

**Jim Doyle**  
Governor

**Tim Sullivan**  
Chair



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# Council on Workforce Investment

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## Tuesday, December 2, 2008

**The Madison Concourse Hotel & Governor's Club**  
**1 West Dayton Street, Madison**  
**Capitol Ballroom B**  
**(608) 257-6000 or 800-356-8293**

### MEETING SCHEDULE

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*Coffee and tea will be available at 9:00 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 Kristy Budde at (608) 266-9199 or email [kristy.budde@dwd.wisconsin.gov](mailto:kristy.budde@dwd.wisconsin.gov).*

## Map to Madison Concourse Hotel & Governor's Club



### Directions from Interstate 90 West

- Take exit 142A from Interstate 90. This is WI State 12/18 West
- Travel WI State 12/18 West for approximately 4 miles.
- Take exit 263 (John Nolen Drive) for approximately 2 miles.
- Turn left onto Broom Street and travel approximately 7 blocks.
- Turn right onto Johnson Street and travel approximately 3 blocks.
- Turn right onto Wisconsin Avenue and travel 1 block to Dayton Street. Turn right onto Dayton Street. The hotel will be on your left.

### Directions from Interstate 90/94 East

- Take Exit 135A from Interstate 90/94. This is 151 South (East Washington Avenue)
- Travel East Washington Avenue straight up to the State Capitol
- Turn right one block before the State Capitol on Webster Street.
- Travel Webster Street for 2 blocks and turn left onto Dayton Street.
- Travel Dayton Street for 2 blocks. The hotel will be on your left.

**Directions from Highway 94 West**

- Travel Interstate 94 to Highway 30 West into Madison.
- Take the State Capitol exit from Highway 30. This is 151 South (East Washington Avenue).
- Travel East Washington Avenue straight up to the State Capitol.
- Turn right 1 block before the State Capitol onto Webster Street.
- Travel Webster Street for 2 blocks and turn left onto Dayton Street.
- Travel Dayton Street for 2 blocks. The hotel will be on your left.

**Directions from Highway 151 North**

- Highway 151 North connects with the Beltline Highway in Madison. Follow Highway 151 to exit 261 (Park Street).
- Travel Park Street for approximately 3 miles and turn right onto Johnson Street.
- Travel Johnson Street for approximately 8 blocks to Wisconsin Avenue and turn right.
- Travel 1 block on Wisconsin Avenue and turn right onto Dayton Street. The hotel is to your left.

**Directions from Highway 151 South**

- Highway 151 South becomes East Washington Avenue in Madison. Travel East Washington Avenue straight up to the State Capitol.
- Turn right 1 block before the State Capitol onto Webster Street.
- Travel Webster Street for 2 blocks and turn left onto Dayton Street.
- Travel Dayton Street for 2 blocks. The hotel will be on your left.

# COUNCIL ON WORKFORCE INVESTMENT

**Tuesday, December 2, 2008**

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

**THE MADISON CONCOURSE HOTEL AND GOVERNOR'S CLUB  
CAPITOL BALLROOM B  
1 West Dayton Street -- Madison, WI  
(608) 257-6000**

## **FULL COUNCIL MEETING AGENDA**

- I. Call to Order and Minutes of September 16, 2008 Meeting - **Action**
- II. Opening Remarks
- III. Executive Committee Report
  - A. Dislocated Worker Subcommittee Report
  - B. Medicaid Infrastructure Subcommittee Report
  - C. Executive Committee Activities
    - Employment and Training Recommendations
- IV. Reports
  - A. National Governor's Association Policy Academy
  - B. WIA Planning Process
  - C. WIRED Update
    - Southeast Region
    - South Central/Southwest
- V. Executive Director's Report
  - A. Meeting Schedule for 2009
  - B. Status Reports on WIA Waiver Plan, WIA Annual Report
- VI. Adjourn

## COUNCIL ON WORKFORCE INVESTMENT

*(Draft Pending Approval)*

### MEETING MINUTES

September 16, 2008

Milwaukee

**Members Present:** Tim Sullivan (Chair), Ron Danowski (Executive Director), Daniel Andrist, Lyle Balistreri, Coleen Bates, Robert Borremans, Thomas Brien, Elizabeth Burmaster, Thomas Burse, Sharon Canter, William Chaudoir, Dan Clancy, Spencer Coggs, Jewel Currie, Barbara Fleisner, JoAnna Richard (for Roberta Gassman), John Metcalf (for Jim Haney), Susan Hatch, John Heyer, James Hill, Tina Koehn, Ashwini Rao (for Gayle Kugler), Rick Raemisch, Rande Daykin (for Lee Rasch), Mark Reihl, Jessica Stoller (for Richard Leinenkugel), Julia Taylor, Dean Welch, Josh Zepnick.

**Members Absent:** Kathleen Drengler, Joe Leibham, Phil Neuenfeldt, Kent Olson, Joel Rogers, Donald Rouse, Christopher Ruud, John Scocos, Karen Timberlake, Joan Wilk.

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

**Others Present:** Sheila Cochran, Milwaukee Area Labor Council; Alicia Moreno, Buveck Consultants; Sally Cutler, North Central Workforce Development Board; Tim Peterson, Department of Corrections; Tony Evers, Department of Public Instruction; Beth Norris, SEWDA; Brad Balfanz, PSI; Tony Evers, Dominique Fisher, Jovo Potkonjak, Sue Wile, Milwaukee Area Workforce Investment Board; Dick Buschmann, MAWIB/MATC; Michelle St. Clair, Angela Cummings, Waukesha-Ozaukee-Washington Workforce Development Area; Charlene Dwyer, Jerry Jacobson, Linda Preysz, Dianne Reynolds, Linda Williamson, Department of Workforce Development; Jayson Chung, Kathy Cullen, Wisconsin Technical College State Board.

### 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 June 10, 2008

Chair Tim Sullivan called the meeting to order at 10:00 a.m., and the June 10, 2008, minutes were approved by unanimous consent.

#### Item II. Opening Remarks

Chair Sullivan summarized the workforce activities occurring behind the scenes, and encouraged CWI members to be actively engaged with ideas for an improved workforce system.

### Item III. Executive Committee Report

- A. Dislocated Worker Subcommittee Report: Mr. Reihl summarized the current dislocated worker activities detailed in the CWI packet. He stated that state and local dislocated worker staff deserve kudos for the tremendous work they have been doing assisting the large volume of individuals affected by job losses.
- B. Medicaid Infrastructure Subcommittee Report: State Representative Zepnick noted the summary in the CWI packet, and emphasized how important it is for employers to increase hiring of persons with disabilities. He stressed how vital it is for the CWI to have a permanent advisory presence with the MIG activities via a strengthened subcommittee.
- C. Executive Committee Meetings: Chair Sullivan stated that he would be sharing with the Governor this week the discussions that have taken place, and stressing the following issues:
- Formalize funding, grant activities and local planning in a coordinated manner on a *GROW* regional basis for more consistent regional workforce networks;
  - Aggressively seek waivers to create more flexibility with silo-funded programs;
  - Provide cogent information on the successes of programs/activities that are working in order to justify funding requests;
  - Establish common measurements/uniform metrics for accountability across programs;
  - Steer the Workforce Development Board's activities to address "What jobs and related training is required for a region to prosper"; and,
  - Identify best practices/successes and replicate those regionally, where appropriate.

CWI members concurred with the above priorities, and reinforced the need for waivers, identification of successful models for state-wide implementation, and policy re-design at the state and federal level. The Chair stated that once employers experience "success," measured by being able to hire appropriately trained employees, more business people will step-up and be engaged. A caution came from others' experiences in different States -- successes may not be replicable in Wisconsin as there are so many variables that must be taken into account.

### Item IV. National Governors Association (NGA) Sector Academy Report

Mr. Danowski noted that the NGA project has continued with five teams working on strategies. Their reports will go to the State Core Team and summarized for the CWI. Questions were raised about having WIRED representatives in this process given the shift to regional planning, and if this process respects the current work at the local level for "bottom-up" inclusion. There was further discussion related to having the workforce system be more uniform while recognizing the uniqueness of each region. Additional conversation concerned overcoming the impediments for offender's successful re-entry into employment including businesses requirements and perspectives as well as the correctional institution's efforts. Finally, it was noted that the pre-kindergarten - 12<sup>th</sup> grade schools have to do a better job providing information and hands-on experiences of occupational choices, training requirements, and graduating students with work-ready skills.

### Item V. Employment and Training Improvements

Ms. Richard summarized the proposed Department of Workforce Development budget submissions for an improved workforce and coordination with related programs such as vocational rehabilitation, unemployment insurance and youth apprenticeship.

Item VI. Virtual Job Center Presentation

Ms. Williamson demonstrated the Virtual Job Center, and answered questions on the use of the internet at correctional institutions, bilingual call center staff, job and labor market searches, and marketing activities of the new site.

VII. Workforce Investment Act (WIA) Planning Process

Mr. Denis briefly summarized the WIA requirements for a State Plan modification to be completed in the last year of the five-year cycle. He stated that the CWI would be included in the plan development process, and referenced the material that was in the meeting packet on other WIA issues.

VIII. Executive Director's Report

A. Meeting Schedule for 2009: Mr. Danowski asked what dates best suited members, and stated that they will attempt to avoid conflicts with the State Legislative calendar. A meeting schedule is will be presented at the December meeting.

B. Status Reports on Manufacturing Skill Standards Certification, Emerging Industry Skills Partnership, WIA Waiver Plan, WIA Annual Report: Mr. Danowski referenced the material in the meeting packet on these topics. There was a question whether these specialized projects serving individuals would record data on employment earnings and other successes based on the program's goals.

The meeting was adjourned at 12:05 p.m.

Handouts at the meeting

Wisconsin Manufacturing Skill Standards Certification: Gearing Up for High Performance  
Manufacturing Conference and Letter from Governor Doyle  
Job Center of Wisconsin: Job Seeker and Employer information  
Milwaukee Area Workforce Investment Board, Inc.: 2007-2008 Year-End Report  
Training Wisconsin's 21<sup>st</sup> Century Workforce: Public Policy Forum