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Governor

Tim Sullivan
Chair



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Council on Workforce Investment

Tuesday, March 4, 2008

Clarion Hotel and Conference Center
5311 South Howell Avenue, Milwaukee
(414) 481-2400

MEETING SCHEDULE

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

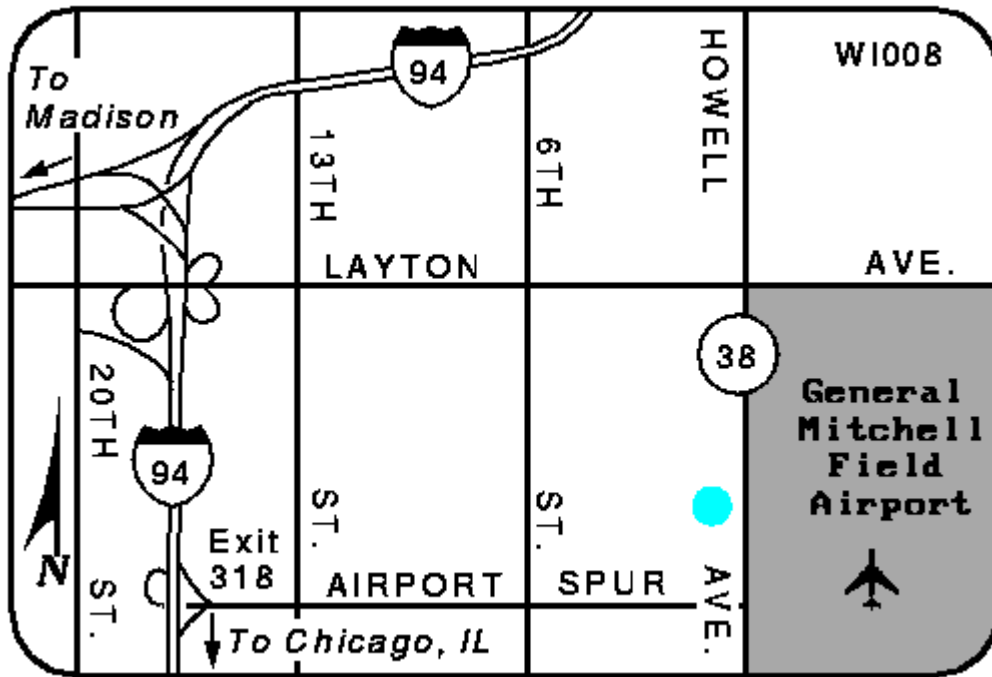
All full Council meeting materials are available on the CWI web-page at
<http://www.wi-cwi.org>

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.state.wi.us.

Map to Clarion Hotel and Conference Center



I-94 to Airport – Exit 318, .5 Miles to Howell Avenue Exit. Turn left on Howell, left again at first set of lights, hotel on right.

COUNCIL ON WORKFORCE INVESTMENT

Tuesday, March 4, 2008

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

CLARION HOTEL AND CONFERENCE CENTER BALLROOM C

5311 South Howell Avenue – Milwaukee, WI
(414) 481-2400

FULL COUNCIL MEETING AGENDA

- I. Call to Order and Minutes of December 11, 2007 Meeting **(Action)**
- II. Opening Remarks
 - Tim Sullivan, Chair
- III. A. Presentation on Governor Doyle's new GROW Wisconsin Plan
 - Roberta Gassman, DWD Secretary

B. Report on Workforce Innovation Regional Economic Development (WIRED)

 - Mike Mortell, Coordinator, WIRED
 - Pat Schramm, Executive Director, South Central Wisconsin Workforce Development Area
 - Dr. Robert Borremans, Southwest Wisconsin Workforce Development Board and CWI member
- IV. Update on Milwaukee Area Workforce Investment Board
 - Don Sykes, President
- V. Executive Director's Report
 - Ron Danowski, DWD DET Administrator
 - Summary CWI Feedback on Job Center Redesign & Employer Services Teams
 - Workforce Investment Act Waiver Requests
- VI. Adjourn

COUNCIL ON WORKFORCE INVESTMENT

(Draft Pending Approval)

MEETING MINUTES

December 11, 2007

Madison

- Members Present:** Tim Sullivan (Chair), Joel Rogers (Vice Chair), Ron Danowski (CWI Executive Director), Colleen Bates, Robert Borremans, Deborah Mahaffey (for Libby Burmaster), Thomas Burse, William Chaudoir, Dan Clancy, Jewel Currie, Jack Fischer, Barbara Fleisner, Lisa Patrick (for Matthew Frank), Johanna Richard (for Roberta Gassman), John Metcalf (for Jim Haney), Dianne Jenkins (for Kevin Hayden), John Heyer, James Hill, Debra Malewicki, Phil Neuenfeldt, Kent Olson, Donald Rouse, Christopher Ruud, Andrew Schuster (for John Scocos), Dean Welch, Joan Wilk, Josh Zepnick.
- Members Absent:** Daniel Andrist, Lyle Balistreri, Spencer Coggs, Kathleen Dregler, Susan Hatch, Tina Koehn, Joe Leibham, Lee Rasch, Mark Reihl, Julia Taylor.
- CWI Staff Present:** Gary Denis, Pamela O'Brien, Amy Phillips.
- Others Present:** Neil Romano; Lisa Mills, John Reiser, Jacqueline Wells (DHFS); Charlene Dwyer, Leslie Miokin, Linda Preysz, Dianne Reynolds (DWD); Teresa Barch (WAJTE); Jerry Hanowski (WW WDA); Pat Schramm (SC WDA); Jayson Chung (WTC System Office); Carolyn Pechan, (Smooth Transitions, LLC); Jackie Wenkman (Pathways to Independence); Dick Best (WCW WDA); Mari Kay-Nabozny (NW WDA).

Key Issues/Discussion

I. - II. Call to Order, Minutes

Due to the inclement weather, Mr. Rogers chaired the meeting with Mr. Sullivan participating via conference call. Ms. Bates moved, seconded by Mr. Currie, to approve the minutes of July 10, 2007. The motion was unanimously approved.

III. Presentation: Employing People with Disabilities

State Representative Josh Zepnick, Chair of the Medicaid Infrastructure Grant Subcommittee of the CWI, summarized Wisconsin's Medicaid services efforts to maximize employment for persons with disabilities in integrated and competitive jobs while improving those workers's healthcare and other work-related supports. State Representative Zepnick introduced Mr. Neil Romano as a national leader on enhancing the business-employee environment for people with disabilities, and further stated that Mr. Romano currently serves as an advisor to the Association for People in Supported Employment, and the United States Business Leadership Networks, as well as being appointed to serve as a member of the President's Committee for People with Intellectual Disabilities in 2006. Mr. Romano's presentation included major themes related to the opportunities for people with disabilities in employment; why those opportunities are good business practices such as diversity resulting in innovations; and, suggesting attitudinal shifts that have businesses be the engine for social changes.

Following Mr. Romano's presentation, Council members asked a number of questions, and emphasized the importance of having one resource at their finger-tips to go to for assisting small businesses.

- IV. Presentation on the Platteville Advance Transformer Dislocated Worker Study was taken off of the agenda due to the inclement weather.

- V. Executive Director's Report

Mr. Danowski highlighted the CWI draft work plan and schedule for 2008 that was included in the meeting packet, and requested that members pencil in those dates. He noted that the work plan reflected the minimal federal requirements for CWI activities, and that new topics and issue areas would be added. Ms. Fleisner moved, seconded by Ms. Wilk, to adopt the work plan with the motion unanimously passed.

Mr. Danowski summarized the status of the Innovation grants, Manufacturing Skills Certification, and Grow II activities from the materials provided in the meeting packet. CWI members had questions about the Department of Labor's Workforce Innovation in Regional Economic Development grants. They expressed concerns about the lack of statewide coordination of these various grant activities, statewide funding equitability as well as what organizations are or not involved in the regional workforce efforts. Members wanted to be notified when there are planning meetings in their respective areas related to these activities, and also expressed a desire to provide guidance to the Governor on the direction and accountability for these projects.

There was consensus that the patch work of current workforce grant activities needed to be connected statewide among common regional areas, and recognizing sub-areas, with economic, educational and government systems. In addition, members agreed that there is role for them and the Workforce Development Board Executive Directors in reconfiguring boundaries, examining the business services needed and other related aspects for a statewide workforce redesign.

Mr. Burse moved, seconded by Ms. Fleisner, that at the next Council meeting, the Executive Director provide information on accountability and communication improvements related to the Southeast and Southwest and Southcentral GROW and WIRED activities, and to capture measurable outcomes to monitor statewide WIRED efforts. At the suggestion of Mr. Currie, a friendly amendment was accepted as part of the motion, to also receive an update on the transition from the Private Industry Council, Inc. to the Milwaukee Area Workforce Investment Board. The motion unanimously passed.

- VI. Executive Committee: Dislocated Worker Committee

Mr. Neuenfeldt summarized the Dislocated Worker report that was included in the meeting packet. He highlighted the pending National Emergency Grant to help address the massive impact of the Delphi Oak Creek facilities closure, and noted that, in general, the requirements and strings attached to federally funded grants impedes the flexibility that CWI members would like to have.

- VII. Discussion of Job Center Redesign Regional Employer Services Teams (See Transforming Wisconsin's Workforce System Power Point)

Mr. Danowski summarized the current job center system, what has changed since that inception, and presented DWD's vision for the future to kick-off a discussion by the CWI. Council members wanted to know if the Workforce Development Area Executive Directors were going to be involved in shaping the redesign particularly changing to seven regions, and if the Regional Account Representatives

would be new or existing staff. Mr. Danowski responded that he would be talking with the Directors and other stakeholders, and that a whole new business model would involve both existing and new staff. The following comments summarize the CWI member's feedback on a workforce redesign:

- Incorporate the concepts and changes within the current one-stop structure to see how it all ties into an improved coordinated system.
- The proposal does not show who is in need- - who are the people needing services? A redesign needs to look at the demographics of who is being served and the customer's needs.
- There needs to be an understanding of how employers are looking for employees/new hires. A redesign based on what employer's have been asking for would be a paradigm shift from the current system, but necessary to address business needs.
- Businesses are not going to the Job Centers as a resource- - let's address why.
- A revised system needs to be responsive to both the needs of the job seeker and the needs of the employer - - improve that alignment.
- It may be easier to serve employers via a regional approach than job seekers.
- The proposed vision for employers is necessary to focus on pertinent training and matching funding.
- Make it as simple as possible for employers with one contact to meet business needs.
- Businesses have to have access to technology and communicate directly with the job seekers.
- There must be better matches for employer's employment needs and qualified job seekers, with a process designed as simple as possible.
- Not in favor of closing job centers- - Job seekers still need a physical place (bricks and mortar) to go to for one-on-one services. It is important to have a physical location for services in rural areas.
- Expansion of virtual job centers needs to be driven by both business and students, and utilized libraries and technical colleges to provide more services with less funding.
- The system must be customer focused - - job seekers get a very small picture of what is available for them.
- Job Center staff are best as facilitators of services, a way for employers to look for new hires.
- Incumbent workers need assistance and be equally served as customers.
- There needs to be an improved alignment with the educational systems, and career pathways need to be part of a service delivery model - - people go directly to the technical colleges.
- Job centers should be part of an overall system with consistency while recognizing mini-area's unique needs.
- GROW regions should have recognized sub-regions.

The second question, "What does Wisconsin need to establish relationships with employers?" will be emailed for CWI member feedback.

The meeting was adjourned at 12:00 p.m.

Attachments/Handouts/Webconnections:

Workforce Investment Act, 2006 Annual Report

Workforce Information Core Products and Services Grant, 2006 Annual Report

Platteville Advance Transformer Dislocated Worker Study

"Transforming Wisconsin's Workforce System" Power Point

"An Opportunity Budget for Wisconsin's Hardworking Families"

South Central – Southwest Wisconsin

The WIRED Initiative

A Department of Labor Funded Initiative to Support Regional Talent Development

Transformation Process

WIRED Wisconsin – South Central/Southwest (SCSW) will develop the infrastructure and investment to support a sustainable talent development strategy for the region that will assure a skilled workforce aligned with the 12 county region’s high-growth and emerging industries. The WIRED efforts will:

- Engage broad-based leadership caucus and sector teams
- Design Career Pathway talent development platform
- Align the workforce and educational systems for delivery.

The members of the partnership, by virtue of their positions, are empowered to drive the strategies developed within the *WIRED Initiative*. See Attachment 1 for leadership roster.

HOW WILL WE KNOW THAT WE HAVE TRANSFORMED THE REGION?

- This region will move from parallel and complementary economic development and workforce development initiatives to a highly aligned, integrated and leveraged economic and workforce development strategy.
- The workforce system will have fully adopted Career Pathways platforms as the primary means of serving the dislocated, low income and emerging young worker populations.

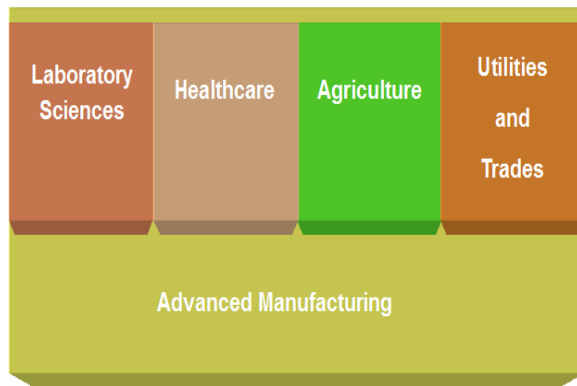
KEY STRATEGIES TO SUPPORT THE WIRED TRANSFORMATIONAL PROCESS

1. Develop modular/career pathway based industry-driven training to support high-growth and emerging sectors.

The career pathway is a new way of organizing a postsecondary program as a sequence of modules that leads the learner in steps toward a degree or technical diploma. Each step increases skills and improves the learner’s career and earning opportunities. Industry sectors that are appropriate for pathway development are those that need skilled workers and add economic value to the region. To support low-income workers in career pathway learning, employers, workforce development agencies, educational institutions, and other community organizations actively collaborate to provide training resources and wrap-around support services to the learner as well as reinforce the value of continuing along the pathway. “Bridge” programs help adults with basic education needs make the transition to postsecondary learning. Position incumbent workers to continue their skill development and benefit from employer sponsored tuition reimbursement programs.

Career Pathways will be developed in the Targeted sectors shown below.

Targeted Sectors:



SCSW region has identified Laboratory Sciences, Agriculture and Utilities/Trades as emerging targeted sectors. The Healthcare and Advanced Manufacturing sectors are mature sectors in which significant employer engagement has been guiding earlier work. Skills associated with the Advanced Manufacturing sector have application across all other selected sectors.

Career Pathways will be designed for all of the sectors listed above. Within the three emerging targeted sectors listed below, SCSW will organize and launch new degree and certificate programs:

- Sustainable and Entrepreneurial Agriculture.
- Laboratory Sciences
- Utility Worker

2. Develop robust and regional infrastructure to support talent development.

Strengthen the One Stop workforce development system structure and technical colleges training capacity in order to support industry's needs through the development and implementation of new technology-driven service solutions.

A. *Expand technical facilities and training tools through shared technology-based facilities for Health Care and Advanced Manufacturing.*

WIRED will build capacity within the four participating technical colleges through the establishment of technology-based training facilities and mobile trainers for health care workers and manufacturing workers. The technology-based training will increase clinical training capacity in Healthcare through the use of simulators, lab technicians and faculty. In manufacturing, establishment of a robotics training center and acquisition of mobile industrial trainers will expand the level and reach of training to support automation and technology based advanced manufacturing.

B. *Expand distance learning capacity including networked "Skill Centers" at One Stops.*

In collaboration with the Educational Communication Board, University of Wisconsin Extension and technical colleges, the One-Stops will combine the technologies of compressed video, internet protocol and integrated Data Casting to transmit both live instruction and educational materials in the form of video, audio, graphics and text. These instructional platforms will enable the system to engage learner throughout the region more efficiently. Data casting also provides the ability to download, store and deliver instruction at a later date or time. The One-Stops and technical colleges will be able to package training into workshop or series formats that can be broadcast throughout the region.

- C. *Expand technology-driven services: compressed interactive video, data casting and Internet-based delivery through a “Virtual Job Center” model. This strategy increases access to services, particularly in the rural areas of the SCSW region and adds functionality to web-based services.*

Enhanced One-Stop websites with increased functionality are accessible from anywhere there is internet access – (participants’ personal/home computer as well as through local Job Center locations, libraries or local chambers of commerce). Job seekers will use the website as they currently use the physical Job Center to obtain help and information about local job opportunities, training programs and job seeker services. The Virtual Job Center model will serve as a portal to a comprehensive variety of core services provided by Job Center partners such as Job Service, Unemployment Insurance and Food Stamps. Increased functionality includes instant messaging capability along with a “call center,” staffed by Job Center partners, to provide access for participants to obtain needed information without having to travel to a Job Center site. The Virtual Job Center will also be linked to the region’s distance learning capability.

3. Establish cross-industry strategies to develop skills for emerging, under-prepared and incumbent workers.

- A. *Sector Academies - Create job learning-networking opportunities for industry and economic and workforce development partners, K-12 & technical college educators, parents and students*

Employer partners have indicated that one of the key problems to talent development is lack of understanding of the opportunities for employment and advancement in the targeted industries. By creating cross-disciplinary learning focusing on the industries, WIRED SCSW will maximize and focus the region’s resources to effectively support economic growth.

- B. *Develop Skill Centers that focus on applied basic skills and foundational industry skills with English Language Learner (ELL) and bilingual curriculum features.*

Skill Centers will serve the dual function of providing support to persons participating in sector-based training and foundational support to the under-prepared and emerging worker. The Skill Centers will be based in One Stops and will transform the current One Stop Adult Basic Education Platform currently supported by the region’s Technical Colleges and Literacy Councils into a Skill Center platform. Skill Centers will serve as both a portal to the post-secondary education system and a mechanism to provide foundational industry instruction for under-prepared workers who enter a community-based site to make a smooth transition into a company-based training after hire. Skill Centers will be connected by the Distance Learning platform which will enable the system to optimize the expertise of the staff throughout the region and provide high quality service to our rural communities.

- C. *Develop industry-based internships within targeted sectors*

For many under-prepared and underemployed workers, traditional educational settings are not effective ways for them to gain workplace skills. The United Way of Dane County Delegation on Disconnected Young Adults will collaborate on this effort to integrate industry based internships within the sector-based career pathway training strategies.

D. *Launch Young Adult Career Pathway Academies*

Young Adult Career Pathway Academies will be managed by the regional School-to-Work Consortium in collaboration with the Workforce Development Boards’ Youth Councils and Technical Colleges Tech Prep Consortium. Initial academy engagement will start with 10th grade students within the region. The goal for each student will be to develop a “Career Pathway Plan of Study” identifying courses that student will need in order to reach their post-education employment goal. Career plans will be created using materials already developed by Wisconsin’s Career Clusters Initiative. Students accepted in to the academy would begin contextual learning and workplace learning opportunities in their junior year and continue through the senior year.

Summary of WIRED Transformational Strategies	
Develop modular/career pathway based industry-driven training to support high-growth and emerging sectors.	<p><i>Target Sectors:</i></p> <ul style="list-style-type: none"> ▪ <i>Advanced manufacturing</i> ▪ <i>Skilled Trades</i> ▪ <i>Utilities</i> ▪ <i>Health Care</i> ▪ <i>Biotechnology</i> ▪ <i>Agriculture</i>
Develop robust and regional infrastructure to support talent development.	<ul style="list-style-type: none"> a. <i>Expand technical facilities and training tools through shared technology-based facilities for Health Care and Advanced Manufacturing.</i> b. <i>Expand distance learning capacity including networked “Skill Centers” at One Stops.</i> c. <i>Expand technology-driven services: compressed interactive video, data casting and Internet-based delivery through a “Virtual Job Center” model. This strategy increases access to services, particularly in the rural areas of the SCSW region and adds functionality to web-based services.</i>
Establish cross-industry strategies to develop skills for emerging, under-prepared and incumbent workers	<ul style="list-style-type: none"> a. <i>Sector Academies - Create job learning-networking opportunities for industry and economic and workforce development partners, K-12 & technical college educators, parents and students</i> b. <i>Develop Workplace Skill Centers that focus on applied basic skills and foundational industry skills with English Language Learner (ELL) and bilingual curriculum features.</i> c. <i>Develop industry-based internships within targeted sectors</i> d. <i>Launch Young Adult Career Pathway Academies</i>

Agenda Item III. A.

Governor Doyle's Grow Wisconsin: Accelerate - Innovate, Next Steps Plan

<http://www.wisgov.state.wi.us/docview.asp?docid=12933>

Governor Doyle's State of the State Address

http://www.wisgov.state.wi.us/journal_media_detail.asp?locid=19&prid=3122

Agenda Item III. B.

South Central – Southwest WI WIRED Regional Implementation Plan

<http://www.wdbscw.org/index.asp?menuID=170&firstlevelmenuID=141&siteID=1>

Southeastern Wisconsin – WIRED Implementation Plan with USDOL/ETA Office contact and Region Information

http://www.doleta.gov/wired/regions/2g_Southeastern_Wisconsin.cfm