

**Jim Doyle**  
Governor

**Tim Sullivan**  
Chair



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# Council on Workforce Investment

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## Friday, December 18, 2009

**Holiday Inn Madison at The American Center**  
**5109 West Terrace Drive, Madison**  
**Florida Southern Ballroom**  
**(608) 216-7502**

### MEETING SCHEDULE

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*Coffee will be available 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).*

## ***Directions to Holiday Inn Madison at The American Center***

### **Madison Area Directions**

- 151 N toward Sun Prairie
- Merge onto American Parkway Exit 98B
- Left on East Park Blvd
- Left on W Terrace

### **Milwaukee Area Directions**

- I-94 W toward Madison
- US-151 N (Exit 135B) toward Sun Prairie
- Merge onto American Parkway (Exit 98B)
- Left on East Park Blvd
- Left W Terrace.

# COUNCIL ON WORKFORCE INVESTMENT

**Friday, December 18, 2009**

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

**Holiday Inn Madison at The American Center**

**5109 West Terrace Drive**

**Madison**

**(608) 216-7502**

## **FULL COUNCIL MEETING AGENDA**

- I. Call to Order and Minutes of September 11, 2009 Meeting **(Action)**
- II. American Recovery and Reinvestment Act Activities: Summer Youth Panel **(Action)**
  - Panel presentation on outcomes of the American Recovery and Reinvestment Act on Wisconsin's '09 youth and young adult summer employment program. Panel will include young people who participated in the program, their employers and leaders from Wisconsin's regional workforce development boards.
- III. Executive Committee Report
  - a. Dislocated Worker Report
  - b. Medicaid Infrastructure Grant Subcommittee Report (Attachment)
  - c. Sub-committee Structure (Attachment)
- IV. Initiatives Updates:
  1. Sector Strategy Presentation
  2. Regional Industry Skills Education Presentation
- V. Executive Director's Report
- VI. Adjourn

## COUNCIL ON WORKFORCE INVESTMENT

### MEETING MINUTES (Draft for CWI Approval) September 11, 2009 Milwaukee

- Members Present:** Tim Sullivan (Chair), Ron Danowski (Executive Director), Coleen Bates, Thomas Brien, Cheryl Welch for Robert Borremans, Deborah Mahaffey for Tony Evers, Thomas Burse, Sharon Canter, William Chaudoir, Kathleen Cullen for Dan Clancy, Kelly Lucas for Kathryn Dunn, Barbara Fleisner, Roberta Gassman, Tina Koehn, Jim Haney, John Heyer, Kim Kindschi, James Hill, Gayle Kugler, Rande Daykin for Lee Rasch, Don Rouse, Christopher Ruud, Henry Sanders Jr., Jeffrey Steren, Mark Thomas for Karen Timberlake, Karin Wells for Rolf Wegenke, Dean Welch, Joan Wilk, .
- Members Absent:** Daniel Andrist, Lyle Balistreri, Reggie Bicha, Spencer Coggs, Jewel Currie, Kathleen Drengler, Susan Hatch, Joe Leibham, Richard Leinenkugel, Don Madelung, Phil Neuenfeldt, Kent Olson, Rick Raemisch, Mark Reihl, Joel Rogers, John Scocos, Julia Taylor, David Vierthaler, Josh Zepnick.
- CWI Staff Present:** Gary Denis, Pamela O'Brien, Amy Phillips.
- Others Present:** Jennifer Riggerbach, Community Foundation of Greater South Wood County; Charlene Dwyer, Linda Preysz, Dianne Reynolds, JoAnna Richard, Brian Solomon, Randy Sommerfeld, Christina Thole, Laura Wierzbicki, Department of Workforce Development; Angela Cummings, WAJTE; Don Sykes, MAWIB; John Milisaukas, SEWIWDA; Jerry Hanoski, Western WDB; Barbara Stephens, Bucyrus.

#### 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 12, 2009

Chair Tim Sullivan called the meeting to order at 10:00 a.m., and welcomed new members. The minutes of the June 12, 2009 meeting were unanimously approved.

#### Item II. Executive Committee Report

The Chair summarized the discussion from the August 19, 2009 Executive Committee meeting. Mr. Sullivan relayed that he received several requests by members for more engagement in developing and steering projects. He agreed that there needs to be more active involvement of the Council on the allocation of funds and monitoring results. The Chair proposed three subcommittees that would provide oversight and direct the sector initiatives in the areas of: (a) advanced manufacturing, (b) health care, (c) energy, and another subcommittee on performance and outcomes to review quarterly performance data, make recommendations for continuous improvement, corrective action, and/or redistribution of funds.

Input from the members included the need:

- a. to be able to make funding decisions and then track what is happening with those funds throughout the state,
- b. for construction as another key sector,
- c. to design a tracking/mapping system for the subcommittees on the funding and activities in the field, and
- d. to consider an assessment tool like the National Career Model for accountability.

The Chair concurred, and emphasized that the Workforce Development Boards are the quarterback of the dynamics juggling all of the workforce efforts. Mr. Danowski noted that construction may be accommodated in the regional grants if that area considered it a sector priority.

- a. Mr. Haney noted the dislocated worker activity from the report that was included in the meeting packet with updated figures from this calendar year through August: A total of 197 mass lay-off events of business closures affecting 14,401 workers. Due to the new raft of requests to assist dislocated workers, the Subcommittee is meeting again on September 24, 2009. Mr. Brien stated that when he was first appointed to the Council he had no idea that he would be part of these statistics. He expressed appreciation for the efforts of the Department of Workforce Development to assist people in Rock County during the initial down-turn of General Motors, but now there are waiting lists for assistance and training.
- b. The Chair thanked Mr. Steren for agreeing to serve as Chair of the CWI Medicaid Infrastructure Subcommittee. Mr. Steren noted the summary report that was included in the meeting packet, and highlighted 3 areas of focus for the reconstituted subcommittee: Provide advice, guidance and recommendations on the Medicaid Grant activities, the Managed Care and Employment Task Force Report and the various department's employment and training initiatives, programs and policies.
- c. Secretary Gassman reflected on the 9/11 tragedy. She stressed that while the Governor is not seeking re-election, he will continue to pursue the workforce priorities recommended by the Council. Secretary Gassman provided a power point on American Recovery and Reinvestment Act Update and the Energy Sector Training Grant Opportunity: [http://www.wi-cwi.org/powerpoint/cwi\\_present\\_energy\\_training\\_grant\\_arraupdate091109.ppt](http://www.wi-cwi.org/powerpoint/cwi_present_energy_training_grant_arraupdate091109.ppt)

#### Item III. American Recovery and Reinvestment Act (ARRA) Update

Ms. Richard provided a power point on ARRA:

[http://www.wi-cwi.org/powerpoint/cwi\\_present\\_arra\\_upadate091109.ppt](http://www.wi-cwi.org/powerpoint/cwi_present_arra_upadate091109.ppt)

She complimented the Workforce Development Boards' efforts on the Summer Youth Program that exceeded initial participant target levels. There was concern about the large number of referrals for Workforce Investment Act funds when that funding source is tight, and the need more efficiencies in the Trade Adjustment Act program for expediting re-hiring of Dislocated Workers.

#### Item IV. Reemployment Services and National Career Readiness Certificate

Mr. Solomon provided a power point on Wisconsin Job Service and the National Career Readiness Certificate:

[http://www.wi-cwi.org/powerpoint/cwi\\_present\\_national\\_readiness\\_certificate091109.ppt](http://www.wi-cwi.org/powerpoint/cwi_present_national_readiness_certificate091109.ppt)

Mr. Solomon noted that there is no cost for accessing the pre-test system and \$5.00 per person per test funded by ARRA with the participants able to take the test twice. He circulated a two-page handout on the process that is provided to participants referred to the assessment path. He also indicated that the skill sets are specifically correlated with job duties in a variety of

industries that serves as a work readiness tool. Discussion followed with the following points and questions:

- Northcentral Wisconsin Workforce Board has had WorkKeys with tangible benefits for participants and employers;
- Employers need to understand how this can benefit them without expending a lot of time or cost;
- Outreach to employers needs to be part of the One-Stop/Job Center marketing;
- What support, resources and referrals are being provided for people who cannot self-practice, or fail the second exam?; and
- For computer space and access, suggestions included after hours in the public schools

Item V. Executive Director's Report

Mr. Danowski noted the summary reports included in the meeting packet on the Emerging Industry Skills Partnership Grants, Opportunity Grants, Manufacturing Skills Standards Certification Grants and the Regional Sector Strategies Grant Awards. He also provided an update on the Workforce Investment Act and Waiver Plans, and indicated the Department of Labor will be providing a formal response within the next two weeks.

The meeting adjourned at Noon.

Item II.

Draft Resolution  
Council on Workforce Investment  
December 18, 2009

Whereas, the American Recovery and Reinvestment Act required that Workforce Development Boards offer summer youth employment opportunities as part of the menu of services to youth in 2009;

Whereas, over 4,000 youth received summer employment and work readiness training in the program that provided unique experiences for youth, and paves the way for expanding career choices;

Where as the youth participating in the program earned over \$4.4 Million in wages over the summer;

Whereas, nearly 700 youth were exposed to employment opportunities in “green Jobs” of the future;

Whereas, 1,200 employers in Wisconsin were engaged and benefited from the program;

Whereas, 89% of the youth served successfully completed the program;

Whereas, 91% of the youth served achieved work readiness credentials.

Now, therefore, be it resolved, that the Governor's Council on Workforce Investment strongly endorses dedicated funding for a Summer Youth Employment Program either in the Workforce Investment Act Reauthorization or in separate legislation to ensure the continuation of work readiness, employer engagement, positive quality work experiences for Wisconsin's youth.

Item III.b.

**Medicaid Infrastructure Grant Subcommittee**

The Medicaid Infrastructure Grant Subcommittee met on November 5, 2009, and endorsed two recommendations:

1. **Requesting that a highlight of the media campaign be an agenda item for the March 2010 CWI meeting.** At November's meeting, Melissa Turner, National Consortium for Health Systems Development, highlighted the national MIG media campaign. This is a national effort directed toward employers linking them to state programs serving people with disabilities interested in jobs in their communities. All 42 states that have MIG are being asked to contribute toward this effort. Holding the nation's largest grant, Wisconsin is contributing significantly to this effort. The Department of Health Services will refine the marketing suitable to the state's needs, and the Subcommittee will continue to have an opportunity to provide input into the campaign before it is launched in February 2010.
2. **Supporting the application of a Medicaid policy for Family Care that prevocational services be preparatory to the preferred outcome of integrated employment in a community setting, and that the Department of Health Services efforts in advancing this policy respect and value the historical and future roles of work centers in implementing and applying this policy.** As part of the five-year federal waiver request for Wisconsin to continue the Family Care program, a recommendation from the Managed Care and Employment Task Force was framed in a revised definition of "prevocational services." There was discussion on the need to expand the opportunities for employment for people with disabilities in the Family Care program while at the same time recognizing that prevocational training/sheltered work/work centers may be appropriate for individuals on a case-by-case basis.

The MIG Subcommittee also:

- ✓ Discussed the MIG Strategic Plan Dashboard Report that provided a snapshot on the progress of the 80-plus initiatives; Were informed that a MIG application was submitted for new funds in 2010; Large scale projects for the upcoming year include the (a) Paths to Employment Resource Center that will provide training and technical assistance as well hardware and software throughout the state and, (b) youth transition projects to develop natural supports, leadership skills and benefits information.
- ✓ Discussed the status of the work plan activities implementing the Managed Care and Employment Task Force recommendations; The projects are primarily conducted at the community level with local stakeholders to address the ultimate goal of the Task Force: To optimize community-based, integrated and competitive employment for persons with disabilities by leveraging the resources with systemic changes of the Medicaid funded long-term care system with resources from the workforce and vocational rehabilitation systems.
- ✓ Received a summary of current discussions with representatives from the Employment and Training Administration and the Office of Disability and Employment Policy on the Workforce Investment Act Reauthorization; This will be a future Subcommittee discussion with guidance to the CWI.

The next meeting is scheduled for February 4, 2010.

Item III.c.

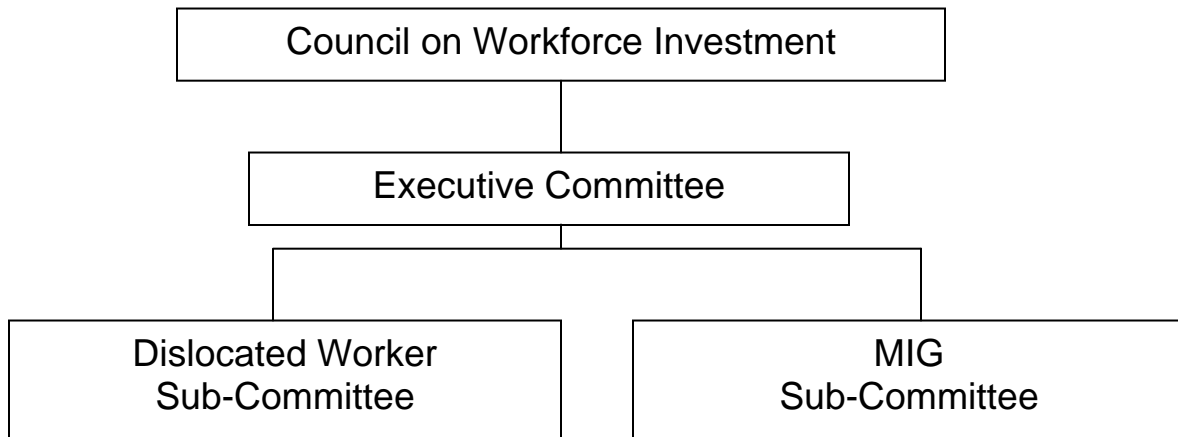
**Staff Proposal for  
CWI Subcommittee Structure**

At the CWI Executive Committee meetings on August 19, and October 16 2009 a discussion focused on the establishment of additional subcommittees of the CWI to align and support the Sector Strategies Initiative. The discussion focused on a means to engage the CWI in the funding and performance accountability of Wisconsin's overall WIA system including activities conducted under the sector strategies initiative and funding and performance of workforce program recommendations made by the Council in 2008 that were addressed by Governor Doyle in the 2009 workforce plan.

The following proposal clarifies the changes recommended by the Executive Committee.

**Current Committee Structure**

The current CWI structure consists of one standing committee and two sub-committees:



**Dislocated Worker Subcommittee:**

**Responsibilities:** The Dislocated worker subcommittee is required under state administrative rules. Its purpose is to review applications for dislocated worker funding and make recommendations on funding to the department Secretary who has the final decision making responsibility.

**Membership:** co-chairs Phil Nuenfeldt (AFL-CIO) and Jim Haney (WMC; five CWI members including Jo Anna Richard (designate DWD), Jayson Chung (designate WTCS), Joe Leibham (Senate), Mark Reihl (Carpenters Union), Colleen Bates (local elected official).

**Staffing:** Annette Nekloa, DWD's Bureau of Workforce Training.

Medicaid Infrastructure Grant Subcommittee:

**Responsibilities:** The Council on Workforce Investment Medicaid Infrastructure Grant Subcommittee (CWI-MIG) advises the Department of Health Services (DHS) on the implementation of the State’s Medicaid Infrastructure Grant (MIG). The committee also monitors the implementation of the recommendations of the Managed Care and Employment Task Force (MCETF).

**Membership:** The committee has 21 members, with two CWI members; Josh Zepnik (Assembly) Chair of the MIG and Jeff Steran (Steran Management Co).

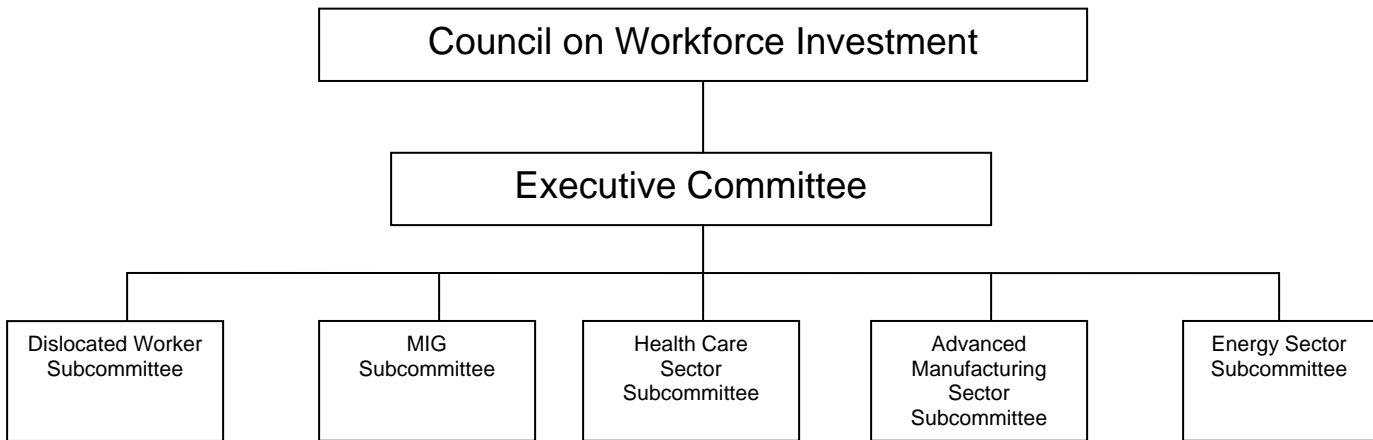
**Staffing:** DHS provides staffing to the MIG and Pamela O’Brien is the DWD liaison to the subcommittee.

**Proposed Committee Structure**

The proposed CWI committee structure would keep the current CWI Executive Committee and the two subcommittees of Dislocated Worker and MIG and form three additional state level industry sector subcommittees; one each for energy, advanced manufacturing and health care.

Rationale for new subcommittee structure;

- To support the three priority sector areas of the Wisconsin Sector Strategies Initiative,
- To avoid duplication and ensure coordination with existing policy bodies and advisory groups who provide input to DWD on industry needs.
- To allow the CWI Executive Committee to provide performance oversight of the subcommittees and a consistent process of monitoring WDBs performance.



The Executive Committee will assume responsibility for oversight of WIA performance and utilization of funds. No new sub-committee will be established.

**Responsibilities:** The responsibilities in this area will include:

- Review of performance on WIA local program spending and performance standards.

- Review of spending and performance outcomes for the Governor’s Workforce Initiatives projects including, Emerging Industry Skills Partnerships, Manufacturing Skills Standards Certification and Opportunity Grants.
- Make recommendations to DWD on corrective actions as necessary.

Industry Sector Subcommittees:

**Responsibilities:** The primary roles of the three new industry sector subcommittees include:

- Define the Industry Partnerships at the state level based on a labor-market analysis; develop goals, a work plan, and target outcomes based on a clear identification of workforce challenges.
- Establish a mechanism to identify and track measurable goals.
- Develop a vision and plan for identifying and sustaining an industry sector leadership framework in the in the state over time, leverage financial resources and in-kind support to carry out the sector strategies, and promote ongoing communication between employers, workers, training provides, and service agencies.
- Anticipate and work to close industry skill gaps, develop and implement workforce training and development initiatives to improve the State’s industry competitiveness and address common workforce challenges.
- Focus on developing and promoting middle skill jobs within the targeted industry sector, develop career pathways to allow employees to advance within the industry, develop or apply industry credentials, address the needs of special populations (low-income populations or those with barriers to employment), and assist educational and training institutions in aligning curriculum and programs to meet industry demands.
- Review performance/provide oversight of the Industry Sector Partnership grants and involvement in ranking proposals for funding.

**Membership for Health Care Sector Subcommittee:** Secretary Gassman, chair and Rolf Wegenke (WAICU), both CWI member, other members of CWI and members of the Select Committee on Healthcare Workforce Development. Attachment A identifies the current membership of the Select Committee.

**Membership for Energy Sector Subcommittee:** State Energy Sector Partnership (SESP) grant Leadership Team and members of CWI. The State Energy Sector Partnership Leadership Team is chaired by Judy Ziewacz of the Office on Energy Independence. The group currently has 24 members; six are members of the CWI. Membership includes business, labor, and state agencies, the UW, local WDBs and the Public Service Commission. Attachment B lists the membership of the SESP Leadership Team.

**Membership for Advanced Manufacturing.** Existing CWI members will be solicited for interest. In addition, representatives from Wisconsin Manufacturing Extension Partnership, organized labor and other stakeholders in the manufacturing industry will be recruited.

**Staffing:** The Secretary’s Office Policy Advisor for Industry Sector Partnerships and RISE Policy Advisor, with staff support and assistance from the Bureau of Workforce Training, will provide staffing for all three sector strategy subcommittees.

Attachment A

Select Committee on Health Care Workforce Membership

<p>Roberta Gassman, Chair Secretary, DWD</p> <p>Kris Andrews, Director Federal Relations University of Wisconsin System</p> <p>Janice Atkinson Department of Public Instruction</p> <p>Stephanie Bloomingdale, Director Public Policy WI Fed. of Nurses &amp; Health Professionals</p> <p>Fredi-Ellen Bove, Deputy Administrator Department of Health &amp; Family Services</p> <p>Kathleen Cullen, Vice-President Wisconsin Technical College</p> <p>Sally Cutler, Director North Central WI Workforce Development Board</p> <p>Gina Dennik-Champion, Ex. Director Wisconsin Nurses Association</p> <p>Laura Dresser, Research Director Center on Wisconsin Strategy</p> <p>Celia M. Jackson, Secretary Department of Regulation &amp; Licensing</p> <p>Russell King, President Wisconsin Homecare Organization</p> <p>Kathy Loppnow, RN, MSN, Director Health Occupations Education Wisconsin Technical College</p> <p>Sally Lundeen, Dean UW-Milwaukee, Nursing School</p> <p>Katharyn May, Dean University of Wisconsin Nursing School</p>	<p>Paul Nelson, Vice President for Public Policy WI Assoc. of Independent Colleges &amp; Universities (WAICU)</p> <p>Candice Owley, President WI Fed. of Nursing &amp; Health Professionals</p> <p>Dian Palmer, President SEIU District 1199W/UP</p> <p>Tom Ryan, Bureau Director Department of Regulation &amp; Licensing</p> <p>John Sauer, Executive Director WI Assn. of Homes &amp; Services for the Aging</p> <p>Judeen Schulte, Chairperson Division of Nursing, Alverno College</p> <p>Tim Size, Executive Director Rural Wisconsin Health Cooperative</p> <p>Nancy Sugden, Director WI Area Health Education Centers</p> <p>Norma Tirado, President WI Society of Health Care Human Resources Professionals</p> <p>Yer Vang, Executive Assistant Office of State Employment Relations</p> <p>Judy Warmuth, Vice President Workforce Development Wisconsin Hospital Association</p> <p>Rolf Wegenke, President WI Assoc. of Independent Colleges and Universities (WAICU)</p> <p>Jackie Wells WI Long Term Care Alliance Director of Training and Workforce</p>
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<p>Clinical Science Center</p> <p>Nancy McKenney, Director Department of Health Services</p> <p>Tom Moore, Executive Director Wisconsin Health Care Association</p> <p>Nancy Nankivil, Senior Vice President Quality &amp; Efficiency Wisconsin Medical Society</p>	<p>Development, MCFI</p> <p>Paul Wertsch, Immediate Past President Wisconsin Medical Society</p> <p>Dr. Mary Zwygart-Stauffacher, Interim Dean UW Eau Claire College of Nursing &amp; Health Sciences</p>
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Attachment B

SESP Leadership Team

Marge Anderson, Associate Director Energy Center of Wisconsin	Walter Kunicki, Senior Vice President Wisconsin Energy Company
Lyle Balistreri, President Milwaukee Building & Construction Trades Council and Chairman of Wisconsin State AFL-CIO	Kathy Kuntz, Director of Energy Programs Wisconsin Energy Conservation Corp.
Rhandi Berth, Associate Director WI Regional Training Partnership/ Big Step	Richard Leinenkugel, Secretary Wisconsin Department of Commerce
Earl Buford, Executive Director WI Regional Training Partnership/ Big Step	Michael Morgan, Secretary Department of Administration
Eric Callisto, Chairperson Public Service Commission	Karen Morgan, Director Apprenticeship Standards Bureau, DWD
Forrest Ceel, President Electrical Workers IBEW Local 2150	Phil Neuenfeldt, Secretary Treasurer AFL-CIO
Daniel Clancy, President Wisconsin Technical College System	Rod Nilesestuen, Secretary WI Dept of Ag, Trade & Consumer Protection
Matthew Frank, Secretary Wisconsin Department of Natural Resources	Joel Rogers, Director Center on Wisconsin Strategy
Roberta Gassman, Secretary Department of Workforce Development	Michael Rowe, Vice President American Transmission Company
Ken Grant, Director DWD Office of Veterans Services	Chris Ruud, Executive Vice President Ruud Lighting (Representing CWI)
Ken Iwinski, General Counsel Energy Composites	Richard Schlimm, Executive Director Wisconsin Community Action Program
Mark Kessenich, Director, Development/Planning Milwaukee Area WIB (WWDA/WAJTE)	Judy Ziewacz, Director Office of Energy Independence

Item V.

**Proposed CWI 2010 Meeting Plan**

<b>Group Meeting</b>	<b>Date</b>	<b>Location</b>
Executive Committee	January 22, 2010	Madison, GEF 1
<b>CWI Full Council</b>	<b>March 19, 2010</b>	<b>Milwaukee, TBD</b>
Executive Committee	April 16, 2010	Madison, GEF 1
<b>CWI Full Council</b>	<b>June 11, 2010</b>	<b>Madison, TBD</b>
Executive Committee	July 16, 2010	Madison, GEF 1
<b>CWI Full Council</b>	<b>September 10, 2010</b>	<b>Milwaukee, TBD</b>
Executive Committee	October 15, 2010	Madison, GEF 1
Executive Committee	December 17, 2010	Madison, GEF 1