

COUNCIL ON WORKFORCE INVESTMENT

(Draft Pending Approval)

MEETING MINUTES

December 9, 2005 -- Madison, Wisconsin

Members Present: Paul Linzmeyer (chair), Joel Rogers (vice-chair), Thomas Burse, William Chaudoir, Barbara Fleisner, Greg Gasper (for Sen. Joe Leibham), Mary Lu Gerke, James Haney, Susan Hatch, John Heyer, James Hill, Ellen Holt, Erica Kauten, Tina Koehn, Douglas Moquin, Fredi-Ellen Bove (for Helen Nelson), Aaron Olver (for Mary Burke), Mark Reihl, Donald Rouse, Christopher Rudd; Julia Taylor, Norma Tirado-Kellenberger, Joan Wilk, Rep. Josh Zepnick, John Wagnitz (for Sen. Dave Hansen)

Members Absent: Lyle Balistreri, Elizabeth Burmaster, Dan Clancy, Rodney Copes, Jewel Currie, Kathleen Drengler, Mathew Frank, Roberta Gassman, Xiong Lo, Phil Neuenfeldt, A. Kent Olson, Lee Rasch, Patrick Schillinger, John Scocos, Georgann Stinson, David Vierthaler, Dean Welch

CWI Staff Present: Sue Gleason, Fred Bartol, Sheryl Billups, Gloria Kirchoff, Mary Pasholk, Linda Williamson, Ron Danowski

Others Present: Kay Moormann (WTCS, for Dan Clancy); Connie Colussy, Dianne Reynolds, and Jessalyn Frost (DWD/DWS); Michael Greco and Rick Hall (DWD/DVR); Terry Ludeman, Eric Grosso and Jeff Sachse (DWD/OEA); Molly Michels (DHFS); Teresa Barch (WATJE); Francisco Sanchez (WOW WDB); Dale Hopkins and Pat Schramm (South Central WDB), Bob Borremans (Southwest WDB), Dick Best (West Central WDB), Steve Terry (Northwest WI WDB), Beth Norris (Southeast WDB); Kira Dahlk (Jobs with a Future)

Key Issues/Discussion

I. Call to Order, Minutes of Last Meeting and Opening Remarks

Paul Linzmeyer (chair) called the meeting to order at approximately 9:45 a.m. A motion to approve the minutes of the September 16 meeting was seconded and approved unanimously.

Linzmeyer introduced three new members to the CWI who were present -- Bill Chaudoir, Erica Kauten, Mary Lu Gerke. He also noted that Dan Andrist, a WTCS student, was also appointed, but was unable to attend the meeting. Linzmeyer also recognized Dale Hopkins, South Central WDB, and Terry Ludeman, DWD/Office of Economic Advisors, both of whom are retiring in the next few weeks. His comments focused on the extensive contribution each has made to the state's workforce development system during their many years of service.

II. Presentations

A. **Wisconsin's Workforce Development Boards**

Teresa Barch provided an overview of WAJTE's purpose and objectives and the key roles WDBs play in the regional workforce development system. She referred Council members to the recent WAJTE publication that provided an overview of each of Wisconsin's WDBs, including a brief area profile and key accomplishments. She also noted some of the key challenges faced by the Boards, including reduced funding, lack of partner support for the one-stop system infrastructure, and specific challenges related to preparing a skilled workforce. She suggested that the CWI and DWD could provide more of the state discretionary WIA funds to WDBs to assist them in addressing these challenges.

Dick Best (West Central WDB) and Beth Norris (Southeast WDB) each provided a brief overview of their respective WDBs.

- Best focused remarks on the diverse nature of his workforce development area, the WDB's efforts to develop a more integrated system and related work with the area's education and economic development partners, and the WDB's shift from a program focus to a more strategic vision.
- Norris noted that here WDB is distinguished by its highly decentralized system and the area's strong manufacturing base. She noted that while job growth is occurring in other areas, manufacturing remains a key industry for the area and is growing. Among challenges she noted were a growing immigrant population and the gap between the higher skills needed by employers and a workforce with low educational attainment.

During discussion, CWI members raised several questions/issues, among them:

- How much funding is available and what authority does the CWI have with respect to the WIA discretionary funds? Sue Gleason, noting that the state has approximately \$4.5 million in discretionary funds, explained how funds were allocated (e.g., administrative funds for staff, IT, etc. and special projects, including \$500,000 for the CWI to use for its projects). She further noted that a key effort by DWD is to use the WIA discretionary funds to leverage other dollars/resources.
- How many non-retail businesses are there in a workforce development area and what percentage of those does a WDB typically have a relationship Norris noted that in her area, there were approximately 16,000 businesses and the WDB had working relationships with about 500, through the Job Center account representatives. The Job Centers identify and provide higher levels of to high wage employers.
- What level of interaction is there between WDBs and technical colleges? It was noted that the relationships vary and strengthening relationships is a good idea.

Linzmeyer wrapped the conversation noting several key issues: connecting the supply and demand, diversity, meaningful interaction with business leaders and the need for business "champions" on the board, and the importance of regional initiatives to advancing responses to regional skill needs.

B. Jobs With a Future

Kira Dahlk (Director, Jobs with a Future) provided a brief overview of JWF program, highlighting the program's focus on building partnerships/collaboration among public sector institutions and employers and then bring the two together to advance workforce development efforts in the region. This dual infrastructure of institutional and employer-based collaboration leads to tangible results for employers, for workers and for institutions. Pat Schramm (South Central WDB Director) highlighted the key challenges and lessons learned from implementing strategy, among them:

- Must have a financial strategy up front from the WDB and from other institutional partners
- Must apply fundamentals to overall business and align with all resources
- Must make a serious commitment to collaboration and work very hard and long at it
- It is not a short term strategy, but it is worth it -- it leads to real benefits

C. Regional Metrics Initiative

Terry Ludeman provided a brief overview of the Regional Metrics Proposal. . Discussion and questions focused on a range of issues, among them:

- The purpose of the system and how it would be used, including comparisons with other parts of the country (but not competitive within the state)
- Recognition that several regions are starting to work on their own regional metrics and that the state proposal needs to take those efforts into consideration

- Need for broad input, including regional plan commissions
- Suggestions for other/additional metrics (e.g., entrepreneurial measures)
- May not be able to include all metrics desired at state level (difficulty in collection), but need to start at some point of time and consider improvements later.

Action: Linzmeyer entertained a motion to accept the proposal concept and refer it to the Workforce Strategies Committee for further development. Rep. Zepnick moved approval of the motion; it was seconded and passed unanimously.

III. Council 2005 Progress Review and 2006 Priorities

Sue Gleason provided a brief overview of what the CWI has accomplished over the last year and a half and its goals/objectives for the coming year (as defined by the recent *CWI Report to the Governor*). Joel Rogers summarized what it is the CWI is trying to do -- to improve system performance to benefit workers, business, and tax payers and to encourage business to organize into groups and pursue "high end" strategies. The strategy focuses on "how", "sectors" and "system" -- better coordination between economic development and workforce development, industrial clustering, and system change. Rogers noted two groups that are working at the state level to advance communication, collaboration and coordination across state agencies and educational institutions -- the SIT (State Interagency Team), which is comprised of state agencies who participate on the CWI, and a new group, the SAT (System Alignment Team) that includes the Governor's Office, CWI and state agencies and educational institutions (technical college and UW).

Action: Rogers recommended that the CWI focus 2006 efforts on developing a comprehensive set of recommendations related to the above that can be transmitted to the Governor. Representative Zepnick moved to accept the recommendation; John Heyer seconded the motion and it passed unanimously.

IV. Committee Reports

A. **Executive Committee**

Linzmeyer briefly reviewed Executive Committee actions, highlighting the Committee's action to approve funding for a study of dislocated workers and its plans to consider revisions to the CWI's funding process. He noted that he hopes to have a "rich discussion" about how the CWI handles RFPs within the context of revisions to the funding process at the next CWI meeting. Linzmeyer asked chairs of the two subcommittees to report on their activities.

- Medicaid Infrastructure Grant Subcommittee -- Representative Zepnick summarize the strategic planning efforts under taken and referred members to a handout that highlighted the strategic planning process and strategic priorities for the next several years. He noted that he would like to be on the March CWI agenda for a more in-depth discussion of the project.
- Dislocated Worker Subcommittee -- Jim Haney reported that the Subcommittee has distributed approximately \$2.2 million to six grantees since the last meeting. He noted that the subcommittee has distributed nearly all of the approximately \$5.5 million available this year for dislocated worker services, though lay-offs/plant closing are continuing in Wisconsin. He also noted that the Executive Committee approved a proposal recommended by the Subcommittee to study the impact of dislocated worker services on employees laid off from Advanced Transformer in Platteville.

B. **Workforce Strategies Committee**

Barbara Fleisner provided reported on Workforce Strategies Committee activities on behalf on the co-chairs who were not in attendance. She highlighted the Committee's recommendation to endorse the Regional Metrics proposal concept and refer it back to the Strategies Committee for further development. She also reviewed the Committee's action to recommend full Council endorsement of the Wisconsin Technical College's Advance Manufacturing Initiative, with referral back to the Committee to consider potential "next steps".

C. Workforce System Design Committee

Christopher Ruud, new co-chair briefly reported on Committee activities. He highlighted the work the Committee is engaged in related to the Milwaukee region, specifically the UW Milwaukee landscape project, findings of which will be released publicly in February, and the work of the Ad Hoc Committee, which plans to issue its recommendations for Council consideration in March. Ruud also briefly reviewed the Committee's plans to address "dash board" measures for the workforce system and to prioritize action steps related to advancing the Committee's objectives and strategies included in the *CWI Report to the Governor* issued in August.

There being no further business, the meeting was adjourned at approximately 12:00 p.m.