

**Jim Doyle**  
Governor

**Tim Sullivan**  
Chair



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# Council on Workforce Investment

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## Tuesday, December 11, 2007

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

### MEETING SCHEDULE

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*Coffee, tea and pastries 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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Page 1	December 11, 2007- Meeting Schedule and Packet Contents
Page 2	Map to December 11 <sup>th</sup> Meeting
Page 4	December 11 <sup>th</sup> Full Council Meeting Agenda
Page 5	July 10 <sup>th</sup> Full Council Meeting Draft Minutes
Page 9	Meeting Materials

*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.state.wi.us](mailto:kristy.budde@dwd.state.wi.us).*

## 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 11, 2007

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

**CONCOURSE HOTEL  
CAPITOL BALLROOM B  
1 West Dayton Street -- Madison, WI  
(608) 257-6000**

## **FULL COUNCIL MEETING AGENDA**

- I. Call to Order and Minutes of July 10, 2007 Meeting (**Action**)
- II. Opening Remarks
  - Tim Sullivan
- III. Presentation: Employing People with Disabilities – Introduction by Josh Zepnick
  - Neil Romano
- IV. Presentation: Platteville Advance Transformer Dislocated Worker Study
  - Southwest Tech Staff
- V. Executive Directors Report
  - Council Work Plan and Schedule for 2008
  - Innovation Grant Report
  - Manufacturing Skills Certification
  - GROW II
  - Workforce Information and Core Products and Services Report
  - WIA Annual Report
- VI. Executive Committee: Dislocated Worker Committee
  - Jim Haney or Phil Neuenfeldt
- VII. Discussion of Job Center Redesign Regional Employer Services Teams
- VIII. Adjourn

## COUNCIL ON WORKFORCE INVESTMENT

*(Draft Pending Approval)*

### MEETING MINUTES

July 10, 2007  
Milwaukee

- Members Present:** Tim Sullivan (Chair), Joel Rogers (Vice Chair), Ron Danowski (CWI Liaison), Robert Borremans, Dianne Jenkins (for Kevin Hayden), Thomas Burse, William Chaudoir, Kathleen Cullen (for Dan Clancy), Spencer Coggs, Jewel Currie, Matthew Frank, Roberta Gassman, Susan Hatch, Tina Koehn, Debra Malewicki, Phil Neuenfeldt, Kent Olson, Mason Quackenbush, Lee Rasch, Mark Reihl, Donald Rouse, Christopher Ruud, Andrew Schuster (for John Scocos), Julia Taylor.
- Members Absent:** Daniel Andrist, Lyle Balistreri, Mary Burke, Kathleen Drengler, Barbara Fleisner, Jim Haney, John Heyer, James Hill, Joe Leibham, Dean Welch, Joan Wilk, Josh Zepnick.
- CWI Staff Present:** Virginia Derr, Sue Gleason, Pamela O'Brien, Mary Pasholk, Linda Williamson.
- Others Present:** Gary Denis, Dianne Reynolds, Lena Funseth, Charlene Dwyer, Lea Collins-Worachek, Meredith Dussel (DWD); Teresa Barch (WAJTE); Jerry Hanowski (WW WDA); Beth Norris (SE WDA); Francisco Sanchez, Michelle St. Clair (WOW WDA); Seth Lentz (SCW WDA); Diane Knutson (JS-WOW WDA); Sheila Knox (JS-Milwaukee); Jennifer Riggerbach (UW-Milwaukee); James Green (YWCA Greater Milwaukee); Osker Elis (Ocean Mfg., Inc.); Judy Huffman (U.S. Senator Herb Kohl); Lois O'Keefe (Congresswoman Gwen Moore); Lisa Patrick, Alec Loftus, (DOC); Cheryl Welch, (Fox Valley-WDA); Chinmoy Ray (Buveck Consultants); Jeannetta Blackman, Gina Santiago (Enrichment Opportunities Institute of Training, Inc.).

### Key Issues/Discussion

#### I-IV Call to Order, New Chair and CWI Liaison, Minutes

The meeting was called to order at approximately 10:00 a.m. Secretary Roberta Gassman introduced the new Chair of the Council, Tim Sullivan, and announced that Ron Danowski, Division Administrator for Employment and Training in the Department of Workforce Development (DWD), is the new CWI Liaison.

Mr. Sullivan made some brief comments about the history of his company as the CEO of Bucyrus International, Inc., and their current experiences with the labor market. He detailed a study they initiated to determine operational locations and available skilled manufacturing employees with the conclusion that it was the intangible elements that persuaded the company to remain in Milwaukee. Those non-quantifiable elements included union support, the efficiencies of well-paid workers, availability of health care, and work ethic with high productivity results.

Mr. Sullivan also relayed his relatively unsuccessful experiences with the current workforce system and identified renewed focus for CWI efforts in the following areas: spearheading a new process to

develop and guide improvements with the infrastructure, continue to fix the Milwaukee system, create a streamlined process throughout the state for job seekers and employers, correct negative images, and, ultimately, ensure that skilled workers are connected to employment as soon as possible to meet employer's needs.

By unanimous consent, the minutes of March 27, 2007 were adopted.

V. Updates: "2007 Mid-Year Updates" (See Power Point)

Mr. Danowski thanked Ms. Gleason for her previous outstanding work as the CWI Liaison. He summarized current efforts in progress on a number of CWI-related activities including the Growing Regional Opportunity in Wisconsin (GROW), Workforce Innovation Regional Economic Development (WIRED), Workforce Investment Act State and local plans, CWI Innovations Grants, Manufacturing Skills Standards Certification (MSSC), Regional Industry Skills Education (RISE), Emerging Industry Skills Partnership (EISP), and the Milwaukee County/City transition.

Mr. Danowski noted that a report will be provided on these programs in September. CWI members requested that as part of that report to specifically address the R.I.S.E employment in the Racine area, how these projects are determined "successful" with dovetailing results at the local level as well as continued local service support (outside of these statewide-funded projects). CWI members continued to discuss a number of issues related to these projects including the need for:

- More intense, high-demand occupational training; the "boot camp" and "express-ramp" models are positive and beneficial and must be better connected with technical college and other short-term (12 weeks or less) training programs;
- Thorough screening of participants up-front, including drug testing to ensure appropriate placements and retention, and identification of the supports that young people in particular need as they transition emotionally and socially into the adult workforce and cultural shifts;
- Skills training to be directly linked with the needs of the employers and projected occupations; curricula must include drivers license education;
- Labor market information that reflects actual employer and employee data, projections over the next four years by region, and discussions on how to infuse this information in the K-12 system for career awareness.

VI. CWI Committee Reports

**A. Executive Committee**

A meeting is being planned for August prior to the next quarterly CWI meeting.

Subcommittee on Dislocated Workers

Mr. Neuenfeldt summarized the actions of the Subcommittee from their Report presented to the CWI of their May 23, 2007 meeting.

**B. Workforce Strategies Committee**

Lee Rasch (co-chair) reported that the Workforce Strategies Committee met in March and discussed R.I.S.E. issues and Committee priorities.

**C. Workforce System Development Committee**

Christopher Ruud (co-chair) noted the formal presentation of the Committee's second set of recommendations to the DWD Secretary that was provided to the CWI in their meeting packet. He stated that the Committee had the expectation that the recommendations would be included in the Governor's process of a redesigned state workforce system.

VII. Feedback on "Strategies for a Skilled Wisconsin Workforce" (See Power Point)

Secretary Roberta Gassman walked through a power point presentation on the Governor's proposed goals and strategies for a strengthened Wisconsin workforce development system based on the vision: "We are skilled for the future. Wisconsin's young people and adults have career opportunities in good jobs. Our employers have skilled workers so they can remain competitive and thrive in Wisconsin." She stated that the CWI's expertise in an ad hoc manner would be essential in the development of the Governor's initiatives. The CWI provided initial feedback from the power point presentation summarized below:

- Private sector needs to pay for some workforce system efforts and will do so if they see actual results (e.g. increased skilled labor pool for employment placement and business expansion).
- The state needs to address the loss of Job Service/Wagner-Peyser staff and activities without which there will be a major flaw in the system.
- Establish programs that can be utilized similarly throughout the state to reduce duplication of efforts in each WDB.
- CWI can help define scope and goals by regions with measurable outcomes.
- Identify what investments are going to be made in the workforce system, training, and education to address the declining skilled labor pool and wage base.
- Create incentives to sustain those investments (from additional innovative training to business tax breaks) with measurable success rates.
- Identify and encourage sustainable family living wages for training and employment placement (versus the current DWD "high wage" jobs).
- People using the Job Centers who are on the lower tiers of the career pathways model need to be provided with realistic employment placements and then goals to attain family living wage jobs.
- WDBs need flexibility to be responsive to the local economic pulse.
- Be careful with locking in any definition of "region" because regions/sub-regions are pockets that may or may not have the same level of success or needs across the state.
- Within training programs, include supports for the emotional and social aspects at the front and back ends particularly for young people in these major transitional phases (pre-training and job placement).
- Identify immediate skill/labor shortages and increase innovative short-term training programs that specifically have employer in-put into the necessary skill sets with flexibility to meet employer's needs.
- Training issues: Ensure there is thorough and appropriate initial assessments of employer job requirement and individual trainees before training program placements as a vital element to ensure success rates:
  - If drug testing is required, participants should be made aware of it;
  - Appropriate assessments of interests, occupational and "soft" skills and abilities;
  - Exposure to the actual jobs related to the training program.
- K-12 issues: K-12 education must include exposure to a broader spectrum of current occupations:
  - Implement industrial certifications/MSSC at the high school level;
  - Reintroduce required "shop"/industrial arts and job-skills-related courses at the high school level;
  - Make school interesting with jobs via school co-op/school-to-work activities and a wider range of career-related curricula that may also decrease the drop-out rate;
  - Broaden career assessment and job-related exposure that includes identified skill-sets of current and 4-5-year anticipated employer needs;
  - Broaden career counseling (from 4-year college focus) with technical school and apprenticeship training information;
  - Emphasize career awareness so that every student can see a vision for themselves in the workforce;

- Increase Project Lead the Way and boot camps;
- Increase scholarship programs with private sector participation;
- Ensure basic skills are mastered so there is not re-work on the job or at post-secondary institutions.
- Post-secondary institutions issues: Postsecondary institutions must be more responsive to employer's needs and have strategies to shift gears with industries and other business changes:
  - Identify current regional business needs and projections and then focus short-term training and enrollment marketing;
  - Technical colleges need to come together and respond to skill/labor shortages for businesses;
  - Strategies need to include 4-5 year anticipated employer needs;
  - More cooperation among technical colleges with regional/local efforts;
  - Improve identification of basic skill needs at front- end;
  - Learner Initiative with K-12;
  - Review metrics.

The meeting was adjourned at noon.

Handouts:

*GROW*, Innovations, MSSC Grant Summaries

*Wisconsin Projections 2004-2014*

CWI Workforce System Development Committee Recommendations and Report

Dislocated Worker Sub-Committee Report

2007 Mid-Year Updates

**Mr. Neil Romano**  
**For the December 11, 2007 CWI Meeting**

Mr. Romano is a much sought after public speaker who has lectured all over the United States on issues related to media, public policy, disabilities, and program building. He currently serves as an advisor to the Association for People in Supported Employment, and the United States Business Leadership Network, a group designed to encourage businesses to hire more people with disabilities.

Mr. Romano has many years of public service and has been appointed to a number of national committees to examine social and health concerns. In 2003, Mr. Romano founded American's Strength, an organization designed to help develop mainstream employment opportunities for people with disabilities. In 2006, American's Strength in conjunction with the University of Massachusetts published an article about the public attitudes toward people with disabilities in the workplace in the Journal of Vocational Rehabilitation. He was also appointed to serve as a member of the President's Committee for People with Intellectual Disabilities in 2006.

Mr. Romano has dedicated his professional career to the marketing of ideas and messages that help save lives and promote public policy. He has a mixture of creativity and technical expertise that have made a significant difference in government and private programming since 1980. He has extensive experience in federal, state and local government in the Executive and Legislative branches on both a professional and voluntary basis. He is an entrepreneur and owned his own consulting firm from 1989 to 2002. His company worked on the development of national campaigns in conjunction with the highest levels of the Executive Branch of Government.

Mr. Romano's experience with business and leadership has given him the opportunity to be an effective spokesman for employment initiatives and the familiarization with employer needs that promotes opportunities for people with disabilities and describes why those opportunities are good business practice.

[Note: As of November 26, Neil Romano is the President's appointment to fill the Department of Labor Deputy Secretary position in charge of disability/employment programs. He is awaiting Senate confirmation of his appointment.]

**Link: Platteville Advance Transformer Dislocated Worker Study**

[http://www.wi-cwi.org/pdf/advance\\_transformer\\_study\\_executive\\_summary.pdf](http://www.wi-cwi.org/pdf/advance_transformer_study_executive_summary.pdf)

**Council on Workforce Investment (CWI) Planning Activities and Meeting Dates  
Draft for the December 11, 2007 CWI Meeting**

**Key Planning Activities**

- **March 4, 2008** Provide guidance on
  1. Regional planning/frame-working by local boards  
Connections with WIRED, RISE & Economic Development
  2. Workforce Investment Act (WIA) Performance Measures
  3. Funding Allocation Process (if different than in State Plan)
  
- **June 10, 2008** Provide guidance on
  1. Vocational Education activity
  2. WIA 2007 Program Year Annual Report
  3. State WIA Performance Incentive Grant (if eligible)
  
- **September 16, 2008** Provide guidance on
  1. Review of Labor Market Information (LMI)

**Activities by Laws in  
Consultation with the CWI**

State "may" require regional planning

CWI shall assist Governor developing & continuously improve comprehensive state performance measures; State "may" require additional indicators of performance & performance information for customized training and on-the-job training

CWI shall assist Governor developing allocation formulae for WIA adult and youth programs

CWI shall assist Governor commenting annually on performance measures of the Carl Perkins Vocational Education Act

CWI shall assist Governor in preparation of annual report to Department of Labor (DOL)

CWI shall assist Governor developing application for DOL grant

CWI required to review LMI Plan & development of the statewide employment statistics systems of the Wagner-Peyser Act

- **December 2, 2008** Provide guidance on
  1. Strategic planning for WIA State Plan & Workforce "System"
  
  2. WIA Local Plan Direction

CWI shall assist Governor developing State Plan that outlines five-year strategies for workforce investment system & continuously improve statewide system of activities through the one-stop system

Local Plans shall be consistent with the State Plan. CWI shall assist Governor in developing linkages in order to assure coordination and nonduplication among the programs and activities

- **March 24, 2009** Provide guidance on
  1. Review draft State Plan & Statewide Performance Negotiations

Draft WIA State Plan must have a meaningful public review and comment period including representatives of business, labor organizations and chief local elected officials

- **June 9, 2009** Provide guidance on
  1. Review WIA Local Plans

CWI shall assist the Governor reviewing local plans

**NOTE:** The Workforce Investment Act may be reauthorized with significant changes that will impact on the above planning items and timelines for a new or modified WIA State Plan.

**DATES of MEETINGS for the COUNCIL on WORKFORCE INVESTMENT  
Draft for the December 11, 2007 CWI Meeting**

March 4, 2008

June 10, 2008

September 16, 2008

December 2, 2008

March 24, 2009

June 9, 2009

**Workforce Innovation Grants  
For the December 11, 2007 CWI Meeting**

**Distance Learning Project:** \$100,000

Granted to the Workforce Development Board of South Central Wisconsin

The project enabled the WDB put the infrastructure in place to data cast and provide interactive video conferencing to all job centers within the WDA.

Having data cast facilities has allowed South Central to provide consistent curriculum to job seekers in all of their locations. So far, they are providing curriculum on Resume' Development, Budgeting and are working on the "Foundations of Health Care Careers."

Video Conferencing has enabled the Board to provide training to all of the WDA by using Video Classrooms in the centers. This allows students to take the classroom portion of their course of study in their community eliminating the need to come to Madison for the entire course. The hands on portion is still done centrally. This reduces travel and other support costs to the program.

The project has also lead to expanded cooperation with W-2 agencies and school districts through out the WDA. Discussion of shared curriculum and facilities use are in the works.

It is possible that the training provided will be recorded and available through a catalogue to be viewed on demand. If converted to a podcast, the courses could be provided through the Internet, possibly through the Virtual Job Center.

**Virtual Job Center:** \$100,000

Granted to the consortium of the:  
Southwest Wisconsin Workforce Development Board  
Northwest Wisconsin Workforce Development Board  
North Central Wisconsin Workforce Development Board

The CWI funded this project to develop an electronic service delivery system that is responsive to customer needs, especially in rural areas. The project began as a consortium of three WDBs but has been expanded to include the Bay Area Workforce Development Area. The Virtual Job Center (VJC) is being used effectively as a customer portal to workforce development systems in the four WDAs. The addition of the Call Center Anywhere has enabled customers to have easy voice access to workforce services. The consortium has discussed expanding access to VJC into other WDAs and is now supporting itself through membership fees.

The vision for future development includes the addition of online training and better integration with the state's tracking system.

You can see the Virtual Job Center see on the Web at: <http://www.jobcenter.org>.

**Advanced Manufacturing Efficiency and Productivity Improvement Project \$100,000**  
Granted to the Racine Area Manufacturers and Commerce in the Southeast Workforce Area

This project, also known as the CNC Boot Camp is an example of a demand driven workforce program. Together the job centers in the Southeast WDA, Gateway Technical College and employers moved job seekers through a 14 week 8 hour per day, 5 days per week intensive training program and into employment.

Eighty-seven percent of those starting the training completed the program (62 of 71). Ninety-four percent (58) of the program completers obtained employment; 53 of those in the occupation in which they were trained.

The excellent success of the project is attributable to intensive staff involvement with the trainees and a program design that mirrors the job conditions.

**First Quarter Statewide Activities and Grant Report Summaries  
Wisconsin Manufacturing Skills Standards Certification (MSSC)  
Workforce Development System Connections Projects**

The CWI funded a total of \$250,000 for 8 local partner MSSC projects. Listed below is a summary of the statewide project activities and key accomplishments of the MSSC Project grants from the start up in July through October 31, 2007

**Statewide MSSC Project Management**

**Key Coordination Efforts**

- ✓ DWD Secretary Roberta Gassman is the Wisconsin MSSC Initiative State Coordinator; DWD & WTCSB are collaborating as MSSC Project Managers
- ✓ Drafted MSSC Phase III Work Plan (01/07 – 12/08) – WI DWD, WTCSB and MATC WisPass The work plan will be shared with the WisPass/MSSC State Coordinators and Workforce Development Board Directors at the 12/13/07 WisPass/MSSC State Coordinators meeting.
- ✓ Developing Memorandum of Understanding outlining DWD and WTCSB roles with MSSC Initiative Phase III
- ✓ Establishing MSSC Initiative Dashboard Data Methodology Performance Indicators

**Preliminary MSSC Marketing Ideas**

- Use the National MSSC Office Marketing Materials for Wisconsin activities
- Compile and Track MSSC Initiative – Through MSSC webinars share “success stories” on potential impact of MSSC certification to 1) productivity and 2) displaced workers
- Develop Manufacturing and MSSC fact sheets to share with employers

**Bay Area Manufacturing Skills Certification Project - Funds Awarded: \$32,000 (Partner: Bay Area WDB, Northeast WI Technical College (NWTC), and Lakeshore Technical College (LTC))**

- ✓ LTC is now a certified MSSC test center
- ✓ One Lakeshore Technical College instructor is now certified for the safety module
- ✓ Northeast WI Technical College is working on getting the Marinette and Sturgeon Bay campuses certified as test sites

**Fox Valley Area: MSSC - Workforce Development System Connections - Funds Awarded: \$25,000 (Partners: Fox Valley Workforce Development Board, Fox Valley Technical College (FVTC), & Moraine Park Technical College (MPTC))**

- ✓ Seven individuals have been trained as trainers: (1 from Brillion High School; 1 from FVTC; 2 from MPTC; 2 from FVWDB; and 1 from Labor Education and Training Council (LETC))
- ✓ FVTC, MPTC, and FVWDB are developing or agreeing on similar curriculum and training strategies
- ✓ FVWDB creating a training center in the FCWDC for dislocated workers
- ✓ FVTC and MPTC will train students, incumbent workers and others upon request; training will begin with Safety Module so a baseline can be established across the customer base in one category
- ✓ LETC staff will work with educating the local unions about MSSC and its benefits

**Growing Manufacturing in North Central Wisconsin - Funds Awarded: \$23,000 (Partners: North Central Wisconsin Workforce Development Board (NCWWDB), Mid-State Technical College (MSTC), Nicolet Area Technical College (NATC), Northcentral Technical College (NTC), and NCWWDB One-Stop Operator Consortium Committee)**

- ✓ MSTC: Conducted an MSSC Employer Breakfast for the Wisconsin Rapids area with 13 participants and received support from employers to hold session to test their employees in the MSSC/DWD on-line pre-assessment;

- ✓ *NATC*: Submitted the required paperwork and fee to become a certified MSSC Assessment Center. The required training with NATC's testing center staff will be held in the near future. After that time Nicolet will be a fully certified assessment center
- ✓ *NTC*: Setting up employer informational breakfast and lunch/learning event at the Job Center in Wausau

**Regional Workforce Alliance Regional Partnership for MSSC Certification** - Funds Awarded: \$60,000 (*Partners: Waukesha-Ozaukee-Washington(W-O-W) Workforce Development Board, Inc., Southeast Wisconsin Workforce Development Board, Private Industry Council of Milwaukee County, Milwaukee Area Technical College (MATC), Waukesha County Technical College (WCTC), Gateway Technical College, and Moraine Park Technical College(MPTC)*)

- ✓ 11/15/07 RWA MSSC Grant signed by Francisco Sanchez, President of Workforce Development, Inc. and mailed back to DWD
- ✓ MSSC orientation was provided to 15 staff of the Northeast Job Center in Milwaukee County in October 2007; to 15 staff at the HIRE Center, and to 60 job center staff the October 30, 2007 DWD conference.
- ✓ MSSC orientations are currently being scheduled for staff of the One-Stop Centers in Racine, Kenosha, Walworth, Waukesha, Washington, and Ozaukee.

**South Central MSSC Assessment and Testing Centers** - Funds Awarded: \$25,000 (*Partners: Workforce Development Board of South Central Wisconsin, Wisconsin Job Service – Madison, Madison Area Technical College, Moraine Park Technical College*)

- ✓ Installing equipment in three (3) Job Centers (under South Central's Disability Navigator grant ordered one work station per testing center which is handicapped accessible)
- ✓ Marketing MSSC training to companies under the Advanced Manufacturing Grant activities
- ✓ Trained 11 individuals who are finishing their certification process as an MSSC trainer. (
- ✓ Preparing all sites to be certified as testing centers by MSSC: Dane County ready in October, Jefferson County ready in November, and Sauk County will be ready at the end of 2007
- ✓ Business Services Teams are marketing the MSSC training

**Southwest Wisconsin MSSC Implementation Project** - Funds Awarded: \$25,000 (*Partners: Southwest Wisconsin Workforce Development Board, Blackhawk Technical College (BTC) & Southwest Wisconsin Technical College (SWTC)*)

- ✓ Held two employer breakfasts in Southwest Wisconsin (SW WI) promoting both MSSC and grant funds available
- ✓ Trained five (5) individuals in SW WI as certified MSSC instructors
- ✓ SWTC became certified MSSC assessment center, and Blackhawk Technical College and Rock County Job Center are in the process of becoming certified assessment centers
- ✓ Identified projects SW WI will use for student application through Project Lead the Way programs in Beloit & Platteville
- ✓ One employer committed to using MSSC with supervisors in their production facility

**West Central Wisconsin Manufacturing Skills Academy** - Funds Awarded: \$25,000 (*Partners: West Central Wisconsin Workforce Development Board, Chippewa Valley Technical College, and UW Stout*)

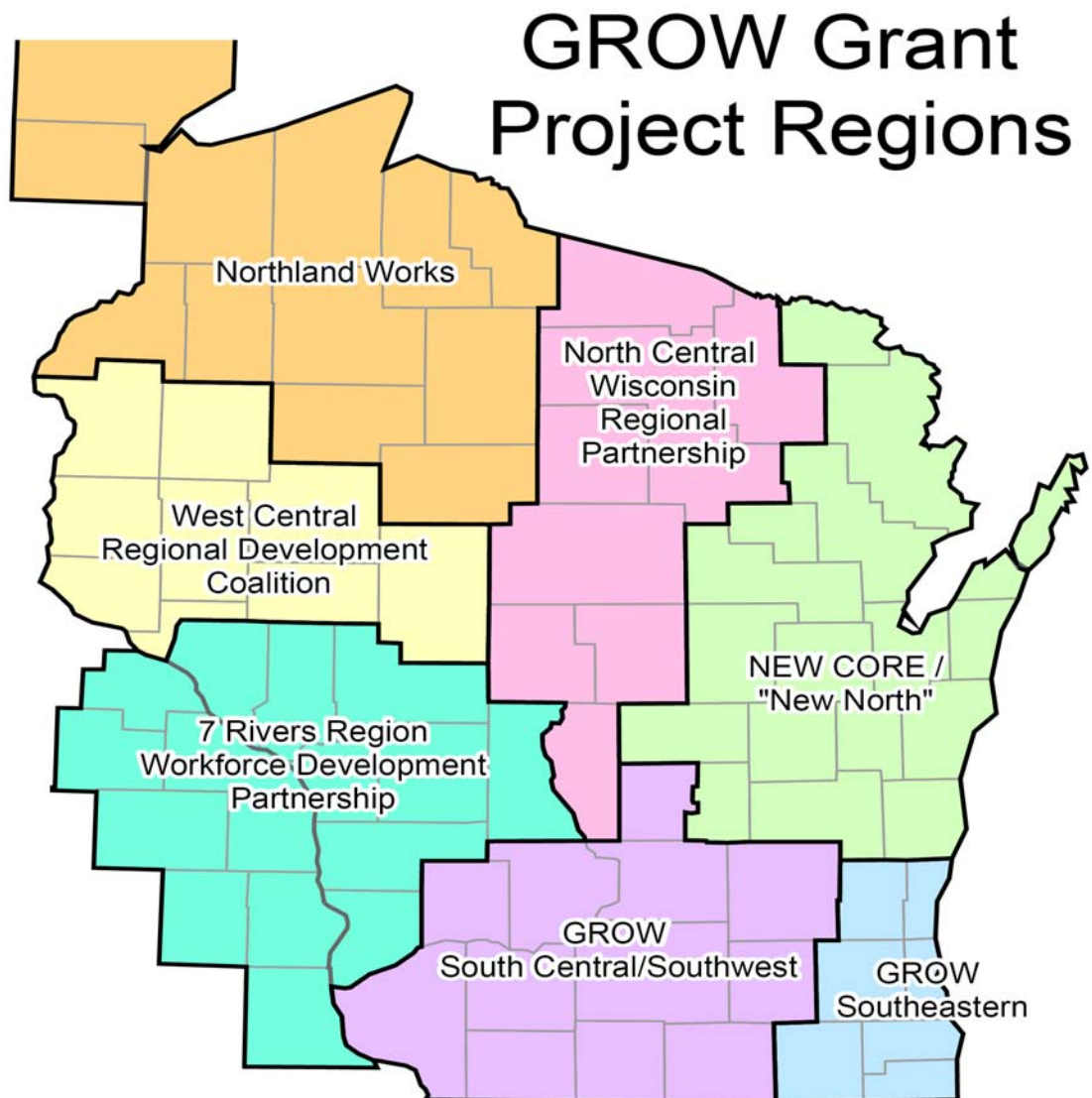
- ✓ Manufacturing Skills Academy activities conducted at three sites with 120 hours of career exploration, and MSSC applied learning completed in July for 31 enrollees (2 enrollees left to take employment, 1 due to program contact)
- ✓ MSSC pre-assessments conducted on participants; vouchers issued to allow all participants to complete certification
- ✓ Recognition event held to acknowledge participants, employers and instructors who made the program a success

- ✓ Teacher Externs completed their experiences and adapted their summer experiences to classroom applications; continue to gauge impact of Teacher Externship program on classroom instruction during school year
- ✓ Continue work on Manufacturing Skill Road Show for fall planning and Winter/Spring implementation

**Western Wisconsin MSSC Assessment Center Project** - Funds Awarded: \$35,000 (*Partners: Workforce Connections, Inc.- fiscal agent for Western Wisconsin Workforce Development Board, Western Technical College, and Job Service*)

- ✓ Western Technical College (WTC) became a MSSC Assessment Center (07/19/07)
- ✓ Staff from WTC, Workforce Connections, Inc. and Job Service attended MSSC Webinar (07/27/07)
- ✓ WTC received proctor training for two (2) staff & one (1) Workforce Connections staff member trained (09/25/07)

# GROW I and GROW II Grants



**Council awards: GROW I \$465,000  
GROW II \$500,000**

## Summary Overview of GROW II Grant Projects – December 2007

### GROW contact information

GROW Project Name	Contact
<b>GROW Southeastern / Regional Workforce Alliance</b>	Shelly Flaten-Moore, Program Consultant WOW Workforce Development Board 892 Main St. Pewaukee, WI 53072 Phone: (262) 695-8047 E-mail: <a href="mailto:smoore@wfdc.org">smoore@wfdc.org</a>
<b>New CORE / “New North” GROW</b>	Cheryl Welch, Executive Director Fox Valley Workforce Development Board 1401 McMahan Drive Neenah, WI 54956 Phone: 920/ 720 – 5600 E-mail: <a href="mailto:cwelch@fvwdb.com">cwelch@fvwdb.com</a>
<b>North Central Wisconsin Regional Partnership</b>	Sally Cutler, Executive Director North Central WI Workforce Development Board, Inc. 1121 W. Grand Avenue Wisconsin Rapids, WI 54494 Phone: (715) 422-4720 E-mail: <a href="mailto:scutler@ncwwdb.org">scutler@ncwwdb.org</a>
<b>Northland Works GROW</b>	Steve Terry, Executive Director Northwest WI Workforce Investment Board 422 3rd Street West, Suite 200 P.O. Box 616 Ashland, WI 54806 Phone: (715) 682-9141 E-mail: <a href="mailto:sterry@nwcep.org">sterry@nwcep.org</a>
<b>West Central Wisconsin Regional Development Coalition</b>	Richard Best, Executive Director Workforce Resource, Inc. 401 Technology Drive East, Suite 100 Menomonie, WI 54751-2383 Phone: (715) 232-1412 E-mail: <a href="mailto:bestd@workforceresource.org">bestd@workforceresource.org</a>
<b>7 Rivers Region Workforce Development Partnership</b>	Jerry Hanoski, Executive Director Workforce Connections, Inc. 402 N. 8th Street, 3rd Floor P.O. Box 2908 La Crosse, WI 54602-2908 Phone: (608) 789-5620 E-mail: <a href="mailto:hanoskij@wwtc.edu">hanoskij@wwtc.edu</a>
<b>GROW South Central/Southwest</b>	Pat Schramm, Executive Director Workforce Development Board of South Central WI, Inc. 3591 Anderson Street, Suite 203 Madison, WI 53704 Phone: (608) 249-9001 E-mail: <a href="mailto:pschramm@wdbscw.org">pschramm@wdbscw.org</a>

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## Summary Overview of GROW II Grant Projects – December 2007

Region/Partnership	Key GROW I Accomplishments	GROW II Accomplishments (third quarter report)	Next Steps
<p><b>Regional Workforce Alliance of Southeastern Wisconsin</b> (Waukesha-Ozaukee-Washington WDA, Southeastern Wisconsin WDA, Milwaukee WDA and city of Milwaukee)</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$150,000</b></li> <li>• <b>GROW II: \$110,000</b></li> </ul> <p><b><u>Strategic Focus</u></b></p> <ul style="list-style-type: none"> <li>• Region-wide workforce system integration</li> <li>• Coordination of workforce development with major economic development and education initiatives</li> <li>• Improved regional strategic planning capacity</li> <li>• Expanded funding base for workforce development</li> </ul>	<ul style="list-style-type: none"> <li>• Formally established Regional Workforce Alliance administrative structure and held inaugural meetings</li> <li>• Obtained regional press coverage, and tightened ties and coordination with “Milwaukee 7” regional economic development initiative</li> <li>• Secured designation as DOL WIRED “virtual region” and began participating in related technical assistance events</li> <li>• Conducted a region-wide series of “Conversations,” structured focus groups to engage employers</li> <li>• Expanded UWM Job Opening Survey to 7-county region; conducted preliminary data-gathering for region-wide “state of the workforce” report</li> <li>• Established “Regional Funding Collaborative” to coordinate philanthropic funding of workforce programs; used survey and secondary source research to create database of potential funding resources</li> </ul>	<ul style="list-style-type: none"> <li>• Working on 7-county regional State of Workforce Development Report</li> <li>• Completed initial foundation-laying for STEM project aimed at low-income young people</li> <li>• Utilized related WIRED grant for “Donors Forum”</li> <li>• Facilitated strategic planning process to develop a comprehensive 7-county regional workforce development agenda incorporated into the WIRED grant</li> <li>• Working on establishing a seven-county regional business services model</li> <li>• Developed tools for sector-based data analysis, modeling, and reporting to better support sector-based training in anticipation of quick response to changing real-time needs. This effort is combined with the WIRED project</li> </ul>	<ul style="list-style-type: none"> <li>• Complete GROW II efforts by the end of December (when GROW II grant ends for this area)</li> <li>• Continue the GROW II efforts in the WIRED grant of \$5,000,000 over three years</li> </ul>

## Summary Overview of GROW II Grant Projects – December 2007

Region/Partnership	Key GROW I Accomplishments	GROW II Accomplishments	Next Steps
<p><b>New North GROW</b> (Fox Valley and Bay Area WDAs)</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$40,000</b></li> <li>• <b>GROW II: \$50,000</b></li> </ul> <p><b><u>Strategic Focus</u></b></p> <ul style="list-style-type: none"> <li>• Cultivation of entrepreneurship and a new / knowledge economy outlook</li> <li>• Encouragement of higher educational attainment</li> <li>• Development of regional manufacturing sector</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted regional business plan competition and awarded 9 grants to business start-ups</li> <li>• Held “Reality Store” career orientation/financial literacy workshops in schools throughout region</li> <li>• Distributed “Dodgeball Showdown” videos (emphasizing the importance of skills in the new economy) to schools</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded and intensified Northeast Wisconsin Manufacturing Alliance (NEW MA)</li> <li>• Established NEW MA job matching internet site <a href="http://www.newmfgalliance.org">www.newmfgalliance.org</a></li> <li>• Supported educational programs geared toward the manufacturing sector</li> </ul>	<ul style="list-style-type: none"> <li>• Plan to follow up with participating students</li> <li>• Use the interactive New MA website to build and actively engage Manufacturing Alliance membership.</li> </ul>
<p><b>North Central Wisconsin GROW Partnership</b> (North Central Wisconsin WDA)</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$25,000 “starter” grant</b></li> <li>• <b>GROW II: \$50,000</b></li> </ul> <p><b><u>Strategic Focus</u></b></p> <ul style="list-style-type: none"> <li>• Regional partnership: strengthen strategic visioning and business “buy in” through major economic opportunities study process</li> <li>• Industry cluster development, starting with health care, forest products, and transportation</li> <li>• Improved youth career orientation, planning, and preparation</li> </ul>	<ul style="list-style-type: none"> <li>• Completed phase 1 of regional economic opportunities study (with NorthStar Economics), focused initially on Marathon, Portage, and Wood Counties</li> <li>• Held regional economic forum (October 2006) to present and discuss NorthStar phase 1 findings</li> <li>• Established ties between the GROW workforce development partnership and the CENTERGY and Grow North regional economic development initiatives</li> <li>• Facilitated cluster working groups in health care, forest products, and transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded NorthStar regional opportunities study to encompass remainder of the region; began planning to implement study findings</li> <li>• Enhanced support for existing cluster groups in health care, forest products, and transportation; held a transportation cluster summit</li> <li>• Established new cluster group in agriculture; explored a new cluster group in tourism</li> <li>• Supported Partners in Innovation grant program to advance school-based employability skills, career awareness, and skills assessments in partnership with regional industry</li> </ul>	<ul style="list-style-type: none"> <li>• Industry clusters' career opportunities marketed on Virtual Job Center; clusters are developing Career Paths</li> <li>• GROW Leadership committee will move into new groups; GROW grant jumpstarted several activities with partner groups and brought NCWWDB to the table; five strong partnerships developed as a result of the GROW grant;</li> <li>• Heart of Wisconsin Business and Economic Alliance recognizes NCWWDB as leader; jointly wrote Community Based Economic Development grant for \$160,000 for Central Wisconsin Business Cluster Initiative Conference</li> </ul>

## Summary Overview of GROW II Grant Projects – December 2007

Region/Partnership	Key GROW I Accomplishments	GROW II Accomplishments	Next Steps
<p><b>Northland Works GROW</b> Northwest Wisconsin WDA and portions of northeastern Minnesota</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$25,000 “starter” grant</b></li> <li>• <b>GROW II: \$50,000</b></li> </ul> <p><b><u>Strategic Focus</u></b></p> <ul style="list-style-type: none"> <li>• Worker retention and attraction to combat retirements and “brain drain”</li> <li>• Improved relationships between school system and business community</li> </ul>	<ul style="list-style-type: none"> <li>• Established bi-state leadership team of workforce and economic development and education professionals</li> <li>• Expanded partnership and increased business representation</li> <li>• Held series of regional development summits/strategic planning sessions</li> <li>• Formalized relationship with bi-state “Northland Works” regional development initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Merged Wisconsin and Minnesota data to form single regional data set for reference. Conducted regional job vacancy survey.</li> <li>• Conducted regional outreach and marketing campaign, including redesign of “Northland Works” web site for potential employees and employers <a href="http://www.thenorthlandworks.org/index.php?p=1_1">http://www.thenorthlandworks.org/index.php?p=1_1</a></li> <li>• Conducted Employer Resource Survey and developed resource guides for all the pilot schools</li> <li>• Planned and piloted school-based career orientation and preparation activities in partnership with regional industry</li> </ul>	<ul style="list-style-type: none"> <li>• Joint work with Minnesota on submission of a NEG-Regional Innovations Grant from the Department of Labor. The grant of \$250,000 for a regional effort to continue to support the Northland Works project.</li> </ul>

## Summary Overview of GROW II Grant Projects – December 2007

Region/Partnership	Key GROW I Accomplishments	GROW II Accomplishments	Next Steps
<p><b>West Central Wisconsin Regional Development Coalition</b> (West Central Wisconsin WDA)</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$80,000</b></li> <li>• <b>GROW II: \$80,000</b></li> </ul> <p><b><u>Strategic Focus</u></b></p> <ul style="list-style-type: none"> <li>• Institution-building, network development, and economic analysis to support coordinated regional effort</li> <li>• Economic challenges and opportunities posed by proximity to the Twin Cities</li> <li>• Development of health care and manufacturing sectors</li> </ul>	<ul style="list-style-type: none"> <li>• Continued and expanded “Synergy” regional planning and networking conferences</li> <li>• Reached agreement among key regional workforce, planning, and economic development organizations to align efforts across 9-county region</li> <li>• Worked with Rebecca Ryan/Next Generation Consulting to produce index of “knowledge worker” regional attraction</li> <li>• Developed household survey of workforce training needs</li> <li>• Held health care sector summit and convened regional manufacturing sector organization</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted business and household training needs surveys, health care and manufacturing sector surveys, and initial “state of the workforce” report (started under GROW I)</li> <li>• Recruited business development specialist to pursue opportunities associated with Twin Cities market</li> <li>• Developed marketing and outreach tools for a regional branding, outreach, and marketing effort</li> <li>• Supported and expanded health care and manufacturing sector work</li> <li>• Partner project MSSC Manufacturing Skills Certification Connections</li> <li>• Held Regional Development Stakeholders Summit with Regional Development Synergy Conference.</li> </ul>	<ul style="list-style-type: none"> <li>• Xcel Energy, Momentum Chippewa Valley, nine county EDC’s and Federal earmark funding approx \$80,000 was allocated for regional technology assessment to link to GROW funded Talent Assessment--GROW contributed \$10,000 to this effort.</li> <li>• Completion of Regional Tech Assessment--expansion of Momentum Chippewa Valley project to include all nine counties in GROW area</li> <li>• Chancellors and Technical College presidents support expansion of Momentum Chippewa Valley to provide the organization structure for the larger regional effort and pledged \$50,000 in resources to assist.</li> <li>• EDvantage contributed \$44,000 to business assistance database started by GROW</li> <li>• WIA discretionary funds provided \$25,000 to promote MSSC manufacturing cluster activities conceived through GROW structure</li> <li>• Healthcare earmark funding of \$175,000 acquired to assist in healthcare business cluster activities integrated into the GROW effort</li> <li>• WIA incentive funds contributed \$175,000 to implement manufacturing skills academies conceived under GROW</li> </ul>

## Summary Overview of GROW II Grant Projects – December 2007

Region/Partnership	Key GROW I Accomplishments	GROW II Accomplishments	Next Steps
<p><b>7 Rivers Region Workforce Development Partnership</b> (Western Wisconsin WDA and portions of southeastern Minnesota and northeastern Iowa)</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$25,000 “starter” grant</b></li> <li>• <b>GROW II: \$70,000</b></li> </ul> <p><b><u>Strategic Focus</u></b></p> <ul style="list-style-type: none"> <li>• Integration of workforce and economic development efforts across state borders</li> <li>• Cluster development in equipment and metal manufacturing</li> <li>• Workforce diversity issues</li> <li>• Entrepreneurship and improved business services</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded Western Wisconsin WDB’s annual “State of the Workforce Report” to cover the tri-state 7 Rivers GROW region</li> <li>• Developed intra-regional, cross-WDA program comparison and commonalities matrix</li> <li>• Completed a formal strategic plan for the partnership</li> <li>• Helped facilitate industry-led manufacturing cluster initiative</li> <li>• Prepared regional applications for DOL Advanced Manufacturing grant and Community-Based Job Training grants</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted manufacturing academies for new citizens and new worker manufacturing training</li> <li>• Assessed incumbent worker training needs, resources, and capacity-building strategies in manufacturing</li> <li>• Established a multi-state regional economic development entity; conducted a regional economic summit; Created electronic database for easier business access to economic development services</li> <li>• Established taskforce to assess and address workforce diversity issues</li> </ul>	<p>GROW II extended to December 31 for this project</p> <ul style="list-style-type: none"> <li>• Partner with Minnesota FIRST grant</li> <li>• WIA Earmark \$150,000 for advanced manufacturing (federal budget)</li> <li>• Continue Industry cluster development.</li> <li>• Summit of employers with diversity as a topic</li> <li>• Expand Youth Offender Grant (have \$1,124,252 for region)</li> </ul>

## Summary Overview of GROW II Grant Projects – December 2007

Region/Partnership	Key GROW I Accomplishments	GROW II Accomplishments	Next Steps
<p><b>Southwest/South Central “Seeds of Workforce Change”</b> (Southwest and South Central Wisconsin WDAs)</p> <p><b>GROW Funding:</b></p> <ul style="list-style-type: none"> <li>• <b>GROW I: \$120,500</b></li> <li>• <b>GROW II: \$80,000</b></li> </ul> <p><b>Strategic Focus</b></p> <ul style="list-style-type: none"> <li>• Geographic /sector expansion of successful industry partnership model</li> <li>• Career pathway construction in targeted industry sectors</li> <li>• Improved service delivery to low-skilled low-wage workers</li> <li>• Coordinated planning between SW and SC Wisconsin</li> </ul>	<ul style="list-style-type: none"> <li>• Established process of coordination across Southwest and South Central regions</li> <li>• Planned and held region-wide economic summit and produced major regional economic and workforce development strategic analysis report</li> <li>• Pursued sector-related work in food processing, health care, and biotech/life sciences: strategic plans, employer outreach, employer partnership building, and curriculum development in these areas</li> <li>• Continued incorporation of career pathways model into workforce system</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic alignment of economic and workforce development in both South Central and Southwest WDAs</li> <li>• Coordinated training and recruitment of CNAs, developed retirement and departure surveys</li> <li>• Developed industry training partnerships in food processing, welding and machine tools</li> <li>• Established group to align efforts around bio-based industries</li> <li>• With \$1.9 million DOL grant for lab animal caretaker training center, established career ladders within lab science based industries</li> <li>• Integrated expansion of GROW efforts with the WIRED grant</li> </ul>	<ul style="list-style-type: none"> <li>• The GROW Regional Team has concentrated on the preparation of a WIRED Region implementation plan which is an extension of the GROW work. The WIRED grant is \$5,000,000 over three years.</li> <li>• Madison Area Technical College received about \$75,000 from Workforce Strategies Center for ABE and Career Connection.</li> <li>• Madison Area Technical College received \$125,000 in Advance Manufacturing grants from Wisconsin Technical College System to support Advanced Manufacturing Sector Work</li> <li>• Moraine Park Technical with assistance from WIRED Partners prepared a Community Based Job Training grant for \$2.3 million to advance the WIRED work with the Utility Industry.</li> </ul>

**Link: Workforce Information Core Products and Services Grant PY 2006 Annual Report**

[http://www.wi-cwi.org/pdf/wig\\_py06ar.pdf](http://www.wi-cwi.org/pdf/wig_py06ar.pdf)

**Link: WIA Annual Report for Program Year 2006**

[http://dwd.wisconsin.gov/dwdwia/PDF/annual\\_report2006.pdf](http://dwd.wisconsin.gov/dwdwia/PDF/annual_report2006.pdf)

**Dislocated Worker Sub-committee  
Report for December 11, 2007 CWI Meeting**

Dislocated Worker Sub-committee has met twice since the last CWI meeting - on August 14 and November 13.

**Dislocation Activity**

Calendar Year 2007 through October – 78 dislocation events reported by WARN filings, affecting 4,651 workers. This compares to 99 events affecting 8,723 for the same period in 2006.

Leading industries include manufacturing (55% of total); retail (particularly grocery store consolidations) and printing.

**National Emergency Grant Activity**

Four current grants.

- Base Realignment and Closure, General Mitchell 440<sup>th</sup> Airlift Wing, Milwaukee.
- Fox Valley – Tecumseh (New Holstein) and Chilton Products (Chilton) closures.
- North Central – Fiskars (Wausau and Spencer plant closures) and Graphic Packaging (Wausau) layoffs.
- Western and Southwest WDAs - Flood Disaster Relief for La Crosse, Crawford, Vernon, Richland and Sauk counties

Application pending for Delphi Oak Creek facilities closure that will affect 900 through 10/2008.

**Special Response Grant Awards**

August 14 – Awarded \$718,160 in Special Response Grant funding to 5 Workforce Development Areas (WDAs). Total PY2007 Funds awarded to date is \$1,909,409 (56% of available dollars).

- Milwaukee - \$121, 275. New target groups – Reiman Media Group and 3M Touch Systems
- Washington-Ozaukee - Washington (WOW) - \$170,000. New target groups – Carlisle Wheel and HB Performance
- Fox Valley - \$50,000 to initiate services to workers from Kimberly Clark Lakeview Plant.
- West Central - \$258,030. New target group – Hutchinson Technology
- South Central - \$118,715. New target groups – RR Donnelly and Emerson Network Solutions.

November 13 - Awarded \$1,403,000 in Special Response Grant funding to 9 WDAs. Total PY2007 Funds and PY2006 Carry-in awarded to date is \$3,312,409 (90% of available dollars) for the year ending 6/30/2008.

- Southeast – no additional funds; new target groups – Hexion and Converse Industries
- Milwaukee - \$300,000. New target groups – Hillview Health Care, AT&T, Wellpoint, Bowne Marketing, Goldmann's.
- WOW - \$300,000. New target groups – JC Penney, Regal Ware and Jay Foods.
- Fox Valley - \$75,000. New target groups – Econo Foods, JMS Converters, Chef Fresh and Calumet County Nursing Home.
- Bay Area - \$100,000 to continue nursing training for Emerson Motors and Bay Medical workers.

- North Central - \$20,000 to continue services to Kerry Ingredients, Wausau Papers and Badger Attachments.
- Northwest - \$50,000 to initiate services for Capeside Cove Nursing Home closure in Siren.
- West Central - \$300,000. New target groups – Chippewa Falls Ford, TRAC and TQC.
- Western - \$112,000. New target group – Webster Hardwoods.
- South Central - \$146,000. New target group for PY2007 – CUNA Mutual.

**Next Meeting** – To be held in mid-March. Agenda will include final awards of Special Response Grant funds for PY2007.