

**Jim Doyle**  
Governor

**Paul Linzmeyer**  
Chair



Sue Gleason, Liaison  
201 E. Washington Avenue, Rm. A200  
P.O. Box 7972  
Madison, Wisconsin 53707-7972  
Telephone: (608) 266-0522  
Fax: (608) 261-6376  
Web site: <http://www.wi-cwi.org>

---

# Council on Workforce Investment

---

**December 9, 2005**

**Concourse Hotel  
1 West Dayton Street -- Madison WI  
(608) 257-6000**

---

## Meeting Schedule

---

*Coffee, juice and pastries will be available at 9:00 a.m. for the Council Meeting.*

9:30 a.m. to 11:30 a.m.	Full Council Meeting
11:45 a.m. to 12:30 p.m.	Lunch
12:30 p.m. to 2:30 p.m.	Workforce Strategies Committee Meeting Workforce System Development Committee Meeting

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

---

## Enclosed Meeting Packet Contents

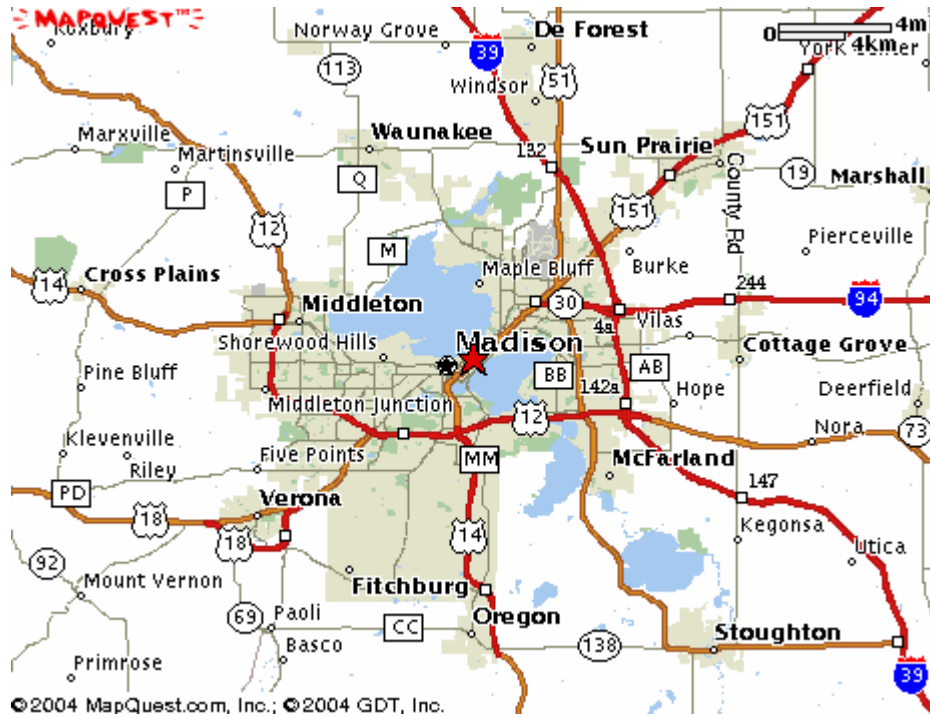
---

Page 1	December 9th Meeting Schedule and Packet Contents
Page 2	Map to December 9 <sup>th</sup> Meeting
Page 3	December 9 <sup>th</sup> Full Council Meeting Agenda
Page 4	September 16 <sup>th</sup> , 2005 Full Council Meeting Draft Minutes
Page 6	Regional Metrics Initiative – Draft Proposal

*This is a public meeting; the meeting location is handicapped accessible. If you have other special needs such as an interpreter or written materials in an alternative format, please contact Gloria Kirchoff at (608) 267-2191 or email [Gloria.Kirchoff@dwd.state.wi.us](mailto:Gloria.Kirchoff@dwd.state.wi.us).*

### Map to Downtown Madison and Concourse Hotel 1 West Dayton Street -- Madison, WI

**Driving Tips:** East Washington Ave. is under construction. The construction area is passable, but it may require extra driving time. To avoid construction, travelers can exit the Interstate at Hwy 12 to Madison. From Hwy 12, take the John Nolan Drive Exit (Alliant Center); continue on John Nolan Dr. (Hwy 151 on the 2<sup>nd</sup> detail map below) to Blair Street; continue through the intersection two blocks northwest to East Washington Ave.



**COUNCIL ON WORKFORCE INVESTMENT**

**December 9th, 2005  
Concourse Hotel  
1 West Dayton Street -- Madison WI  
(608) 257-6000**

**9:30 a.m. to 11:30 a.m.**

Full Council Meeting Agenda

- I. Call to Order and Minutes of September 16<sup>th</sup>, 2005 Meeting (**For Action**)
- II. Presentations
  - A. *Wisconsin's Workforce Development Boards.*
    - Overview of Collective Efforts– Theresa Barch, Coordinator, WI Association of Job Training Executives
    - Highlight on West Central and Southeast Boards – Dick Best and Beth Norris
  - B. *Jobs With a Future - South Central/Southwest GROW Grant*
    - Pat Schramm, South Central Workforce Development Board and Kira Dahlk, Jobs With a Future Director
  - C. *Draft Regional Metrics Initiative – (For Action)*
    - Terry Ludeman, DWD Chief Economist
- III. “Qualified Workers for Quality Jobs” Council 2005 Progress Review and 2006 Priorities
  - A. Progress Review – Sue Gleason, CWI Liaison
  - B. 2006 Priorities – Joel Rogers, CWI Vice Chair
- IV. Committee Reports (**For Action to accept Committee Reports and Actions**)
  - A. Executive Committee Report
    - i. Executive Committee Actions – Chair Paul Linzmeyer
    - ii. Bridges to Work (MIG) Subcommittee Report – Rep. Josh Zepnick
    - iii. Dislocated Worker Subcommittee Report – Haney/Neuenfeldt
  - B. Workforce Strategies Committee Report – Welch
  - C. Workforce System Development Committee Report – Koehn/Ruud
- V. Adjournment

<b>COUNCIL ON WORKFORCE INVESTMENT</b>
--

*(Draft Pending Approval)*

**MEETING MINUTES**

St. Norbert College – DePere, WI

September 16, 2005

**Members Present:** Paul Linzmeyer (Chair), Thomas Burse, Elizabeth Burmaster, William Chaudoir, Jayson Chung for Dan Clancy, Bill Clingan for Secretary Gassman, Rodney Copes, Jewel Currie, Kathleen Drenkler, Barbara Fleisner, James Haney, State Senator Dave Hansen, Susan Hatch, John Heyer, James Hill, Tina Koehn, Douglas Moquin, Barbara Prindiville, Mark Reihl, Joel Rogers, Donald Rouse, Christopher Ruud, Patrick Schillinger, Andrew Schuster for Secretary Scocos, Georgann Stinson, Dean Welch, Joan Wilk, State Representative Josh Zepnick

**Members Absent:** Lyle Balistreri, Mary Burke, Terry Craney, Matthew Frank, Ellen Holt, Donald Layden, Jr., State Senator Joe Liebham, Xiong Lo, Helene Nelson, Phil Neuenfeldt, A. Kent Olson, Sally Peltz, Julia Taylor, Norma Tirado-Kellenberger, David Vierthaler

**CWI Staff Present:** Sue Gleason, Pam O'Brien, Linda Williamson, Kristin Rolling, Gloria Kirchoff, Fred Bartol, Bea Jay Panke

**Others Present:** Kathi Seifert, Wendy Seronko, Jim Golembeski (Bay Area WDB), Sandy Duckett, NWTC; Bill Rockwell, WCTC; Kyle Schwarm, WTCS; JoAnna Richard (DWD). Also present - Connie Colussy, Dianne Reynolds (DWD/DWS); Francisco Sanchez, Teresa Barch (WOW WDB); Jen Tylka (Fox Valley WDB); Sally Cutler (North Central WDB); John Haugh (DVR); Dale Hopkins; Pat Schramm (South Central WDB); Beth Norris (Southeast WDB); JoAnn Pace; Mike Reinert (Einstein Project); Margaret Ellibee (Department of Public Instruction); Pat Boyer (Pre-Paid Legal)

**Key Issues/Discussion**

**I. Call to Order and Minutes**

Chair Paul Linzmeyer called the meeting to order at 12:45 p.m. A motion to accept the minutes of the June 3, 2005, meeting was seconded and approved unanimously. Linzmeyer introduced new Council member Bill Chaudoir, Director of the Door County Economic Development Corporation.

**II. Presentation – Wisconsin Technical College System's Advanced Manufacturing Solutions**

Representatives from the Wisconsin Technical College System provided an overview of the Advanced Manufacturing Solutions Initiative. Speakers included Jayson Chung and Kyle Schwarm (WTCSB), Sandy Duckett (NWTC), and Bill Rockwell (WCTC). Key points were:

- The WTCS has taken active steps to address the state's workforce investment needs with a focus now on maximizing the impact of the system to boost manufacturing in Wisconsin.
- Manufacturing is still a significant part of state economy. To meet skill needs, WTCS worked with manufacturers on the "critical core" of the manufacturing curriculum.
- Changing the image of the industry is a key challenge, one that the initiative's "I am Wisconsin" campaign is addressing. It focuses on 18-24 years olds with the goal of showing manufacturing jobs are high-skilled, high-paying and stable.
- The campaign began in December 2004; radio and TV campaign will be added in October/November 2005. WTCS would like CWI support to take the campaign statewide.

In general discussion, members raised several key points, among them:

- People don't connect with manufacturing or understand the types of careers that are available. There is a perception is that manufacturing is a dying field and that there aren't any jobs.



## **DRAFT Proposal for Regional Metrics Initiative (RMI)**

### **I. Project Background**

---

Since Governor Doyle appointed the members of the Council on Workforce Investment in March of 2003, the council has identified metrics as an important component of improving the state's regional economic success. With the recent funding of the regional GROW grants and the recent commitment by the Governor to regional efforts in Southeast and Northeast Wisconsin, the CWI proposes that DWD Office of Economic Advisors economists develop a regional "score card" using a set of metrics contained in this proposal. These metrics have been identified based on a review of other state and regional efforts and customized to address the Wisconsin economic goals in GROW Wisconsin.

### **II. Defining Regions and Measures**

---

Our recommendation is to launch this effort using the seven regions that have been identified for the CWI GROW Regional grants. This collapses our current 11 Workforce Development Areas into the state's larger labor sheds and will help to provide meaningful metrics for the regional partnerships to both identify goals and track progress.

It cannot be emphasized enough however, that we are not prescribing any program or political boundary changes. In fact, the regions for the purposes of the regional "score card" might be fluid over time and able to be changed based on changes in the economy/census, etc.

As there are literally dozens of measures that could be listed, the biggest challenge is narrowing down to the meaningful few to tell the regional story to both policy and decision makers as well as the general public. A recommended set of metrics should include simple measures such as rate and number of job/firm growth and subsequent wage/income increases, but should also contain more complex metrics about high value industries that are the most dynamic in both growth and productivity. For example, section V. is a "bubble chart" showing the strongest industries with the largest bubbles along the X and Y axis based on both industry growth and to competitiveness. It should be noted that measures we are recommending are not tied to a specific workforce program performance, but instead are measures of the relative health of the regions economy.

### **II. Timeframe for CWI Review**

---

After preliminary Executive Committee approval to proceed, we recommend active involvement by the Strategies Committee (as the lead) and the System Development Committee (as they are interested) to review and provide input to the final metrics and planning. Timeline as follows:

- Nov 2005 – Present preliminary proposal to the CWI Executive Committee on 11-4 and then CWI Strategies Committee and System Development as they schedule meetings.
- Dec 2005 – Approve general plan at full CWI meeting on Dec. 9<sup>th</sup> and have committees offer input at Dec. 9<sup>th</sup> meetings. Strategies Committee to take the lead.
- Jan/Feb 2005 – Present final draft proposal to GROW grant leadership institute partnerships for their reaction and input. (date TBD).
- January-March 2006 – Implement initiative, begin gathering data and developing the economic regional databases for the first "report card." Develop report card based on 2005 data with goal of releasing in March 2006 and then annually thereafter.

### III. Proposed Regional Metrics

---

Note: See next pages for definitions of these metrics

#### **Industries and Employers**

1. Industrial Diversity
2. Rate of Job Growth
3. Total Job Growth
4. % Growth in Business Establishments
5. Rate of industry growth and competitiveness based on location quotients

#### **Labor Force and Knowledge Jobs**

6. %Managerial, Professional and Technical Jobs
7. % Change in Unemployment Rate
8. Unemployment Rate
9. % Not in Labor Force
10. Simpson Index of Racial and Ethnic Diversity
11. Foreign Born

#### **Market Alignment**

12. Balance Between Entering and Exiting Workforce
13. Median Age
14. Change in Med. Age by Years
15. Growth Alignment-Job Growth-Labor Force Growth
16. Occupational Alignment

#### **Education**

17. Educational Attainment, Bachelor's or Higher
18. Educational Attainment, Assoc. or Higher
19. % Limited English Proficiency

20. % At-Risk Youth

#### **Income, Wealth, and Poverty**

21. Median Household Income
22. Median Home Value (owner occupied)
23. % of Family Households with Single Female Parent
24. % of Families in Poverty
25. % of Households Receiving Public Assistance

#### **Places to Be**

- Cost of Living, Housing
26. Monthly Home Ownership Cost
  27. Monthly Rental Cost
  28. Home Value to Annual Income

#### **Travel to Work**

29. Mean Travel to Work (Minutes)
30. Solo Drivers per Square Mile
31. % Carpooling or Using Public Transportation to Work

#### **Growth Indicators**

32. Population Growth –past 2 years
33. % Population Living in a Different County One Year Ago
34. Average Home Appreciation 5 years

#### IV. Explanation Of The Indicators

---

- 1) **Industrial Diversity** is a measure of the extent to which an area is insulated from a sharp downturn in one of its top industries. The measure looks at 14 different industrial sectors, separates the top three based on total employment, and then calculates the total employment distribution of the remaining sectors. This last calculation is the score for the area. A higher number indicates more diversity, and is desirable.
- 2) **Rate of Job Growth 1992-2002** measures the rate of increase in total employment over a decade. A higher number is desirable.
- 3) **Total Job Growth 1992-2002** measures the total job growth over a decade. This information is presented for information purposes only.
- 4) **Percentage Growth in Business Establishments 1998-2001** measures the rate of increase in total number of business establishments between 1998 and 2001. A higher number is desirable.
- 5) **Rate of industry growth and competitiveness** based on location quotients measures
- 6) **Percentage Managerial, Professional, and Technical Jobs (2002)** identifies the percentage of all occupations that are classified as managerial, professional, and technical jobs, essentially “high-skill, white collar jobs.” This excludes occupations such as clerical positions, operators, and laborers. A higher number is desirable.
- 7) **Percent Change in Unemployment Rate 2000-2002** measures the change in unemployment relative to unemployment in 2000. A positive number indicates an increase in unemployment; therefore a negative number is desirable.
- 8) **Unemployment Rate 2002** is the rate of unemployment in 2002. A lower number is desirable.
- 9) **Percent Not in the Labor Force, Age 16+** measures the degree to which the adult, working age population is “unattached” to the labor force. These are individuals not working and not looking for work. While this measure can include younger workers still in school, spouses of workers who choose not to work themselves, and retired workers, it can also measure “at-risk” populations that simply are not in the labor market but otherwise should be. A lower number is therefore desirable.
- 10) **The Simpson Diversity Index** is a measure of the likelihood that two individuals in the population will not be from the same racial or ethnic group. It is calculated using self-identified racial and ethnic data from the Census. The result is a number between zero and one, with a higher number indicating more diversity. A higher number is desirable.
- 11) The **Foreign Born Percentage** is an additional measure of diversity. A higher number is desirable.
- 12) The **Balance Between Entry and Exiting Workforce** represents the difference in the percentage of population age 15- 24 and the population age 55-64. This measure allows for the identification of potential labor force imbalances. Given the job growth documented in the Industries and Employers section, a higher number is desirable.
- 13) **The Median Age** shows the median age of the overall population in the community. It is provided for information purposes in relation to the change in median age, and is not itself part of the report card scoring.
- 14) **Change in Age By Years, 2000 - 2002** represents the change in median age in the 2000 Census and the median age in the 2002 Census American Community Survey. Scores closest to zero in absolute value received the highest scores.
- 15) **Growth Alignment** measures the alignment between job growth between 1992-2002 and labor force growth between 1992-2002 by Metropolitan Statistical Area. It is the difference between the percentage growth in jobs and the percentage growth in the labor force. A score close to 0 is best.
- 16) **Occupational Alignment** measures the average alignment in occupational clusters between jobs reported by employers (BLS) and jobs reported by people (U.S. Census.) This measure indicates to what degree the right workers with the right skills are available to employers seeking to fill particular jobs. A 1.0 would be a perfect alignment, a higher percentage is desirable.
- 17) **Educational Attainment, Bachelor’s or Higher** represents the percentage of population age 25 and over that holds a Bachelor’s Degree or higher as the highest level of educational attainment. A higher percentage is desirable.

- 18) **Educational Attainment, Associate's or Higher** represents the percentage of population age 25 and over that holds an Associate's degree or higher as the highest level of educational attainment. A higher percentage is desirable.
- 19) **Percent Limited English Proficiency** is the percentage of the population 5 and over that speaks a language other than English and does not speak English well. It is an indication of English literacy challenges. A lower percentage is desirable.
- 20) **At-Risk Youth** is the percent of youth age 16-19 who have not graduated from high school and who are not enrolled in school and are unemployed. This measure is a proxy for dropouts without skills to succeed in a competitive economy. A lower percentage is desirable.
- 21) **Median Household Income** is a basis for comparing relative earning power. A higher number is desirable.
- 22) **Median Home Value** is included as a measure of accumulated wealth on the part of owners. A higher number is desirable.
- 23) **Percentage of Families with Single Female Parent** is a measure of families at greater economic risk. A lower percentage is desirable.
- 24) **Percent of Families in Poverty** represents the percent of all family households living below the poverty threshold as defined by the U.S. Census. A lower percentage is desirable.
- 25) **Percent of all Households Receiving Public Assistance** represents those households that report receiving public assistance as a source of income during the year. Public assistance includes cash welfare payments, disability payments, and food stamps. A lower percentage is desirable.
- 26) **Monthly Home Ownership Costs** represents the percent of population spending at least 30% of their monthly income on home ownership costs. Ideally, very few people should be exceeding this threshold. A lower percentage is desirable.
- 27) **Monthly Rental Housing Costs** represents the percent of population spending at least 30% of their monthly income on rental housing costs. Ideally, very few people should be exceeding this threshold. A lower percentage is desirable.
- 28) **Home Value to Annual Income** represents the amount of years it would take the median annual income to pay for the median home value, if the owner chose to do nothing with the annual income but pay for the home. Economists suggest this figure not exceed 2.5.
- 29) **Mean Travel Time to Work in Minutes** identifies the one-way commuting burden of commuters in the area. A lower number is desirable.
- 30) **Solo Drivers per Square Mile measures** the amount of people driving to work alone divided by the square miles of the area. This measure provides a view of "vehicle density." A lower number is desirable.
- 31) **Percent Carpooling or Using Public Transportation to Travel to Work** identifies areas where ride-sharing is practiced, including both those who carpool to work and those who take public transportation. This measure provides a view of an area's success in reducing "vehicle density." A higher percentage is desirable.
- 32) **Population Growth, 2000-2002** compares the percent change in total population as an indication of an area's ability to attract and retain people. A higher percentage is desirable.
- 33) **Percent of Population Living in a Different County One Year Ago** is a more specific measure of an area's ability to attract people. A higher percentage is desirable.
- 34) **Average Home Appreciation by MSA**, measures the percent appreciation in home value for the prior five years by Metropolitan Statistical Area. This measure demonstrates "cache" and accounts for the positive side of high costs of homes in the Cost of Living indicator. A higher percentage is desirable.

\*SOURCE OF INFORMATION • U.S. Department of Labor, Bureau of Labor Statistics Current Employment Statistics (CES) Survey • U.S. Census Bureau • U.S. Census Bureau, American Community Survey • Calculated from American Community Survey Using Simpson Diversity Index • Office of Federal Housing Enterprise Oversight

## V. Industry Growth And Competitiveness Chart

This chart shows Metric #5. The industries in the upper right quadrant show the highest rates and growth AND competitiveness. These industries could be considered a region's best assets or where they might have the most competitive advantage.

