar to posting a resume. Employers can look at the profile and contact the person about available positions. Profiles are online for 30 days; workers can hit “refresh” to continue the posting for 30 more days.
 - Educational materials that highlight critical occupations and link to videos following around various workers in their jobs. Website also lists Alliance member companies and contact information for job shadowing, speaking, tours, etc. for educators.

Jim Golembeski, Executive Director, Bay Area Workforce Development Board

- “Manufacturing the Future”—upcoming 1-hour documentary for PBS to be broadcast late 2010 or early 2011. See www.manufacturingthefuture.com for more details.
- “Insight on Manufacturing”—quarterly magazine that highlight current events in manufacturing. Recent issue focused on NMA’s partnership with the WI Dept. of Corrections. The Alliance works with minimum-security prisoners to obtain training and get into manufacturing jobs.

Q: *Methods to measure if schools are using tools?* **A:** *Monitor website, track number of speaking engagements and presentations, track media coverage (try to develop relationships with business reporters and TV media reports to get NEW in the news)*

Q: *Funding sources?* **A:** *Businesses pay annual dues (\$500-\$1000)—funds publications and scholarships*

Q: *Biggest challenge with K-12 schools?* **A:** *The large number of schools. Strategy is to target fewer schools and provide intensive resources to these schools.*

Q: *Do you have new employers as a result of this outreach?* **A:** *Yes, business has been growing quickly, even in recession. Also, manufacturing classes at NWTC have been increasing in size*

Q: *How effective is the website with building alliance?* **A:** *Brings validity to alliance; also, NMA covers a large geographic area so the website helps distribute information quickly*

Manufacturing Skills Certification System Update—Jim Mackey, WTCS Office

- “Providing competency-based, customized education and training for the manufacturing workforce today and tomorrow”
- Tech Colleges have two interrelated designs of industry-related curriculum: (1) Career Pathways—build credentials into existing programs. The idea is to link credentials to jobs and have people move in and out of the Technical Colleges at whatever level is appropriate; (2) Bridge—customized programs that combine skills training and pre-college level training
- Certificates: (1) Manufacturing Skills Standards Certification (MSSC)—part of MSCS—nationally recognized certification; and (2) National Career Readiness Certificate (NCRC)—measures basic job skills.
- Training programs for middle- and high-school students: Project Lead the Way, Mini Choppers, High Mileage Vehicle Challenge, Battle Bots IQ, Skills USA, Academies and Camps
- Incumbent worker training—Workforce Advancement Worker Training
- Partnerships (ex: CNC Boot Camp-Racine County—portable credential program)
- Advanced technology center (for people who already have a degree)

Facilitated Strategic Planning for Wisconsin's Manufacturing Sector

Small group facilitators: Amy Phillips, Anne Rodgers-Rhyme, Jim Mackey

- CWI has tasked each sub-committee with developing an action plan for the upcoming year. The facilitators looked at past discussions at previous meetings and came up with three topics to discuss in small groups.

Questions:

I. Build/Strengthen the Workforce Pipeline in Manufacturing

- **Successes:** keeping jobs and attracting new jobs and businesses; entrepreneurship; matching skills training with jobs
- **Challenges:** the image of manufacturing as the same as 30 years ago; misconception of career pathways; need for increased awareness among K-12 counselors to help interested students take appropriate classes (i.e. advanced science and math courses); need to promote manufacturing as a viable career to parents—involve parents as part of the pipeline; soft skills development; manufacturers may not know how to get involved; funding structures in education are inconsistent and don't always match up with manufacturing goals; in the Tech College System, more value is placed on an associate level course than certificate course
- **Barriers:** youth not coming into manufacturing; manufacturers not using social media (i.e., YouTube, Facebook, Twitter) to promote manufacturing to young adults; employers unwillingness to deal with unskilled workers
- **Opportunities:** business and education opportunities boards; chance to expand on successful programs

II. Build Manufacturing Workforce Skills and Credentials for WI

- **Methods used to promote manufacturing:** state advisory councils and Tech College advisory committees need to have the same message—one voice to make it clear to employers and workers
- **Message needs to get out early:** K-6 (before kids have identified what interests are)
- **Challenges:** accessibility for workers (financial); accessibility for employers (What are these credentials? How will it benefit me as an employer?); unskilled workers are largest demographic of future workers—we must include them as workforce of future
- **Market/promote manufacturing:** common theme needs to come from “high-visibility” team of employers, education, and state
- **Opportunities:** replicate NEW Manufacturing Alliance strategies in the rest of WI

III. Build capacity for Advanced Manufacturing Industry Partnerships

- Change perception on Workforce Development and Training to Employer-driven environment—employers are saying what they need
- Promote/Market success stories in publications (similar to NEW manufacturing alliance)
- Best practices for developing the infrastructure of IP
- Create and Publicize compelling need for joining an IP—maximum inclusion
 - If you are in manufacturing, you can be part of the group
- Leverage existing resources

Anne, Amy and Jim will write up first draft of action plan and send to subcommittee members for approval to present to CWI on December 3, 2010.

Update: Ron Danowski, DWD—What will 2011 look like?

- *Healthcare, AM, and Energy subcommittees are all working on action plans*
- *Tim Sullivan spoke with both gubernatorial candidates*
- *“White paper”—description/pitch of Industry Partnerships and Career Pathways*
 - *COWS wrote paper; it is not DWD’s product*
 - *Non-partisan effort*
 - *Tim Sullivan and others will present this to new administration to show areas of focus and activities of 3 sub-committees*
 - *Also can use white paper to get broader support beyond governor—get it out to employers, K-12, Tech colleges, UW & private colleges, etc*
 - *Use multiple messengers to get message out*
 - *Timeline: still tentative but aiming to get done ASAP (maybe even before new Workforce Secretary is appointed)*

Dept of Education and Other Advanced Manufacturing Grants

NAM-Endorsed Manufacturing Skills Certification System & Lumina

- Educational/Certificate/Career pathway
- Dept. of Education grant at Northcentral Tech College
 - \$250,000/year OVAE 4-year grant
 - Partnered with 4 secondary schools: Spencer, DC Everest, East Wausau, West Wausau
 - High school students to Tech College and beyond

Announcements and Next Steps

Mike Klonsinski:

- Two years ago, a manufacturing survey was conducted to determine gaps
 - Findings: advanced talent management is important—only 1/3 of employers felt they had level of support to succeed in region
- Manufacturing Matters conference: May 16 in Milwaukee
 - Theme: Talent Management and Talent Development
 - 400-700 attendees (mainly manufacturers)
 - Opportunity to attend/be involved

David Tomczek:

- Century may be a mentor company in under performing grade school—learn soft skills, goal setting, etc.
 - Similar program has been successfully put in place on East Coast

Anne Rodgers-Rhyme:

- SAGE (Sector Alliance for Green Economy) grant--\$6 mill to “green-up” apprenticeships
 - Intersects with manufacturing
- Workshop on Employer Engagement (Dec 8)—see flyer

Next meeting: flesh out action plan and determine priorities for upcoming year.

Meeting adjourned 12:22 p.m.

Agenda Item III.

**Questions for CWI Advanced Manufacturing Sector Subcommittee Meeting
January 19, 2012**

How many jobs have you filled in the sector (manufacturing, health, energy, youth, other) this year?

How many jobs are currently posted for the sector or that you are aware of in your region that may not be posted?

Where are your biggest opportunities and how are you addressing them?

What are the specific obstacles in filling the available positions?

What is your biggest challenge in connecting the available jobs to applicants?

What resources are you utilizing to fill the positions both private and public?

What needs to change with the public financing, i.e., specific waivers, etc.?

What can the Council on Workforce Investment and/or the various Departments (Department of Workforce Development, Commerce, Veterans Affairs, Corrections, Health & Human Services, etc.) do to help?

What can the Department of Public Instruction or the Tech Colleges do to help?

What can legislators do to help?

What can the Governor do to help?

**COUNCIL ON WORKFORCE INVESTMENT
ADVANCED MANUFACTURING SECTOR SUBCOMMITTEE**

This sector subcommittee advises the CWI and DWD on the implementation of the Manufacturing Skill Standards Certification and determining employment and training needs of the Manufacturing sector.

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