

Governor's Council on Workforce Investment  
**Executive Committee**

Approved as amended by the Executive Committee on November 11, 2008  
Minutes  
September 12, 2008  
Madison and Conference Call

Members Present: Tim Sullivan (Chair), Bucyrus International, Inc.; Laura Dresser for Joel Rogers (Vice Chair), Center on Wisconsin Strategy; Morna Foy for Dan Clancy, Wisconsin Technical College System; Roberta Gassman, Department of Workforce Development; Tina Koehn, United Migrant Opportunity Services; Christopher Ruud, Ruud Lighting; Dean Welch, IT Convergence.

Members Not Present: Phil Neuenfeldt and Lee Rasch.

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

Others Present: Bradley Campbell, Michael Greco, Linda Preysz, Dianne Reynolds, JoAnna Richard and Linda Schultz, Department of Workforce Development(DWD); Kara Kratowicz, DWD Secretary's Office; Nina Carlson, Governor's Office; Jayson Chung, Wisconsin Technical College System; Sarah White, Center on Wisconsin Strategy;

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

I. Welcome and Introduction

The Chair provided an overview of the CWI's roles: to provide guidance with policies for workforce boundary realignment, and coordination and redirection of restricted federally funded programs along with other resources. He noted that while the employer is at the center of these necessary shifts, the efforts have to be regionally driven based on the unique characteristics of those local areas.

II. Coordination, Oversight and Workforce Improvements Overview: 5-50 in 5 years proposal  
Links:

[http://www.wi-cwi.org/pdf/executive\\_umbrella\\_ideas\\_091208.pdf](http://www.wi-cwi.org/pdf/executive_umbrella_ideas_091208.pdf)

[http://www.wi-cwi.org/powerpoint/executive\\_cwi\\_flow-extra\\_091208.ppt](http://www.wi-cwi.org/powerpoint/executive_cwi_flow-extra_091208.ppt)

Maps of the various workforce-related entities and activities were reviewed along with a Public Policy Forum handout on funded workforce programs. There was consensus that (a) regional boundaries needed to be aligned with the technical colleges and the Department of Commerce efforts; (b) joint planning with common outcomes (such as participant success), and agreements on resource coordination, should occur with the Workforce Development Boards, K-12 and public and private higher education institutions, and across state agencies; (c) this shift be sector-driven to meet employer's short-term and long-term needs, and (d) the existing seven GROW regions should be the regional planning area.

Ms. Richard guided the discussion on possible recommendations via a power point.

After substantive discussion, consensus was reached on the following recommendations:

- The CWI Executive Committee recommends that the Governor increase training grants and set industry-driven priorities for all training programs operated by the Department of Commerce, DWD and the Wisconsin Technical College System

ensuring that training programs are meeting the employment needs of the regional economic sector industries.

- The CWI Executive Committee recommends that the Governor's DWD GROW initiatives, including the establishment of Opportunity Grants, Skills Jump Start grants, expansions of MSSC, and youth apprenticeship, be supported by the Legislature, increasing state resources to enhance and grow these programs to meet the needs of low skilled workers for obtaining the skills needed by employers. The CWI Executive Committee also recommends that more resources be added to programs including Project Lead the Way, and offenders re-entry training, and jobs attainment resources, to ensure that every available worker is tapped for the jobs of the future.
- Pilot projects for a standard skills assessment tool and career information efforts.
- Establish a policy that all unemployment claimants required to conduct a job search enroll in the Job Center of Wisconsin system.

There was also agreement that (a) successful programs needed to be replicated throughout the state along with pilot projects to meet local need, (b) metrics of "success"/common outcomes should include elements such as numbers of participants successfully placed in employment, increased earnings and tax base, improved life choices, and (c) local plans should identify demand/dynamics of industry sector, their employer's needs, a description of how the plan meets those needs, and how the workforce system is re-designed to upgrade service delivery with metrics and accountability measures.

The Committee further recommends "Alignment of Resources" with the following strategies:

- WIA waivers to provide more flexibility and accountability.
- Adjust WIA formula to meet demand and supply issues.
- Establish metrics.
- Leverage regional resources by better identifying demand and supply industries, and guiding partners in that direction.

Further discussion centered on whether resources should get re-directed where the largest business growth is occurring to support regional economic development, or, where the biggest need is related to population demographics. It was noted that both would be ideal although the conundrum is that the federally funded programs are focused on different sets of clients. It was explained that this is in part why other states infuse their own unencumbered funds for training typically disbursed directly to employers. The Committee expressed strongly that there needs to be a way to validate the success of Wisconsin's programs, articulate that to the Governor and the Legislature, and have the successful models implemented across the state (with regional modifications) in order to shift funds and make sure the dollars are being used wisely. There was further conversation on the need to focus more on offenders who are near re-entry, and to utilize other state's successful models.

### III. Presentation, Discussion and Recommendations: Skills Assessment and Career Readiness Certification; Career Information

Link: [http://www.wi-cwi.org/powerpoint/wisc\\_work\\_readiness\\_certificate091608.ppt](http://www.wi-cwi.org/powerpoint/wisc_work_readiness_certificate091608.ppt)

Mr. Campbell presented information via a power point on the Wisconsin Work Readiness Certificate, and answered Committee member's questions. Given that Work Keys is a widely recognized instrument used nationally by industry, the Committee endorsed Work

Keys as the assessment tool. A report on Work Keys by the Center on Wisconsin Strategy will be provided to the Committee.

#### IV. Further Discussion and Next Steps

- A teleconference meeting will convene in October to finalize the draft recommendations.
- Discuss the CWI's expectations for the next local plan guidelines, and guidance on the operational elements of a regional workforce.
- Investigate the possibility of a State franchise for Work Keys.

The meeting was adjourned at 11:45 a.m.

Other handouts:

Work Opportunity Tax Credit

Career Navigation 101

Workforce Programs

Article on "Funds for Job Training Tangled"