

Governor's Council on Workforce Investment
Executive Committee
Minutes
May 7, 2008
Madison and Conference Call

Members Present: Tim Sullivan (Chair), Bucyrus International, Inc.; Dan Clancy, Wisconsin Technical College System; Jack Fischer and Chandra Millerfielen, Department of Commerce; Roberta Gassman, Department of Workforce Development; Tina Koehn, United Migrant Opportunity Services; Lee Rasch, Western Wisconsin Technical College; Christopher Ruud, Ruud Lighting.

Members Not Present: Joel Rogers, Dean Welch.

CWI Staff Present: Ron Danowski, Gary Denis, Pamela O'Brien.

Others Present: CWI Members Barb Fleisner, Green Bay Chamber of Commerce, Gayle Kugler, UW-Extension, Andrew Schuster, Department of Veteran's Affairs, and Ryan Schroeder for State Representative Zepnick; Nina Carlson, Governor Doyle; Linda Preysz and JoAnna Richard, Department of Workforce Development.

I. Call to order and Chair Tim Sullivan's Introductory Remarks: Governor's request for Workforce System Improvement Recommendations.

Mr. Sullivan stated that he met with the Governor to discuss how the CWI would be engaged in recommendations for an improved coordinated state-wide workforce system for implementation through the budget process and administrative directives. The Chair noted his priorities to the Governor based on his current role as an international employer in the Milwaukee area as well as his business experiences with the States of Texas and Idaho. He relayed that in Texas, the State protocol was to meet with employers in a team approach including workforce and economic staff, technical college President, Mayor and other local players such as realtors. This example was relayed to the Governor to emphasize his first priority for "system" changes: In order to retain and attract employers, Wisconsin needs to (a) align all of the related workforce players for systemic regional coordination, (b) simplify the workforce system at the state and local levels both for employers and job seekers, (c) use the CWI as an umbrella review of all related workforce program dollars to ensure non-duplication and maximum use of funds for training. Mr. Sullivan's second priority that he expressed to the Governor was on improved training: (a) have a pliable system that addresses the pipeline of needed workers, (b) establish the necessary types of training to meet employer's needs that addresses a full continuum of services necessary that ensures the prospective employer will be work-ready for job placement and retention. Mr. Sullivan stressed that the Governor was on-board with these, and asked the CWI to package recommendations.

Mr. Sullivan also announced that Wisconsin was awarded with six other States, out of 14 applicants, to participate in the National Governors Association Center for Best Practices Policy Academy on State Sector Strategies. He explained that this is a one-year commitment that would help states to develop strategic action plans that align policies and resources across multiple workforce-related efforts, with the Core Team consisting of himself, Secretary Gassman, Secretary Fischer, Nina Carlson Policy Advisor from Governor Doyle's office, Joel Rogers CWI Vice-Chair and Center on Wisconsin Strategy Director, State Superintendent Elizabeth Burmaster, Francisco Sanchez Chair of the Wisconsin Association of Job Training Executives and Michael Lanser President of Lakeshore Technical College.

II. Developing Workforce System Improvement Recommendations for the Governor.

Secretary Gassman augmented the Chair's information on the Policy Academy activities and emphasized the state's momentum for regional industry's skills panels that would formalize sector-based coordination. Second, to address recommendations for the Governor, the Secretary shaped concepts for a comprehensive skills and career centers workforce in a slide presentation. The highlights summarized information on pathway skills, better jobs and earnings, data on the demographics of the low-skilled workforce needing training and skills, and proposed a model for an improved regional skills and career center delivery system. Secretary Fischer reinforced the earlier comments of the Chair and Secretary Gassman. He provided examples of their Department's Red Team Review process and a Strategy to Win effort with multiple partners successfully coordinating and complimenting each other's regional efforts. Secretary Gassman asked the Committee for ideas on designs of a triage-behind-the-curtain to address the priority re-design of a "one-call to service employers" in each region. The Secretary referenced the proposed Workforce Investment Act waivers that were summarized in the Committee meeting packet (Agenda Item V.) as part of a more responsive system. Finally, she walked through the Committee's workplan (Agenda Item IV.)

Members of the CWI provided the following comments based on the Secretary's concepts:

Open discussion notes in response to Chair Sullivan's question "what do you think and want to add to the secretary's possible ideas?"

- There is a workforce gap- develop a document that shows a comprehensive approach to timely information for companies.
- Consolidate tax credit programs.
- Be careful not to disenfranchise sub-regions with merging the Workforce Development Areas. Realignment of regional areas may get too large-- be attentive to critical subsets of economies, cultures, etc. Ensure there are no pockets with multiple counties not having comparable service coverage and not reactive to political lines. Regional areas must cover the entire state and cross-state borders where appropriate.
- Identify demographics of customers to provide appropriate and effective services. Focus on who is actually coming through the job center doors now, and identify their levels of need for services before designing service delivery systems like virtual job centers. Reducing bricks and mortar may be a positive direction if the alternatives actually add value to the service delivery system. Questioned the conflicting slides of decreasing IT costs but developing virtual job center.
- A subset of prospective job seekers is the population from correctional institutions-- What type of training are they getting while incarcerated?
- Training services needs a better accountability system to ensure people are properly trained for the skill-sets employers actually need to fill vacancies and expand.
- Establish an employment triage system with common forms and improve cross-program functions from in-take to the back-end customer processes.
- Improve alignment with the RISE and Grow Region efforts. Infuse into the K-12 system along with the Career Pathway model. K-12 students need to be counseled on "economic education" and have the school systems expand their career counseling beyond the traditional 4-year post secondary university to the full spectrum of training that is needed for employers as well as lifelong learning mentality.
- Need to view K-12 as a critical focus to "pull" future employees. The post secondary institutions cannot continue to do remedial work from K-12 failures.
- Fix the employer barriers to hire versus fire such as eliminating penalties to employers for appropriate terminations, reducing trial period. Provide support for people to retain their jobs.
- Employers have to be viewed as part of the network to help make positive changes. Use the technical college advisory boards as part of an employee network.

- New innovations are not going to fix the problems-- working together and coordinating programs can with consistent support at all levels.
- Consider a LEAN analysis to identify and eliminate duplication in the system.
- CWI needs to identify action steps and measureable outcomes and check on the progress as an incentive for the state to keep change positively moving.
- Train field staff as part of the realignment of job centers.
- Align veteran's field staff as part of the realignment of job centers.
- Identify appropriate training for employee's current and the economy's projected needs and the type of training and supports that are needed for the prospective job seekers in order to decrease the failure rate of employment retention. There needs to be a trail of training that makes sense to vet people to better identify their skills and abilities for the appropriate type of training.
- Identify all of the programs and dollars going into training, and have all of those funds aligned to make the largest impact. The CWI ought to provide the umbrella oversight over this effort.

III. Council Organizational Structure.

The Chair walked through the proposed CWI organizational structure that included the continuation of the members on the Executive Committee, Dislocated Worker Sub-Committee and the Medicaid Infrastructure Grant Sub-Committee, and the dissolution of the two standing Committees. The Chair emphasized that the Executive Committee will drive the CWI recommendations process with the following meeting dates agreed upon:

Tuesday, June 10th after the CWI Meeting- From Noon to 1:30 in Madison

Friday, July 11th 9:30 a.m. to 11:30 a.m. (Madison/Milwaukee?)

August, No meeting but an understanding for some time commitment to review a packet that will be prepared to report out for the next CWI meeting

Tuesday, September 16th after the CWI Meeting- From Noon to 1:30 in Milwaukee

The meeting was adjourned at 11:30 a.m.

Follow-up requests and items to be done:

Update report on R.I.S.E. at the next meeting.

From the Secretary's slide presentation: Pie chart of adult worker by region and age groups.

Information on all of the funds in the state related to workforce activities and what is spent on training.