

Jim Doyle
Governor

Tim Sullivan
Chair



Ron Danowski, Director
201 E. Washington Avenue, Rm. G100
P.O. Box 7972
Madison, Wisconsin 53707-7972
Telephone: (608) 266-3485
Fax: (608) 261-8506
Web site: <http://www.wi-cwi.org>

Council on Workforce Investment

Tuesday, July 10, 2007

Best Western Milwaukee Airport Hotel & Conference Center
5105 S. Howell Ave., Milwaukee
(414) 769-2100

MEETING SCHEDULE

Coffee, tea, soft drinks and pastries will be available at 9:30 a.m. for the full Council Meeting.

10:00 a.m. to 12:00 p.m. Full Council Meeting

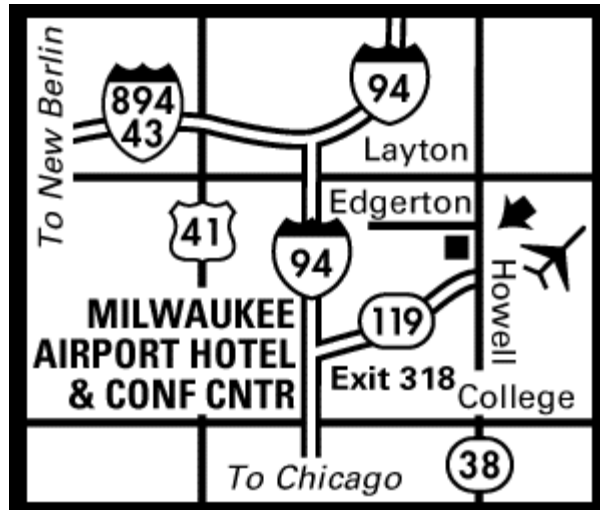
All full Council meeting materials are available on the CWI web-page at
<http://www.wi-cwi.org>

Enclosed Meeting Packet Contents

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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 Ginny Derr+ at (608) 266-9802 or email virginia.derr@dwd.state.wi.us.

Map to Milwaukee and Best Western Airport Hotel & Conference Center



* From: North, South & West Take exit 318 off I-94 to Howell Avenue. Go left two blocks to Edgerton Avenue, turn left, the Best Western Milwaukee Airport Hotel and Conference Center is on the left.

COUNCIL ON WORKFORCE INVESTMENT

Tuesday, July 10, 2007

Best Western Milwaukee Airport Hotel & Conference Center
5105 S. Howell Ave., Milwaukee

10:00 a.m. to 12:00 p.m.

FULL COUNCIL MEETING AGENDA

- I. Call to Order and Welcome
- II. Introduction of new Chair and new CWI Liaison
 - o Roberta Gassman, DWD Secretary
- III. Remarks by new Chair
- IV. Minutes of March 27, 2006, Meeting (**Action**)
- V. Updates
 - o Ron Danowski, DWD DET Administrator
 - o Reports on CWI Innovations Grants ending June 30th
 - A. Racine CNC Bootcamp Project – RAMAC and Racine Co. WDC
 - B. Virtual Job Center Project – Southwest WDB
 - C. Distance Learning Project – South Central WDB
 - o Current efforts in progress
 - A. Workforce Investment Act State and Local Plans
 - B. Emerging Industry Skills Partnerships (EISP)
 - C. Manufacturing Skills Standards Certification (MSSC)
 - D. Regional Industry Skills Education (RISE)
 - o Milwaukee County transition
- VI. CWI Committee Reports – Information
 - o Executive Committee
 - A. Dislocated Workers Subcommittee
 - o Workforce Strategies Committee
 - o Workforce System Development Committee
- VII. Feedback on new directions for employment & training in Wisconsin
 - o Roberta Gassman, Secretary
 - o Discussion, questions
- VIII. Next Steps
- IX. Adjourn

COUNCIL ON WORKFORCE INVESTMENT

(Draft Pending Approval)

MEETING MINUTES

March 27, 2007

Madison

- Members Present:** Paul Linzmeyer (Chair), Joel Rogers (Vice Chair), Colleen Bates, Robert Borremans, Fredi-Ellen Bove (for Kevin Hayden), Mary Burke, Elizabeth Burmaster, Thomas Burse, William Chaudoir, Jayson Chung (for Dan Clancy), Jewel Currie, Barbara Fleisner, Roberta Gassman, James Haney, Susan Hatch, John Heyer, James Hill, Tina Koehn, Greg Gasper (for Senator Joe Leibham), Debra Malewicki, Lisa Patrick (for Matthew Frank), Phil Neuenfeldt, Lee Rasch, Andrew Schuster (for John Scocos), Julia Taylor, Joan Wilk, State Representative Josh Zepnick
- Members Absent:** Daniel Andrist, Lyle Balistreri, Kathleen Drengler, Kent Olson, Mark Reihl, Donald Rouse, Christopher Ruud, Dean Welch
- CWI Staff Present:** Sue Gleason, Sheryl Billups, Fred Bartol, Pamela O'Brien, Linda Williamson, Mary Pasholk, Virginia Derr
- Others Present:** Bill Clingan, Ron Danowski, Gary Denis, Dianne Reynolds (DWD); Margaret Ellibee (DPI); Teresa Barch (WAJTE); Sally Cutler (NCW WDA); Jerry Hanowski (WW WDA); Beth Norris (SE WDA); Gerard Randall, Michelle St. Clair, Adam Abelson (Milwaukee PIC); Francisco Sanchez, (WOW WDA); Pat Schramm (SCW WDA); Tony Dziedzic (Kaiser Group, Inc); Justin Markofski (Northport-Packers); Mari Kay Nabozny (NWWIB, Inc); Georgia Pabst (Milwaukee Journal/Sentinel); Roe Parker (WTCSB); Carolyn Peckham (Smooth Transitions LLC); Richard Schlimm (WISCAP); Roger Sherman (Goodwill Industries S.E. WI)

Key Issues/Discussion

I. Call to Order and Minutes

Paul Linzmeyer (Chair) called the meeting to order at approximately 8:35 a.m., and welcomed Bob Borremans as a new member of the Council. A motion to approve the minutes of the December 8, 2006 meeting was seconded and passed unanimously. The Chair announced a revised agenda.

II. Workforce Investment Act Annual Plan Process

Gary Denis (DWD) summarized the background of the Workforce Investment Act (WIA) five-year plan process and identified key priorities for the required two-year modification, which is due to the Federal Department of Labor May 1, 2007. He also highlighted the salient issues in the draft Plan that reflect the Governor's visions and goals. Finally, Denis indicated that the draft Plan would be released for the required public review and comment period today. There were no questions or additional comments from the CWI members.

III. Joyce Foundation RISE Project Update and Discussion

Sue Gleason (DWD) presented a summary of the \$1 million Joyce Foundation grant to Wisconsin over the next two years, the Regional Industry Skills Education (RISE) program developed to advance higher skills and higher wages. She emphasized the connections with the *GROW* grants, involvement of numerous state agencies, and relationship to regional efforts. Gleason described the career pathways model as well as opportunities for structural changes resulting from the grant. In response to Joel Roger's question, "what will be different in five years," Gleason identified some potential systemic changes and noted that the state will be establishing measurable outcomes along with other concrete goals as program planning progresses. She emphasized that the grant, reflecting Joyce Foundation and Wisconsin priorities, will focus on low-income adults and modular, contextual training that meets business needs and leads to credentialing opportunities through the technical colleges. In further discussion, DWD, WTCS and DPI representatives noted other benefits and potential structural changes, including:

- A more conscious alignment of postsecondary education with the workforce and employer's needs.
- Emphasis on credentials and additional training along a career path for GED participants.
- Improved high school reform efforts to address student's needs (individualized career planning) and better K-12 system alignment with workforce development needs.
- Addressing youth versus adult funding and training streams.

IV. Committee Reports

A. Executive Committee

Paul Linzmeyer announced that he would be resigning from the CWI. He explained that the demands of his growing business and involvement with the New North regional efforts and the Bay Area Workforce Development Area do not allow him the time needed to focus his efforts most effectively. Secretary Gassman expressed the Governor's and her appreciation for his extraordinary leadership. She also noted that the Governor is in the process of identifying a new chair and considering other changes, including the addition of more business representatives. She indicated that CWI strategic planning was postponed until a new chair is appointed. Finally, the Secretary announced the Department of Workforce Development's reorganization that includes a new Division of Employment and Training headed by Ron Danowski as Division Administrator and Sue Gleason as Deputy Division Administrator.

1. Subcommittee on Dislocated Workers

Jim Haney thanked Mr. Danowski for all of the years of excellent work he and his very able staff put into the dislocated worker programs. He highlighted the following dislocated worker activities over the past two months:

- DWD has received notice of 21 dislocation events affecting 1,600 workers. For the same period in 2006, there were also 21 events, but nearly 2,000 workers were affected. Manufacturing continues to be heavily impacted by dislocations. In particular, staff is monitoring activity in the paper, wood building materials and automotive supplier areas.
- DWD has been awarded two National Emergency Grants to address dislocations in the Fox Valley and North Central WDAs.
- Approval is pending for a Base Realignment and Closure grant to serve individuals displaced by the closure of the 440th Airlift Wing in Milwaukee. When approved, that grant will serve 200 workers. The expected award is \$724,000.

- For the Special Response program, total funding available for the Program Year that began July 1, 2006 was \$ 4 million; all funds were obligated last fall, but unspent funds from this period were captured for reobligation later in the program year.

In conclusion, Haney noted that the subcommittee would be meeting in May to begin discussions on the first six months of the new program year starting July 1, 2007.

B. Workforce Strategies Committee

Lee Rasch (co-chair) reported that the Workforce Strategies Committee met last December, during which it revisited Committee objectives and strategies. He noted that Committee members raised a number of questions about the *Grow* and RISE grants and the role of the Committee, including its interest in an evaluation component for these activities. The Committee will be continuing discussion of its objectives and strategies in light of new state efforts in its future meetings.

C. Workforce System Development Committee

Tina Koehn (co-chair) reported that the Workforce System Development Committee is finalizing their second set of recommendations to improve service delivery. The Committee expects that the recommendations will be brought to the full Council at the June meeting.

V. City of Milwaukee Request for Workforce Development Area Designation

Secretary Roberta Gassman highlighted the background of the state's workforce development area designations, reviewed the WIA's parameters for such designations, and outlined the City of Milwaukee's request to be designated a WIA workforce development area (WDA) and communications to date between the Mayor of Milwaukee, Tom Barrett, and Governor Jim Doyle. She noted that the CWI has had a long-standing interest in issues related to Milwaukee's workforce investment system, pointing to the CWI's approval of the Workforce System Development Ad Hoc Milwaukee Committee's recommendations. In addition, the Secretary summarized the input that has been received as part of a public review and comment on this issue. In response to CWI inquiries, Secretary Gassman read the letter from the Milwaukee County Chief Elected Official; his comments focused on facility issues and not merits of the proposal.

Milwaukee's mayor then addressed the CWI. Mr. Barrett emphasized the serious nature of this issue, highlighted by that morning's article listing Wisconsin with the lowest household income among all of the states. Given Milwaukee's other down-turn statistics, he stated that the Mayor's office could not have a passive role in workforce development. In explaining his interest in having the City of Milwaukee be designated as the Workforce Development Area and including the remaining county area, Mayor Barrett indicated Milwaukee could focus more directly on creating more family supporting jobs and working with other areas on a regional basis to sell the region and create more jobs. He emphasized that the challenge is to ensure that the people of the area have the skills and can get into the jobs employers in the area need. Mayor Barrett further emphasized that the City of Milwaukee's request to become a WDA was not an attempt to displace people currently working on this effort, but to get the City fully engaged.

Gerard Randall, Executive Director of the Private Industry Council of Milwaukee requested and was granted approval to address the CWI. He emphasized that the Milwaukee Private Industry Council has a proven track record as good stewards of WIA funds and in providing demand driven training, citing several examples of exemplary programs. He questioned how the new configuration proposed by the Mayor would be held accountable and in what ways it would be significantly different or better than the current structure.

Council members provided comments that included the following themes:

- Stressed the importance of the Mayor taking a leadership role
- The City of Milwaukee needs to be the anchor as the only large metropolitan area of the state, and be economically vibrant
- There is a need to expand engagement of a variety of partners and have a demand-driven workforce system responsive to the business community
- Concern if this change would negatively effect the momentum that had started with infrastructure modifications
- The need for new ideas and new answers to long-standing problems such as the high rate of African-American male unemployment
- Embrace change and provide the necessary support
- Address the skill shortages to meet the needs of employers with qualified workers that will also help businesses expand for additional job growth and economic development

Secretary Gassman thanked the Mayor and Gerard Randall for addressing the CWI and thanked the CWI for their comments. She indicated that a decision would be coming soon from the Governor's Office.

The Chair concluded the meeting by noting his appreciation for his tenure as Chair of the Council, and emphasized the need for a strategic plan that is accountable. There being no further business, the meeting was adjourned.