

## DWD Approved

Governor's Council on Workforce Investment  
**Executive Committee**  
(Draft Pending Approval)  
Minutes  
June 10, 2008  
DeForest and Conference Call

Members Present: Tim Sullivan (Chair), Bucyrus International, Inc.; Laura Dresser for Joel Rogers (Vice Chair), Center on Wisconsin Strategy; Dan Clancy, Wisconsin Technical College System; Chandra Miller Fienen (for Jack Fischer via conference call); Roberta Gassman, Department of Workforce Development; Paula Lampley for Tina Koehn, United Migrant Opportunity Services; Christopher Ruud, Ruud Lighting.

Members Not Present: Lee Rasch, Dean Welch.

Other CWI Members Present: Robert Borremans, Southwest WI Workforce Development Board; Susan Canter, Milwaukee Women, inc; Gayle Kugler, UW-Extension; Phil Neuenfeldt, WI State AFL-CIO; Kent Olson, Olson Tire & Auto Service, Inc.; Andrew Schuster, Department of Veteran's Affairs.

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

Others Present: Linda Preysz, Dianne Reynolds, JoAnna Richard, Department of Workforce Development; Sally Cutler, North Central Workforce Development Board; Dick Best, West Central Workforce Development Board; Kathleen Cullen, Jayson Chung, WI Technical College System; Carolyn Peckham, Smooth Transitions, LLC; Ryan Horton, Public Policy Forum.

CWI Executive Committee Website Link: <http://www.wi-cwi.org/executive/default.htm>

### I. and II. Welcome and Brief Overview of SharePoint Access and Resource Materials

The Chair thanked everyone for their interest in attending and encouraged participation by all. Ms. Richard walked through the briefing binder of materials that Executive Committee members were provided prior to the meeting. In response to inquiries as to availability of the materials, Ms. Richard said that the briefing binder will be available to Council members and posted on the website.

### III. Current Workforce Investments and Criteria

See *Seeking a Responsive System: A Graphical Guide to Workforce Development Programs in Wisconsin*

Ryan Horton, Senior Research Milwaukee Public Policy Forum (15 slides)

Mr. Horton, Senior Researcher for the Milwaukee Public Policy Forum, presented a draft chart entitled "A Summary of Workforce Development Programs in Wisconsin" summarizing state and federal funding through state agencies, related service delivery and participant data for workforce development programs. The consultant stated that this draft would be finalized in July, and rolled out at a Milwaukee luncheon in August. In response to questions, Mr. Horton clarified that the chart only addresses funds moving through state agencies and it does not include dollars from the City of Milwaukee or other local municipalities, direct cash payments,

## DWD Approved

employer training, foundations and non-traditional funding sources such as Tax Incremental Financing and Industrial Revenue Bond fees. Other comments from participants included:

- Tracked funding source allows decision makers to properly redesign a complete workforce system;
- Percentage of overhead/administration allowable for each program and funding amounts for direct services?
- The program accountability to ensure effectiveness. For example, participant numbers are not apparent or not available as noted in the chart for the Wisconsin Employment Transportation Assistance Program;
- Occupational training being provided in the correctional facilities. Are occupations in high demand in the areas where most ex-offenders return, and are the training programs employer driven to match needed skills with employment opportunities?;
- The amount Wisconsin annually spends per public school district for career counseling? There is a need for counselors to go beyond the traditional college preparation emphasis and include an array of choices for students before the sophomore year. The Secretary responded she would request that information from the Department of Public Instruction State Superintendent; and,
- Challenge is to have an improved coordinated, transparent system among all of these programs with metrics for accountability.

The Secretary concluded that this consultant information will be part of the foundational blocks in order to discuss the next stage of system changes.

### IV. Adult Education Overview: RISE and COWS Reports

See *Skill Workers, Quality Workers - How Adult Education and Skills Training are Essential to Wisconsin's Economic Future*

Laura Dresser, Center on Wisconsin Strategies (COWS) Associate Director (13 slides) [www.cows.org](http://www.cows.org)

Ms. Dresser provided an overview with data on adult education in Wisconsin. She emphasized the importance of the unique success of associate occupational degree graduate rates compared to other States; the need to shift training to employed/incumbent workers and addressing English language along with literacy barriers. In order to address skill shortages, Ms. Dresser stated that the key is to focus on "middle-skills" training; invest in adult basic and work-place education; stronger transition support from K-12 to employment and post-job placement; and further address the "leaky pipeline" that is dramatically occurring starting at the 9<sup>th</sup> grade. The Chair referenced a conversation he had with Mr. Rogers who suggested looking at an Illinois tool that accurately predicts jobs in the future. Mr. Ruud noted that some workforce development boards have excellent tracking systems of regionally-based trend data with employer inclusion, and Ms. Dresser added that the Wisconsin Regional Training Partnership also has an effective approach with labor-driven efforts which is a key element in an infrastructure.

### V. Virtual Job Center Update

[http://www.wi-cwi.org/powerpoint/Virtual Job Center Update.ppt](http://www.wi-cwi.org/powerpoint/Virtual%20Job%20Center%20Update.ppt)

Ms. Richard reviewed additional material in the briefing binder to finish item III.b. on the current state training programs and criteria. In response to questions, Secretary Gassman stated that the 35% training target for Workforce Investment Act Title I formula funds is under consideration for revision, and Ms. Miller Fienen noted that the Governor is also looking at tax incentives to support workforce initiatives.

## DWD Approved

Ms. Richard presented a power point on the Department's development of a virtual job center emphasizing that the completed site will allow access of all workforce services for job seekers and employers, including on-line advising. She indicated that two bids would be issued for under \$25,000 for consultants to facilitate customer feedback with a release date of September 15, 2008. The Chair reinforced the necessity of keeping the website simple so it is easy to use and functional in order to serve all customers so as well as needing it to be customized by region.

CWI members in the audience along with Executive Committee members added their reactions to the virtual job center and the direction of the workforce redesign. Mr. Olson and Mr. Rudd expressed the need for job posting (Job Net) linkages with the technical colleges, local papers, monster.com, etc. for easy access, and to eliminate duplication. It was reinforced by Mr. Neuenfeldt that the website has to be user-friendly because there are people who are not computer literate, and those may very well be the people who need the most assistance on a one-on-one basis at a job center. He also pointed out that labor and community-based organizations need to be a part of the redesign strategies and suggested examples through WRTP/Big Step of the collective employer, labor, and community organizing mentality. Additionally, Mr. Neuenfeldt suggested that workforce redesign include the need to (1) look at simple policy changes, for example, to reinforce pool sharing of agency resources, policies should encourage collaboration with clarity on "credit" for placement for performance measure purposes and client contract reimbursements; (2) have labor management collaboration so that the public-sector shifts coincide with the most recent private sector realignments; (3) look at strategic advantages of using "intermediaries" and the new Legislative Council Special Committee on Building Wisconsin's Workforce.

There was further discussion with reiteration on the need for inclusion of all CWI members and partners in the field in a workforce redesign. The Chair expressed the need to move forward on discussions related to regional realignment and for information regarding geographic boundaries. Ms. Dresser cautioned that lines on a map simply cannot be changed but that boundary discussions must include how regions are functioning such as work commuting patterns. In addition, Ms. Lampley reinforced the need to look at services across regions to keep the progress moving of partnership alignment and collaboration.

In conclusion, the Chair and Secretary reviewed the follow-up items:

- Materials from the Executive Committee meetings will be put on the CWI website;
- Ms. Richard would send an email to CWI members to solicit input and suggestions for recommendations to the Governor, and provide minutes from both meetings;
- COWS reference to the Illinois LMI trending system;
- Regional geographic boundaries of economic development regions, workforce development areas and technical colleges; and
- What does Wisconsin annually spend per public school district for career counseling?

The meeting was adjourned at 2:05 p.m.