

## COUNCIL ON WORKFORCE INVESTMENT

*(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 Drengler, 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.

