

Governor's Council on Workforce Investment

Workforce System Development Ad Hoc Committee (Milwaukee)

Meeting Notice

Monday

November 14, 2005

11:30 a.m. to 1:00 p.m.

**Milwaukee Job Center North
4030 North 29th Street
Milwaukee
(414) 374-1800**

MEETING IN GRAND CONFERENCE ROOM

AGENDA:

- 1. Approval of the Minutes of October 12, 2005 (Attachment)**
- 2. UWM's Status Report**
- 3. Status Reports on the Greater Milwaukee Economic Development Partnership (Attachment) and the Private Industry Council's Job Center Network Subcommittee**
- 4. Develop Recommendations with Implementation Strategies (Attachment)**

A working lunch will be provided to Committee members and presenters.

For further information, contact Committee staff: Linda Williamson, telephone (608) 261-6394, E-mail: linda.williamson@dwd.state.wi.us

If you have other special needs such as assistance to access materials in an alternate format including large print, or you need an interpreter, please contact Gloria Kirchoff: gloria.kirchoff@dwd.state.wi.us, or call her at (608) 267-2191.

AGENDA ITEM # 1

Pending Approval

Workforce System Development Committee

AD HOC COMMITTEE

Minutes of October 12, 2005
Milwaukee

Members present: Thomas Burse, Bill Clingan, Tina Koehn, Georgann Stinson, Josh Zepnick.

CWI staff present: Mary Pasholk, Pamela O'Brien, Linda Williamson.

Others present: Theresa Loerke, DWD; Jennifer Riggerbach and Sammis White, UWM Center for Workforce Development; Teresa Barch, WAJTE/WOW WDA; Sheila Knox, Milwaukee Job Service; Beth Norris, SE WDA; Delores Graves, Private Industry Council of Milwaukee, Inc. (PIC).

Mr. Burse, Chair, called the meeting to order at 10:10 a.m.

Agenda Item #1

Representative Zepnick, seconded by Ms. Stinson, moved to approve the minutes of September 16, 2005 with two revisions on meeting location change and clarification of the regional group. The motion unanimously passed.

Agenda Item #2

Ms. Riggerbach and Dr. White highlighted their written summary provided in the Committee packet. Staff had a conference call with Mr. Rouse and Ms. Williamson relayed his thoughts in *absentia* reinforcing the summary and participant recommendations. The Committee asked several clarifying questions regarding the survey participant's responses. There was discussion about the timing of UWM's project report in order to coordinate with the Committee's development of recommendations as well as how to publicly release the report. The Committee expressed appreciation for UWM's work to-date.

It was mutually agreed with Ms. Riggerbach and Dr. White:

- a. UWM would provide some of the "common themes" they are seeing from their grant work for the November 14th meeting**
- b. Ad Hoc Committee and staff would review their draft landscape survey questionnaire in the next few days**
- c. On behalf of the Ad Hoc Chair, staff would send a follow-up email to the UWM stakeholder interview participants who were part of this summary report.**

By consensus, the Committee also agreed to:

- a. Cancel the October 28th meeting**
- b. Meet through a working lunch after the full Committee meeting on November 14th in Milwaukee**

Representative Zepnick moved, seconded by Ms. Stinson, to meet in January 2006 in Milwaukee to receive UWM's report, release it publicly along with the thrust of the Ad Hoc Committee's efforts and finalize the Ad Hoc report (with recommendations, specific implementation strategies and action steps). The timeline would be to submit the Ad Hoc Committee's report to the full Committee for action in February, and the CWI for action in March. Mr. Clingan stated that the March meeting be held in Milwaukee with the agenda including other area-specific initiatives such as the regional grant and Grow grant.

Mr. Clingan also stated that the department would identify some specific DWD implementation strategies to add to the Committee's suggestions. The motion unanimously passed.

Agenda #3

Ms. Graves reported on PIC's Job Center Network Subcommittee on behalf of Mr. Randall and the Subcommittee Chair. She noted the membership, and identified two activities: (1) Touring all of the county's Job Centers and one outside of Milwaukee, and (2) Collecting first-hand feedback from employers. Ms. Graves stated that the Subcommittee has already reviewed the memorandum of understanding signed by each required workforce partner and DWD's revisions to the Job Center standards. Ms. Knox, as a member of the Subcommittee, also commented on the positive thrust of this group and the need to work in conjunction with the *Ad Hoc* Committee. Committee members also expressed the need for working hand-in-hand for mutual recommendations and systemic changes, and wondered whether the Chairs could present each group's efforts at their respective meetings.

Representative Zepnick, seconded by Ms. Stinson, moved, as part of the Committee's research and fact finding, request the PIC and the Greater Milwaukee Economic Development Partnership for a one page summary of their goals; and, for the PIC Subcommittee to specifically address the membership, timetable/meeting schedule, expectations of key tasks and anticipated accomplishments/goals. The motion unanimously passed.

Agenda #4

The Committee identified components of the report and stressed the need to coordinate their recommendations with the CWI grants and PIC Job Center Network Subcommittee.

By consensus, the Committee:

- a. Will ask DWD if the *Ad Hoc* Committee can make recommendations on Job Center standards specific to Milwaukee**
- b. Will request Gary Denis, Chair of the Comprehensive and Satellite Job Center Site Workgroup, to discuss with PIC the goals of their Job Center Network Subcommittee to ensure coordination, and report to the *Ad Hoc* Committee on November 14th**
- c. Request the PIC Job Center Network Subcommittee Chair to agree on how to coordinate with the *Ad Hoc* Committee**

Ms. Koehn, seconded by Representative Zepnick, moved to adjourn the meeting. The motion unanimously passed with adjournment at 11:57 a.m.

AGENDA ITEM # 3

Wisconsin Office of the Governor .Media Room

Media Room

For Immediate Release
Monday, September 12, 2005

Ethnie Groves, Governor's Office, 608-261-2156

Governor Doyle Announces \$500,000 for Greater Milwaukee Economic Development Partnership

MILWAUKEE – Governor Jim Doyle announced today that the state will provide \$500,000 from the Department of Commerce for the Greater Milwaukee Economic Development Partnership.

The regional collaboration will bring together public and private sector leaders from seven counties including Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties to work aggressively to create a new regional entity that will encourage investment and drive the economic development of Southeastern Wisconsin.

This funding will help move this important partnership forward – helping to develop a strategic brand identity for the region, create a nerve center of information for prospective and existing businesses, and much more,” Governor Doyle said. “In today’s increasingly competitive, and increasingly global, economy – regional cooperation is vital. It will create a consistent voice for this area that is heard not only across Wisconsin and the country – but around the world.”

The \$12 million, five-year campaign employs techniques and programs proven to be successful in other areas of the county, and focuses on the attraction and retention of companies creating high-end jobs. The initiative was designed by the leadership of the Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce. A 30-member Economic Development Council will oversee and implement plans for the initiative.

Significant funding for the development of this partnership has already been secured. In addition to the \$500,000 Governor Doyle will provide, the City of Milwaukee will provide \$100,000, and four of the counties will each provide \$25,000. The private sector will provide the majority of support for the initiative.

A major strategic focus of Governor Doyle’s *Grow Wisconsin* plan was to encourage regional cooperation, recognizing that what happens in one community inevitably affects what happens in the surrounding region, and economic gains and losses know no political boundaries.

“Collaboration helps move the Wisconsin economy to the high end – providing the best goods and services with the most educated, highly trained workforce in the country,” Governor Doyle said. “That’s my vision for Wisconsin, and I look forward to working with the Greater Milwaukee Regional Economic Development Partnership as we continue to move toward that vision in Southeastern Wisconsin.”

AGENDA ITEM # 4

SUMMARY TO KICK OFF DISCUSSION OF RECOMMENDATIONS

Themes Used by the Ad Hoc Committee

Leadership within the community and among the Workforce Development Board
Collaboration/coordination with workforce partners and external entities for effective service delivery
Alignment of common goals
Overcoming "silo-program" funding
Linkages to economic development initiatives and labor market projections

Dominant Themes from Listening Sessions

Put the "one-stop" back into the One-Stops (Job Centers): Design and implement a truly one-stop service delivery system for all customers (employers and job seekers) that transcend program funding. This will require leadership from the Executive Branch and top local elected officials (to ensure consistent messages/policies across programs) with input from the local staff for the reconstruction of an efficient seamless delivery system.

Establish a task force of workforce partners with high-level employers and policy-makers at the table to identify common solutions for an improved delivery system:

- (a) Develop goals with measurable outcomes for cross-program activities that would be grounded in their local plans, state and local policies, etc. as part of joint-planning and resource-sharing;
- (b) Design procedures/processes for activity implementation that ensures efficiencies; and
- (c) Focus activities to support key economic development efforts.

Establish a creative consortium of workforce partners that expands the current WBD/PIC collaborators (such as Manpower) to improve and increase training services for job placement in construction, skilled trades, health care and emerging industries across all programs with cross-partner/employer involvement for:

- (a) short-term training along with appropriate job placement support (such as English as a second language); and
- (b) long-term training after job placement to meet continued private sector skill needs and improve the self-sufficiency of employees.

In addition, the consortium would identify blended funding mechanisms to support these focused training activities.

The need for a formal leadership team (with discretionary funds) that meets regularly comprised of key operations program managers to:

- (a) identify joint activities with measurable outcomes (such as specific training needs of job seekers) and implement strategies across programs;
- (b) link with employers and economic development players on a regular basis; and
- (c) establish common solutions to improve infrastructure issues (such as co-sharing of resources).

The need for regional strategies and planning on training and employment placement activities including collaborating on joint grant proposals, finance mechanisms, and revising state and federal requirements that are impediments for cross-program cooperation and service delivery. Coordinate with the Greater Milwaukee Regional Economic Council.

- CONTINUED -

Additional Suggestions from UWM's Interviews with Foundation and Other Funding Entities (As reported at the October 12, 2005 Meeting)

A. The Milwaukee County Workforce Development System is viewed as complicated and confusing for the individuals, employers, and the general community.

Suggestions for improving the Milwaukee system:

- Define the expectations for success. Base expectations on data and research.
- Acknowledge competition
- Approach jobs, training, and support systems as a continuum. All need to be addressed to move people out of poverty and provide employers with good employees.
- Create a common intake or screening process in the system.

B. Leadership and Accountability are viewed as lacking.

Specific recommendations to CWI:

- Educate themselves on the accountability standards and organizations providing services.
- Demand follow through and accountability to the Milwaukee Community.
- Any direct recommendations on bringing stakeholders together to improve leadership and accountability should be backed with real financial resources.
- Leverage funding opportunities to back this effort.

C. Employers need to be engaged.

Specific recommendation to CWI:

- Provide a similar process to the stakeholder interviews to gain the insights of employers and learn ways to effectively engage them.
- Engage MMAC and the PIC Board to garner employer participation and support for improvement efforts.

D. Serious education is needed on the part of job seekers.

Specific Recommendations to CWI:

- Make a recommendation that job seekers can go to school and still garner supportive benefits such as child care subsidies, food stamps and stipends.
- Recommend more training options for both individuals and employers seeking to train and provide mentoring to incumbent workers.