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Chair



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Council on Workforce Investment

EXECUTIVE COMMITTEE TELECONFERENCE

Friday, June 2, 2006
9:00 a.m. to 10:30 a.m.

To Attend In Person:
201 East Washington Ave., Room A 415
Madison, WI 53703

AGENDA

- I. Call to Order and Minutes of February 28, 2006 Meeting -- **Action**
- II. CWI Special Innovations Project Funds: Project Concept Proposal Priorities -- Possible Action
- III. Workforce Strategies Committee Report
 - A. Priorities For Advanced Manufacturing Project Funding -- Possible Action
 - B. GROW II Approach/Priorities -- Possible Action
- IV. Workforce Systems Development Report
 - A. Follow-up to March 16 Systems Improvement Recommendations
 - B. Update on "next steps" System Improvement Efforts
- V. WIA Incentive Grant -- Discussion
- VI. CWI Committees Co-Chairs Meetings -- 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 A 415. 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
2. Minutes of February 28, 2006 Executive Committee meeting
3. Advanced Manufacturing Project Ideas -- Workforce Strategies Committee Ranking
4. Proposed Guiding Principles for Planning GROW Grants II

Note: A summary of CWI Special Innovations Project Concepts and Review Team Priority Recommendations will be transmitted separately at a later date.

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 TELECONFERENCE

201 East Washington Ave. -- Madison, WI

Tuesday, February 28, 2006

MEETING MINUTES

Members Present: Joel Rogers (Vice Chair), Roberta Gassman, Tina Koehn, Aaron Olver (for Mary Burke), Lee Rasch, Christopher Ruud, Dean Welch,
Members Absent: Paul Linzmeyer, Doug Moquin
CWI Staff Present: Sue Gleason, Sheryl Billups
Others Present: Dianne Reynolds and Pam O'Brien (DWD/DWS), Teresa Barch (WAJTE), Beck Grapes (Workforce Connections)

Key Issues/Discussion

I. Call to Order/Minutes

Joel Rogers, Vice Chair, called the meeting to order at approximately 3:00 p.m.

Action: Roberta Gassman moved, and Christopher Ruud seconded, approval of the February 2, 2006 minutes. The motion passed unanimously.

II. Project Concepts for Possible CWI Funding

A. Overview of Proposed Use of CWI Program Years 2005 and 2006 State Activity Funds

Rogers provided a brief overview of the proposed use of CWI funds for PY 2005 and 2006. Sue Gleason noted that the dollar figures proposed for the four project areas suggested were not firm and were open for Committee suggestions. Among key questions or comments were the following:

- The basis for the 80/20 percent split for PY 06 funds. Gleason explained that the basic issue was to ensure significant dollars for the second round of GROW grants.
- Advanced manufacturing. There needs to be significant coordination with the Department of Commerce and more clarity on how all of the manufacturing strategies are tied together.
- General Project Solicitation. Among suggestions were that both GROW II and the Advanced Manufacturing focus areas could be incorporated into this project area. It was also noted, however, that Advanced Manufacturing would not necessarily be tied to GROW regions; it could have a broader, statewide strategy tied to industries rather than regions.

Action: Tina Koehn moved and Dean Welch seconded to adopt the funding projects/distribution as presented and forward to the full CWI on March 16th. The motion passed without objection.

B. Special Project Solicitation Guidance/Application Submission Requirements

Sheryl Billups reviewed the draft special project solicitation package, noting that the draft reflected the Committee's request from February 2nd for more detail about this project. Among key issues addressed were concerns about the funding level, the number of priorities, and placing a cap on individual grants. Committee members agreed that the general project solicitation, with approved modifications, incorporated the appropriate guidance, and the project application requirements would provide the information of most interest to the Council.

Action:

1. Tina Koehn moved and Dean Welch seconded to approve the solicitation with priorities focused on three areas -- targeted regional priorities, service delivery system, and coordination and collaboration. The motion passed without objection.
2. Christopher Ruud moved and Joel Rogers seconded a motion to place a \$100,000 cap on individual project proposals. The motion passed without objection.

No changes were made to the funding level; the committee agreed the match language (25% with cash or in-kind) was appropriate.

C. GROW II and Advanced Manufacturing Project Proposals

Gleason noted that these specific project areas would be developed further through the Strategies Committee. No specific proposal beyond the brief description in the Funding Overview (Item II A. above) was presented or discussed.

III. CWI Criteria and Process for Project Funding

Billups reviewed the revised paper on the CWI Criteria and Process for Project Funding, which will be distributed for CWI action on March 16th. She noted that the Committee approved the changes at its February 2nd meeting. The revision brought to this meeting for information incorporated the one addition (CWI recognition) and reformatting changes (flowchart, marked changes) suggested on February 2nd. Committee members indicated that the reformatting was a significant improvement.

IV. CWI Workforce Systems Development Committee Recommendations

Ruud and Koehn provided brief overviews of the recommendations on system improvements for the state's service delivery system in general and in Milwaukee in particular, outlining the activities that went into developing them. Ruud noted that the recommended system vision and related recommendations are directed to infrastructure support for the one-stop system, the first priority of the Workforce System Development Committee. Koehn noted that a major recommendation of the Ad Hoc Committee on Milwaukee recognize the need articulated through its various information gathering efforts for stronger leadership.

In discussion, members noted that the recommendations are significant and raise issues that have been of concern for many years. It was also noted that the recommendations are complex, no one agency has the power to implement them, and implementation may be a significant challenge.

Ruud and Koehn indicated that the Committee's recommendations will be brought to the full Council for action on March 16th. Ruud asked for guidance on how to move them forward to the Governor. This led to discussion about whether they should be incorporated into a Report to the Governor as discussed by the full Council at its last meeting or if the recommendations should go separately. There was general agreement that both avenues should be pursued.

There being no further business, the meeting was adjourned at approximately 4:20 p.m.

CWI WORKFORCE STRATEGIES COMMITTEE

Advanced Manufacturing Project Ideas -- Committee Ranking

The CWI Workforce Strategies Committee briefly discussed use of funds for advanced manufacturing projects at its April 28 meeting. Following the meeting, Committee members were provided an opportunity to rank order various project ideas to identify Committee priorities. The following reports results from the seven members who responded.

Definitions:

System -- refers to improving how the workforce system works for employers & job seekers; results may be felt at any time along a continuum of short to long term.

Short term -- refers to results for job seeker, employer, and/or system within one year or less

Medium term -- refers to results for job seeker, employers, and/or system between one and two years.

Long term -- refers to results for job seeker, employers, and/or system beyond two years

RANK Total Pts/Average	PROJECT IDEAS FOR \$100,000 IN FUNDS AVAILABLE	IMPACT
1 30/4.3 (1, 1, 2, 4, 5, 7, 10)	<u>Manufacturing Skill Standards System</u> : Support implementation of the Manufacturing Skills Standards System (national standards and assessment, certification, training for manufacturing production technicians).	System: Short, med., and long term
2 32/4.6 (2, 3, 3, 3, 4, 8, 9)	<u>Current Critical Needs Skill Gap</u> : Support recruitment and training efforts to meet the needs of employers with current unmet critical skill needs in manufacturing.	Training: Short term
3 33/4.7 (1, 1, 2, 5, 6, 8, 10)	<u>Advanced Manufacturing Solutions</u> : Support implementation of AMS initiative, primarily through promoting linkages/coordination with the Job Center system (e.g., with Regional AMS networks) and providing supplemental funding to AMS related training and IAM marketing campaign.	System: Short, med., and long term
4 34/4.9 (1, 1, 5, 6, 6, 7, 8)	<u>Dislocated Worker Training</u> : Supplement DWD/Commerce funds for training in areas with high concentrations of manufacturing dislocations with efforts targeted to helping workers gain portable advanced skills (including MSSC assessment/certification)	Training: Short, med.,term
5 37/5.3 (2, 2, 4, 4, 6, 9, 10)	<u>Incumbent Worker Training</u> : Support incumbent worker training programs targeted to state "driver" industries and employers committed to implementing advanced manufacturing, high performance workplaces.	Training: Short, med. term
6 45/6.4 (2, 3, 3, 8, 9, 9, 11)	<u>Job Center Capacity Building</u> : Support efforts to build capacity of Job Centers to address needs of advanced manufacturers and job seekers interested in manufacturing careers (e.g., staff training, career development materials, becoming MSSC assessment centers, etc.)	System: Short, med. and long term
6 45/6.4 (3, 4, 7, 7, 7, 8, 9)	<u>Youth Apprenticeship</u> : Support efforts to update Youth Apprenticeship manufacturing related Youth Apprenticeship standards and curriculum with supplemental efforts directed to integrating MSSC into system (e.g., assessments, certification, curriculum, teacher training, etc.)	Training: Long term
7 49/7.0 (3, 5, 5, 8, 8, 9, 11)	<u>Advanced Manufacturing Career Development Summit</u> : Support implementation of Youth Career Summit focused on Advanced Manufacturing (one-day youth, one day businesses and youth providers/teachers, etc.)	System: Med., long term
8 50/7.1 (1, 2, 5, 10, 10, 11, 11)	<u>Return on Investment</u> . Support study to determine return on investment to employers/businesses of training and implementation of advanced manufacturing processes/technologies	System: Med., long term
9 52/7.4 (4, 4, 6, 6, 10, 11, 11)	<u>Employer Marketing</u> : Develop/implement statewide marketing campaign to educate employers about benefits of advanced manufacturing, high performance workplace and state resources available to help.	System: Short, med., long term
10 55/7.9 (5, 6, 7, 7, 9, 10, 11)	<u>Pre-Assessment and Certification Preparation</u> . Linked to MSSC, identify best tools to assess academic and employability skills needed to succeed in MSSC certification and develop/implement strategies to assist workers in gaining these skills/improve success opportunities.	Training: Med., long term

Proposed Guiding Principles For Planning “GROW Grants II”

1. *GROW II projects must build on the regional partnerships already in place*
 - No distinction between “new” versus “existing” partnerships—all will be competing as “existing” partnerships
 - Partnerships must encompass the entire region
 - Partnerships must include all required partners
 - No new regional formations except for (if justified):
 - Additional out-of-state counties
 - Combinations of current one-WDB GROW regions
2. *GROW II will see a general shift in funding emphasis:*
 - Less emphasis on partnership building—except for targeted, strategic expansions/recruitment of new partners
 - Less emphasis on initial strategic planning: a solid strategic plan will be a prerequisite
 - More focus on plan implementation through specific projects
3. *GROW II will be a more competitive process*
 - Funding levels will be closely tied to evaluation both of GROW project progress and of the quality of GROW II proposals
 - Last year’s starter projects must demonstrate significant progress in moving beyond foundation-laying
 - Last year’s full-funded partnerships will need to propose targeted projects taking their partnerships to new levels or in new directions
4. *Competition for GROW II funding will favor projects offering demonstrable “value added” in the following areas:*
 - Firm grounding in data-driven regional strategic analysis, based on development and application of regional metrics and other tools
 - Clear strategic vision for system change on a regional scale
 - High-quality sector-development strategies (beyond mere “targeting” of certain industries)
 - Strong and substantive business engagement and close alignment with economic development efforts
 - Substantial matching funds and clear, specific, and plausible plans for leveraging local resources for long-term sustainability
 - Innovative approaches to addressing the needs of strategically targeted priority populations