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Council on Workforce Investment

EXECUTIVE COMMITTEE TELECONFERENCE

Thursday, February 2, 2006
2:30 to 4:00 p.m.

To Attend In Person:
201 East Washington Ave., Room H204
Madison, WI 53703

AGENDA

- I. Call to Order and Minutes of November 4, 2005 Meeting -- **For Action**
- II. CWI Project WIA Funding Process, Revised -- **For Action**
- III. Project Concepts for Possible CWI Funding -- **For Possible Action**
- IV. Liaison's Report - For Information
 - A. GROW Grant Leadership Institute
 - B. Regional Metrics
- V. Committee Updates -- For Information
 - A. Workforce Strategies Committee
 - B. Workforce Systems Development Committee
- VI. Update on March 16, 2006 CWI Meeting -- For Information
- VII. Adjourn

To Access This Teleconference

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Interested parties may attend the meeting in person at the State Labor Building (GEF 1), Room H204. This is a scent free room. All visitors to the State Labor Building must use the main entrance at 201 East Washington Avenue and obtain a visitors pass at the reception desk. This entrance is handicap accessible.

Meeting Materials

1. Agenda (Page 1)
2. Minutes of November 4, 2005 meeting (Page 2)
3. Draft CWI WIA Statewide Activity Funds Criteria and Process, Revised (Page 5)
4. Draft CWI WIA Statewide Activity Funds, Potential Approaches for Use of PY 2005 and 2006 Funds (Page 9)

Meeting materials are posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Sheryl Billups, Department of Workforce Development, Division of Workforce Solutions by phone at 608-266-9615 or by email at sheryl.billups@dwd.state.wi.us. If you have special needs such as an interpreter or written materials in an alternative format, contact Gloria Kirchoff at (608) 267-2191 or email gloria.kirchoff@dwd.state.wi.us. (Text phone users may call the Wisconsin Telecommunications Relay System at 711 to request assistance.)

COUNCIL ON WORKFORCE INVESTMENT

(Draft Pending Approval)

EXECUTIVE COMMITTEE

201 East Washington Ave. -- Madison, WI

Friday, November 4, 2005

MEETING MINUTES

- Members Present:** Paul Linzmeyer (Chair, by phone), Joel Rogers (Vice Chair), Roberta Gassman, Tina Koehn (by phone), Douglas Moquin (by phone), Lee Rasch, Christopher Ruud, Dean Welch (by phone), Phil Neuenfeldt (Dislocated Worker Subcommittee, by phone)
- Members Absent:** Mary Burke
- CWI Staff Present:** Sue Gleason, Sheryl Billups, Ron Danowski
- Others Present:** Terry Ludeman, Linda Schultz, Connie Colussy, Dianne Reynolds (DWD); Dale Hopkins (South Central WDB), Ellen Leuck (Southwest Technical College), Bruce Palzkill (DWD/DWS/Job Service)

Key Issues/Discussion

I. Call to Order/Minutes

Paul Linzmeyer, chair, called the meeting to order at approximately 9:30 a.m.

Action: Roberta Gassman moved, Dean Welch seconded, to approve the minutes of September 30, 2005 meeting. The motion passed unanimously.

II. Regional Metrics Proposal

Terry Ludeman led off a discussion, providing a brief overview of the DWD proposal for regional metrics by which to gauge Wisconsin's economy by seven labor shed regions. Sue Gleason provided feedback from the State Interagency Team (SIT), which reviewed the proposal earlier in the week. The SIT, while supportive overall, suggested some additional measures related to job quality and income (e.g., average wages, benefits, school lunch program participation).

During discussion, several issues and questions were addressed, among them:

- *Capacity building:* DWD is unable to include some measures because data is not available and DWD does not have the staff capacity to gather the data. Among suggestions offered for data development were to encourage UW campuses across the state to help and to access information from Federal Reserve in Chicago, Minnesota, and Kansas.
- *Economic region definitions:* Labor sheds are defined as congruent with the boundaries established by the GROW Grants, which follow boundaries of a combination of WDBs. There was recognition that the state's economic boundaries (defined by Ludeman in earlier reports) and GROW boundaries are not perfectly aligned, but are an acceptable alternative for now. One suggestion was to have Ludeman's economic regions "shadow" the GROW regions, and where possible, align data according to these "shadow" boundaries as well as GROW boundaries.

Gassman expressed agreement that DWD should move forward on getting formal agreements to develop partnership capacity on data development. She suggested formation of a small group to discuss institutional capacity; the group would come back to the Executive Committee with a recommendation.

Action: Rogers moved to have the Executive Committee endorse working with DWD on the proposal, through the CWI Strategies Committee. Gassman seconded the motion; it passed unanimously.

III. Planning for 2006 Workforce Information Grant

Linda Schultz (DWD) provided an overview of the key strategic goals of the current Workforce Information grant, requesting CWI suggestions/ideas on what information needs the grant funds might address (e.g., benefits survey, etc.). She proposed that the CWI Strategies Committee sponsor a focus group by which to gather information/insights into data needs for business decisions. Among key discussion points was interest in connecting healthcare supply with future demand and the broader occupational areas within the healthcare industry. Dean Welch noted that Joan Wilk has interest in this area and may be interested in leading a focus group. In response to Rogers suggestion that this was a System Development Committee issue, staff noted that improved statewide and regional data was a key goal of the Strategies Committee.

IV. CWI Grants Process and Future Projects

A. Dislocated Worker Subcommittee Project Recommendation

Phil Nuenfeldt and Ron Danowski provided an overview of the Southwest Technical College project proposal to conduct research on the impact of training for dislocated worker program participants who were laid off from Advance Transformer in Platteville in 1996. Neuenfeldt, noting that not much information about reemployment of dislocated workers in rural areas is available, indicated that the project could provide information to help plan future rural reemployment efforts.

Action: Gassman moved to support the study; Rasch seconded the motion and it passed, with Joel Rogers abstaining.

B. Reconsideration of CWI Program Funding Process

Sheryl Billups provided a brief overview of the issue paper on the CWI funding process, emphasizing the suggested goal to improve timeliness of fund decisions (making all decisions for the year at one meeting) and noting that the current policy does not address the CWI role in a competitive application situation. She also highlighted issues that members may want to consider in making a policy change and several suggestions on how to modify current policy/practices. Billups noted that the State Interagency Team offered support to the idea of forming an Ad Hoc Committee made up of members of both standing Committees in competitive application situations. Committee members raised a number of questions, among them whether consolidating the time frame would constrain CWI activities if suggestions for fund use came up at a later time, how to engage Committee members, and the process for generating funding ideas and moving them forward. Members also discussed related issues, including the need to clarify overall goals, strategies, and priorities of the CWI; the differences between Committees; and how to elevate state agency participation in CWI efforts to advance Grow WI goals. Gleason noted that the recent report to the Governor included specific goals, strategies and action steps that should be a resource in discussion of CWI direction.

Linzmeyer noted that a teleconference would be held with DWD and CWI chair/vice-chair to discuss the CWI and suggested a half day meeting with members to focus efforts

Action: The Committee instructed staff to generate a revised project funding policy that tightened criteria and took into consideration Committee discussion.

C. CWI Project Updates

Billups provided a brief update on the four approved CWI projects that are currently underway and briefly reviewed the potential oversight role/activities for the CWI. The later includes suggestions for Committee project review responsibilities. Linzmeyer noted that the CWI needed more visibility and better press coverage as it advances Grow WI through the projects it funds. Welch noted that we needed to better promote its ideas and workforce system.

D. Wisconsin Forward Award Collaborative Spring Event

Rasch proposed that the CWI and the Wisconsin Forward Award conduct a joint event in the spring at the Executive Residence in conjunction with a CWI meeting. He also provided background on the WFA and the CWI role in starting the program and suggested that in addition to a joint reception, the WFA could do a presentation at the CWI meeting.

Action: Members were generally supportive of the idea and staff were instructed to proceed with planning.

V. Planning of Future Council Meetings

Gleason referred members to the handout on planning for future Council meetings. She noted that the suggestions outlined represented an effort to respond to comments from members who wanted more "results" oriented meetings. She suggested that in the future CWI meetings could be theme-focused morning meetings, followed by Committee meetings focusing on implementation of Committee related ideas generated during the earlier full Council meetings.

Action: Members agreed with the approach suggested, with implementation to begin at the December meeting.

There being no further business, the meeting was adjourned at approximately 11:30 a.m.

DRAFT

**COUNCIL ON WORKFORCE INVESTMENT
WORKFORCE INVESTMENT ACT STATEWIDE ACTIVITY FUNDS
CRITERIA AND PROCESS
*Revised -- 2006***

Each year, the Department of Workforce Development (DWD) earmarks Workforce Investment Act (WIA) Statewide Activity funds reserved by the Governor for use by to the Council on Workforce Investment (CWI). WIA law and U.S. Department of Labor guidance provide states and, by extension, the CWI, some flexibility in how these funds can be used. The DWD intends that the CWI will use this flexibility to support the Governor's "Grow Wisconsin" plans to create high-wage jobs and build a high-skilled workforce. The following provides the criteria and process the CWI will use to determine how its WIA Statewide Activity funds should be used, including the role of DWD, which is the administrative agency accountable for fund use.

I. Criteria for Funding

A. Priorities for Use of Funds

The CWI Statewide Activities funds are intended to support the CWI's strategic direction (mission, vision, goals) and advance the Governor's "Grow Wisconsin" plan. The following priorities reflect this direction, while recognizing WIA legislative requirements.

1. Contributes to the achievement of the CWI's objectives, which in 2006 are the following (organized by CWI Committee responsible)
 - a. Workforce Strategies Committee
 - i. Improve statewide and regional information (and methods for its ongoing collection and distribution) about workforce preparation and skill needs, employer demand, and industry/occupational growth, in forms readily usable in public and private decision-making.
 - ii. Advance and enrich lifelong learning for Wisconsin citizens through innovative PK-16 education and employer-based training systems, with special attention to under-served and special needs populations.
 - iii. Increase opportunities for innovative regional partnerships that support career opportunities and advancement in key occupational sectors.
 - b. Workforce Systems Development Committee
 - i. Increase flexibility and efficiency of Wisconsin's workforce development (Job Center) system and the quality of services to employers, job seekers, and employment and training partners.
 - ii. Increase and improve state and local interagency communications and strategic/program planning to ensure alignment and effective implementation of CWI goals.
 - iii. Increase collaborative use of existing resources and use of new alternative resources, including discretionary federal grants.
2. Encompasses a regional or statewide approach and/or incorporates model/best practice strategies that can be applied across regions or the state as a whole.
3. Leverages or maximizes other available resources from the national, state or local level to the extent possible.
4. Demonstrates quantifiable outcomes related to the regional/state economy (CWI Regional Metrics); the overall workforce investment system (CWI System Dashboard Metrics), and/or the wages, skill attainment or other measure of workforce success for job seekers or employers (program performance measures).

B. Threshold Criteria

All projects will be expected to meet several basic requirements to be considered for CWI funding. At minimum, project concepts must:

1. Be an allowable activity under WIA (see Attachment A)
2. Address all CWI priorities in A above, including at least one of the objectives in A.1.
3. Have clear goals, objectives and measurable outcomes
4. If regionally based, demonstrate consistency with WDB regional workforce development plans and GROW grant plans.
5. Connect to area Job Centers if employers, current workers, and/or job seekers will be served.

DWD may impose additional administrative requirements depending on the nature of the project concept(s) the CWI ultimately recommends. These may include assurances/plans for fund expenditures to ensure 70% of funds are expended in the year they are allocated, administrative fund limitations, reporting requirements, etc.

II. Timeline for CWI Project Development and Funding Decisions

To ensure timely development, distribution and expenditure of the CWI's WIA funds, the CWI will establish a timetable that ensures final decisions on proposal concepts are completed prior to the beginning of the year in which funds are available (July 1) and final grants are distributed before the end of the first quarter of the funding year (September 30). The following timetable is suggested:

A. March - June:

1. Committees develop project concept proposals, which may include Committee-sponsored general solicitation of project ideas for development.
2. Executive Committee recommends project proposal concepts for consideration by full CWI. (See Section III.B.3. for exceptions.)
3. CWI forwards project concepts for funding to DWD.

B. July - September

1. For **competitive funds** DWD develops application guidelines, solicits proposals, completes review process, and makes funding awards.
2. For **non-competitive funds**, DWD develops guidelines, negotiates with grantees, and makes grant awards.
3. DWD reports to full Council on final awards.

III. Submission, Review and Approval Process

The following outlines the process the CWI and DWD will use in accepting for consideration and making recommendations on use of CWI Statewide Activity funds.

A. Project Concept Proposal

The CWI will consider project **concept** proposals for consideration. Concept proposals will provide a basic summary/guidance for use of the CWI Statewide Activity funds, including at minimum:

1. Project title
2. Amount of funds requested and period for which they are requested
3. Purpose/priorities of the project, including identification of the key CWI objective(s) that will be addressed/advanced
4. Key project goal(s), objectives, program activities, and key outcomes expected
5. Key qualifying and administrative requirements, e.g., geographic areas to be impacted (statewide, GROW regions, WDAs, other), partnerships/collaborative efforts expected, match requirements, etc.

6. Recommended process for fund distribution (e.g., competitive request for application, allocation to specific entity or entities, etc.), entities/organizations that should be eligible to conduct the project/receive funds, and if applicable, the rationale for using a single entity as a "sole source" provider/fund recipient.
- B. Submission and CWI Recommendation Process for Concept Proposals
1. Project concept proposals will be submitted through the CWI's standing committees - Workforce Strategies Committee, Workforce Systems Development Committee and Executive Committee. Executive Committee project concept proposals may come through its subcommittee structure or through the Executive Committee as a whole to address CWI goals/objectives that may cross Committee issue areas.
 2. Project concept proposals will be submitted to the Executive Committee for full Executive Committee consideration/recommendation.
 3. Executive Committee recommendations will be brought to the full CWI for full CWI recommendation when possible. When time constraints or other issues preclude full CWI consideration, the Executive Committee will recommend proposal concepts for funding on behalf of the full CWI.
 4. Final CWI recommendations of project proposal concepts (from the CWI as a whole or from Executive Committee acting on behalf of the full CWI) will be transmitted to DWD for development and implementation.
- C. Non-Competitive Grant Application Development and Review Process
- Project concept proposals recommended by the CWI/Executive Committee will be further developed by DWD staff and negotiated, as needed, with designated fund applicants into final grants. No further CWI action prior to grant finalization is expected, unless specifically requested by the CWI.
- D. Competitive Grant Application Development and Review Process
1. Project concept proposals recommended by the CWI for competitive funding will be expanded into project/grant application guidelines and distributed to appropriate entities by DWD on behalf of the CWI.
 2. DWD will develop a review process for each competitive application appropriate to the type of application/potential applicants. The proposed review process will be brought to the CWI Executive Committee for review and feedback. Types of reviews may include, but are not limited to, one or more of the following:
 - a. DWD staff review of complete application
 - b. Interagency review of complete application
 - c. CWI Ad Hoc Review Committee review of complete application
 - d. Executive Committee review of applications addressing key issues of interest to the Executive Committee and/or key issues for review teams to consider in review.
 3. CWI Ad Hoc Committee Review, if appropriate, will include CWI members suggested by the CWI chair. Members appointed must show no conflict of interest related to proposals to be reviewed.
- E. Final Funding Approvals
- Final funding approval for CWI projects rest with the DWD Secretary in consultation with the CWI chair. The specific approval method is at the discretion of the DWD Secretary as the accountable administering agency, in consultation with the CWI Chair.

WIA GOVERNOR'S FUNDS
ALLOWABLE STATEWIDE EMPLOYMENT AND TRAINING ACTIVITIES
[WIA, Section 134 (a)]

Under WIA, funds reserved by the Governor for statewide activities may be used for both required and optional activities. The activities below summarize most of these activities. (See footnote for other required statewide activities supported with the Governor's statewide funds.)

1. State Required Activities¹

- a. Evaluations of WIA activities, in coordination with local boards, for adults, dislocated workers and youth in order to promote continuous improvement
- b. Provide incentive grants to local areas for:
 - i. Regional cooperation among local boards
 - ii. Local coordination activities
 - iii. Exemplary performance²
- c. Assisting in establishment and operation of the one-stop delivery system
- d. Additional assistance to local areas with high concentrations of eligible youth

2. Optional Activities

- a. Capacity building and technical assistance to local areas, including staff development/training and development of "exemplary" program activities
- a. Research and demonstration projects
- b. Innovative incumbent worker training programs, which may include an employer loan program to assist with skills upgrading and programs targeted to empowerment zones and enterprise communities
- c. Providing support to local areas for identification of eligible training providers
- d. Innovative programs for displaced homemakers and programs that increase number of people trained and placed in non-traditional employment
- e. Carrying out adult and dislocated worker employment/training activities as needed to assist local areas
- g. Statewide youth activities

¹ Does not include some required ongoing activities normally conducted by DWD/DWS, including: rapid response activities; disseminating information on training providers, youth providers, and program costs; providing technical assistance to low-performing WDAs, operating a fiscal and management information system.

² Performance incentive awards currently provided under policy established by the CWI in 2002.

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CWI WIA STATEWIDE ACTIVITY FUNDS Potential Approaches for Use of Program Years 2005 and 2006 Funds

Issue

DWD has earmarked \$500,000 each for PY 05 (current program year) and for PY 06 (beginning 7/1/06) funds for use by the CWI. PY 05 funding became available July 1, 2005; with \$422,550 remaining unplanned, and \$500,000 new funds will become available July 1, 2006. The CWI needs to consider how it wishes to use the current and immediate future funds. Several options are outlined below.

- All options would ensure PY 05 funds available to the CWI are planned for prior to the end of the program year, and implemented at or near the beginning of the next program.
- During this consideration, the CWI Executive Committee should also begin planning for use of PY 2006 CWI funds, which would occur between March and June under the Revised CWI WIA Statewide Activity Funds Criteria and Process under consideration.
- These are suggested major options, but not all possible options.

Options

1. GROW Grants Addition in PY 06

The CWI could reserve all or a portion of PY 05 funds for GROW grants to be developed in the fall of 2006 (when current grants expire). PY 05 funds would be added to the PY 06 allocation, increasing the ability to move the GROW grants to the "next stage" of development.

Pros:

- Increases the amount of funds available for GROW and ability to support implementation of strategies developed from first round of GROW grants.
- Consolidates project development process, enabling Committees and CWI as a whole to address broad policy issues.

Cons:

- Delays expenditure, which may impact overall state expenditures at the U.S. DOL required 70% expenditure rate for the all state discretionary funds.

2. CWI Generated Project(s)

The CWI could use all or a portion of funds to support current initiatives of interest across CWI committees. See possible projects on Attachment following the funding chart.

Pros:

- Implements key CWI agenda items that have been under discussion for two years.

Cons:

- May be too early to develop some project specifications.
- May spread limited funds too thinly.

3. New Project Solicitation

The CWI could do a public solicitation of new project ideas focused on advancing the CWI's six current objectives. The review process would be developed based on options presented in the Revised CWI WIA Statewide Activity Funds Criteria and Process.

Pros:

- May generate a broad range of new/innovative project ideas to advance the CWI's agenda with increased local/regional relevance and impact.

Cons:

- Could add complexity and workload to CWI Committees and staff.
- Could sidetrack from GROW Regional direction and from current Committee priorities.

CWI WIA STATEWIDE ACTIVITY FUNDS
Funds Available, Planned, Distributed and Remaining
July 1, 2004 through June 30, 2007

CWI Projects	PY 04 (2004-05) 7/1/04 – 6/30/05	PY05 (2005-06) 7/1/05 – 6/30/06	PY 06 (2006-07) 7/1/06 – 6-30/07
GROW Region/Region Grants (7)	\$390,500	\$ 75,000 ³	
Workforce Development Staff Credentialing	\$ 22,000		
Baldrige WDB Leadership Assessment	\$ 27,500 ⁴		
UWM Milwaukee Landscape Assessment	\$ 60,000		
Southwest Tech Advanced Transformer Study		\$ 9,950	
Total Funds Available	\$500,000	\$500,000	\$500,000
Total Funds Planned	\$500,000	\$ 84,950	00
Total Funds Distributed	\$492,500	\$ 84,950	00
Total Funds Remaining	\$ 7,500 →	\$422,550⁵	\$500,000

Specific project ideas for discussion

1. PY 05 \$\$ - New project - Advanced Manufacturing Project – Develop a comprehensive “wrap-around” initiative that incorporates various efforts. Recommend a special emphasis on attracting young people to manufacturing.
 2. PY 05 \$\$ - New project - National Manufacturing Skills Standards Certification – help expand launch in Wisconsin with marketing and support for certification module costs. Could be a component of item # 1. For background see <http://www.msscusa.org/index.html>
 3. PY 05 \$\$ - New project – Earmark funds to assist with Regional Metrics/System Dashboard.
 4. PY 05 \$\$ - Expand/continue - GROW Grants – use all or portion of current year funds to combine with PY 06 for 2nd round of GROW grants.
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5. PY 06 \$\$ - Expand/continue - GROW Grants – Plan to use a portion or all \$500,000 of the PY 06 Funds for a 2nd round of GROW grants.
 6. PY 06 \$\$ - Expand/continue – Baldrige WDB Leadership – Earmark \$10,000 in PY 06
 7. PY 06 \$\$ - Expand/continue - Workforce Dev. Staff Credentialing – Earmark \$10,000 in PY 06

³ Funds added to Southeast GROW grant..

⁴ Three of 11 WDBs did not request funds, leaving \$7,500 designated for this project unused.

⁵ Includes \$7,500 carried forward from PY04