

COUNCIL ON WORKFORCE INVESTMENT

CWI EXECUTIVE COMMITTEE MEETING

201 East Washington Ave. (GEF I) -- Room A-415
Madison, Wisconsin

Friday, November 4, 2005
9:30 to 11:30 a.m.

AGENDA

- I. CALL TO ORDER AND MINUTES (September 30, 2005) -- **Action**
- II. REGIONAL METRICS INITIATIVE PROPOSAL -- Discussion and **Possible Action**
- III. PLANNING FOR 2006 WORKFORCE INFORMATION GRANT -- Discussion
 - A. Preliminary Recommendations for CWI Involvement
 - B. Role for Strategies Committee and Focus Group
- IV. CWI GRANTS PROCESS AND FUTURE PROJECTS
 - A. Dislocated Worker Subcommittee Project Recommendation: Southwest Wisconsin Technical College Research Project Proposal -- **Action**
 - B. Reconsideration of CWI Program Funding Process -- Discussion and **Possible Action**
 - C. CWI Project Updates and Committee Role in Project Oversight -- Discussion
 - D. Wisconsin Forward Award Collaborative Spring Event (No Handout) -- Discussion
- V. PLANNING OF FUTURE COUNCIL AND COMMITTEE MEETINGS -- Discussion and **Possible Action**
 - A. New Membership and Council Make-up
 - B. Current Committee Structure and Participation
 - C. Planning for December 9th meeting and 2006 Meetings
- VI. ADJOURN

This meeting is open to the public. All visitors to the State Labor building must use the main entrance at 201 East Washington Avenue and register at the customer assistance desk in the lobby. This entrance is handicap accessible. Please note: The steps leading to the main entrance on East Washington Ave. are expected to be blocked off. Visitors will need to use the steps on the corner of East Washington and Butler, or the accessible ramp at the Webster Street and East Washington corner to access the main entrance.

Meeting materials are posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda items, 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*, please contact Gloria Kirchoff at (608) 267-2191 or by email at 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

Agenda Item I

EXECUTIVE COMMITTEE

201 East Washington Ave. (GEF I) -- Madison, WI

CONFERENCE CALL

Friday, September 30, 2005

12:30 p.m. to 1:00 p.m.

MINUTES

Committee members participating: Mary Burke, Roberta Gassman, Tina Koehn, Paul Linzmeyer, Lee Rasch, Dean Welch.

Committee members absent: Joe Gilles, Doug Moquin, Joel Rogers.

Others participating: Sue Gleason (DWD), Fred Bartol (DWD), Teresa Barch (WOW WDB)

I. Call to Order and Minutes of August 4th, 2005 Meeting

Paul Linzmeyer called the meeting to order at 12:30 p.m.; the presence of a quorum was noted. **A motion to approve the August 4 minutes was moved by Roberta Gassman and seconded by Tina Koehn.** The minutes were approved without objection or revision.

II. CWI Funding for Current Program Year July 1, 2005 through June 30, 2006

- Recommendation for additional \$75,000 to be allocated to the GROW Region-by-Region Grant Program to fund the Southeastern Wisconsin project at a total of \$150,000

Sue Gleason summarized a project (distributed by email to committee members) that would combine the strongest elements of two GROW proposals submitted from the Milwaukee area, with the recommendation that the WOW WDB serve as the fiscal agent. She noted that this requested vote was to approve making an additional \$75,000 available for this project from the current year CWI funds (beyond the \$75,000 already available through previously allocated GROW grant program funds from last year's funding). Tina Koehn asked if she needed to abstain, since UMOs was a partner to one of the two original GROW proposals (submitted by the Milwaukee Mayor's office). It was noted that since UMOs was not a recipient of the funding being requested there was no conflict of interest and thus no reason to abstain. **Lee Rasch moved approval of the additional allocation; Roberta Gassman seconded the motion.**

Gassman asked that the CWI's "quality workers for quality jobs" regional focus be referenced explicitly by this project. [*Note: the 5 October 2005 notification letter to the WOW WDB refers to "effective regional strategies for providing quality workers for quality jobs throughout the greater Milwaukee metropolitan area" and cites CWI's "active interest in the development and implementation of the project over the coming year."*]

The question was called on the motion (with the added language provisions). **The motion passed unanimously.**

III. Future agenda items

At its November 4 meeting the Executive Committee will receive a report on the grants process to date and will also discuss the process for allocating funds for CWI projects.

IV. Adjournment

Gassman moved adjournment; Rasch seconded the motion, and on a unanimous voice vote the meeting adjourned at approximately 1:00 pm.

The next full Executive Committee meeting is scheduled for November 4, 2005 from 9:30 a.m. to 11:30 a.m. in Madison.

**DRAFT Proposal for Regional Metrics Initiative (RMI)
CWI Executive Committee – November 4, 2005**

I. Project Background

Since Governor Doyle appointed the members of the Council on Workforce Investment In March of 2003, the council has identified metrics as an important component of improving the state's regional economic success. With the recent funding of the regional GROW grants and the recent commitment by the Governor to regional efforts in Southeast and Northeast Wisconsin, the DWD will be directing its Office of Economic Advisors economists to develop a regional "report card" using a set of metrics contained in this proposal. These metrics have been identified based on a review of other state and regional efforts and customized to address the Wisconsin economic goals in GROW Wisconsin. DWD presents this draft to the CWI for their feedback and input as we move to finalize the final plan.

II. Defining Regions and Measures

Our recommendation is to launch this effort using the seven regions that have been identified for the CWI GROW Regional grants. This collapses our current 11 Workforce Development Areas into the state's larger labor sheds and will help to provide meaningful metrics for the regional partnerships to both identify goals and track progress.

It cannot be emphasized enough, however, that we are not prescribing any program or political boundary changes. In fact, the regions for the purposes of the regional "report card" might be fluid over time and able to be changed based on changes in the economy/census, etc.

As there are literally dozens of measures that could be listed, the biggest challenge is narrowing down to the meaningful few to tell the regional story to both policy and decision makers as well as the general public. A recommended set of metrics should include simple measures such as rate and number of job/firm growth and subsequent wage/income increases, but should also contain more complex metrics about high value industries that are the most dynamic in both growth and productivity. For example, **Attachment B** is a "bubble chart" showing the strongest industries (largest bubbles along the X and Y axis) based on both industry growth and to competitiveness. It should be noted that measures we are recommending are not tied to a specific workforce program performance, but instead are measure of the relative health of the region's economy.

II. Timeframe for CWI Review

After preliminary Executive Committee approval to proceed, we recommend active involvement by the Strategies Committee (as the lead) and the System Development Committee (as they are interested) to review and provide input to the final metrics and planning. The following aggressive timeline is proposed.

- Nov 2005 – Present preliminary proposal to the CWI Executive Committee on 11-4 and then CWI Strategies Committee and System Development as they schedule meetings.
- Dec 2005 – Finalize plan at full CWI meeting on Dec. 9th and present to the Governor's Office (earlier draft could be shared with GO staff as well while getting input from above groups.)
- Jan/Feb 2005 – Present final draft proposal to GROW grant leadership institute partnerships for their reaction and input. (date TBD).
- January-March 2006 – Implement initiative, begin gathering data and developing the economic regional databases for the first "report card." Develop report card based on 2005 data with goal of releasing in March 2006 and then annually thereafter.

III. Proposed Regional Metrics

Note: See following pages for definitions of these metrics

Industries and Employers

1. Industrial Diversity
2. Rate of Job Growth
3. Total Job Growth
4. % Growth in Business Establishments
5. Rate of industry growth and competitiveness based on location quotients

Labor Force and Knowledge Jobs

6. %Managerial, Professional and Technical Jobs
7. % Change in Unemployment Rate
8. Unemployment Rate
9. % Not in Labor Force
10. Simpson Index of Racial and Ethnic Diversity
11. Foreign Born

Market Alignment

12. Balance Between Entering and Exiting Workforce
13. Median Age
14. Change in Med. Age by Years
15. Growth Alignment-Job Growth-Labor Force Growth
16. Occupational Alignment

Education

17. Educational Attainment, Bachelor's or Higher
18. Educational Attainment, Assoc. or Higher
19. % Limited English Proficiency
20. % At-Risk Youth

Income, Wealth, and Poverty

21. Median Household Income
22. Median Home Value (owner occupied)
23. % of Family Households with Single Female Parent
24. % of Families in Poverty
25. % of Households Receiving Public Assistance

Places to Be

- Cost of Living, Housing
26. Monthly Home Ownership Cost
 27. Monthly Rental Cost
 28. Home Value to Annual Income

Travel to Work

29. Mean Travel to Work (Minutes)
30. Solo Drivers per Square Mile
31. % Carpooling or Using Public Transportation to Work

Growth Indicators

32. Population Growth –past 2 years
33. % Population Living in a Different County One Year Ago
34. Average Home Appreciation 5 years

ATTACHMENT A - EXPLANATION OF THE INDICATORS

- 1) **Industrial Diversity** is a measure of the extent to which an area is insulated from a sharp downturn in one of its top industries. The measure looks at 14 different industrial sectors, separates the top three based on total employment, and then calculates the total employment distribution of the remaining sectors. This last calculation is the score for the area. A higher number indicates more diversity, and is desirable.
- 2) **Rate of Job Growth 1992-2002** measures the rate of increase in total employment over a decade. A higher number is desirable.
- 3) **Total Job Growth 1992-2002** measures the total job growth over a decade. This information is presented for information purposes only.
- 4) **Percentage Growth in Business Establishments 1998-2001** measures the rate of increase in total number of business establishments between 1998 and 2001. A higher number is desirable.
- 5) **Rate of industry growth and competitiveness** based on location quotients measures
- 6) **Percentage Managerial, Professional, and Technical Jobs (2002)** identifies the percentage of all occupations that are classified as managerial, professional, and technical jobs, essentially “high-skill, white collar jobs.” This excludes occupations such as clerical positions, operators, and laborers. A higher number is desirable.
- 7) **Percent Change in Unemployment Rate 2000-2002** measures the change in unemployment relative to unemployment in 2000. A positive number indicates an increase in unemployment; therefore a negative number is desirable.
- 8) **Unemployment Rate 2002** is the rate of unemployment in 2002. A lower number is desirable.
- 9) **Percent Not in the Labor Force, Age 16+** measures the degree to which the adult, working age population is “unattached” to the labor force. These are individuals not working and not looking for work. While this measure can include younger workers still in school, spouses of workers who choose not to work themselves, and retired workers, it can also measure “at-risk” populations that simply are not in the labor market but otherwise should be. A lower number is therefore desirable.
- 10) **The Simpson Diversity Index** is a measure of the likelihood that two individuals in the population will not be from the same racial or ethnic group. It is calculated using self-identified racial and ethnic data from the Census. The result is a number between zero and one, with a higher number indicating more diversity. A higher number is desirable.
- 11) The **Foreign Born Percentage** is an additional measure of diversity. A higher number is desirable.
- 12) The **Balance Between Entry and Exiting Workforce** represents the difference in the percentage of population age 15- 24 and the population age 55-64. This measure allows for the identification of potential labor force imbalances. Given the job growth documented in the Industries and Employers section, a higher number is desirable.
- 13) **The Median Age** shows the median age of the overall population in the community. It is provided for information purposes in relation to the change in median age, and is not itself part of the report card scoring.
- 14) **Change in Age By Years, 2000 - 2002** represents the change in median age in the 2000 Census and the median age in the 2002 Census American Community Survey. Scores closest to zero in absolute value received the highest scores.
- 15) **Growth Alignment** measures the alignment between job growth between 1992-2002 and labor force growth between 1992-2002 by Metropolitan Statistical Area. It is the difference between the percentage growth in jobs and the percentage growth in the labor force. A score close to 0 is best.

- 16) **Occupational Alignment** measures the average alignment in occupational clusters between jobs reported by employers (BLS) and jobs reported by people (U.S. Census.) This measure indicates to what degree the right workers with the right skills are available to employers seeking to fill particular jobs. A 1.0 would be a perfect alignment, a higher percentage is desirable.
- 17) **Educational Attainment, Bachelor's or Higher** represents the percentage of population age 25 and over that holds a Bachelor's Degree or higher as the highest level of educational attainment. A higher percentage is desirable.
- 18) **Educational Attainment, Associate's or Higher** represents the percentage of population age 25 and over that holds an Associate's degree or higher as the highest level of educational attainment. A higher percentage is desirable.
- 19) **Percent Limited English Proficiency** is the percentage of the population 5 and over that speaks a language other than English and does not speak English well. It is an indication of English literacy challenges. A lower percentage is desirable.
- 20) **At-Risk Youth** is the percent of youth age 16-19 who have not graduated from high school and who are not enrolled in school and are unemployed. This measure is a proxy for dropouts without skills to succeed in a competitive economy. A lower percentage is desirable.
- 21) **Median Household Income** is a basis for comparing relative earning power. A higher number is desirable.
- 22) **Median Home Value** is included as a measure of accumulated wealth on the part of owners. A higher number is desirable.
- 23) **Percentage of Families with Single Female Parent** is a measure of families at greater economic risk. A lower percentage is desirable.
- 24) **Percent of Families in Poverty** represents the percent of all family households living below the poverty threshold as defined by the U.S. Census. A lower percentage is desirable.
- 25) **Percent of all Households Receiving Public Assistance** represents those households that report receiving public assistance as a source of income during the year. Public assistance includes cash welfare payments, disability payments, and food stamps. A lower percentage is desirable.
- 26) **Monthly Home Ownership Costs** represents the percent of population spending at least 30% of their monthly income on home ownership costs. Ideally, very few people should be exceeding this threshold. A lower percentage is desirable.
- 27) **Monthly Rental Housing Costs** represents the percent of population spending at least 30% of their monthly income on rental housing costs. Ideally, very few people should be exceeding this threshold. A lower percentage is desirable.
- 28) **Home Value to Annual Income** represents the amount of years it would take the median annual income to pay for the median home value, if the owner chose to do nothing with the annual income but pay for the home. Economists suggest this figure not exceed 2.5.
- 29) **Mean Travel Time to Work in Minutes** identifies the one-way commuting burden of commuters in the area. A lower number is desirable.
- 30) **Solo Drivers per Square Mile measures** the amount of people driving to work alone divided by the square miles of the area. This measure provides a view of "vehicle density." A lower number is desirable.
- 31) **Percent Carpooling or Using Public Transportation to Travel to Work** identifies areas where ride-sharing is practiced, including both those who carpool to work and those who take public transportation. This measure provides a view of an area's success in reducing "vehicle density." A higher percentage is desirable.

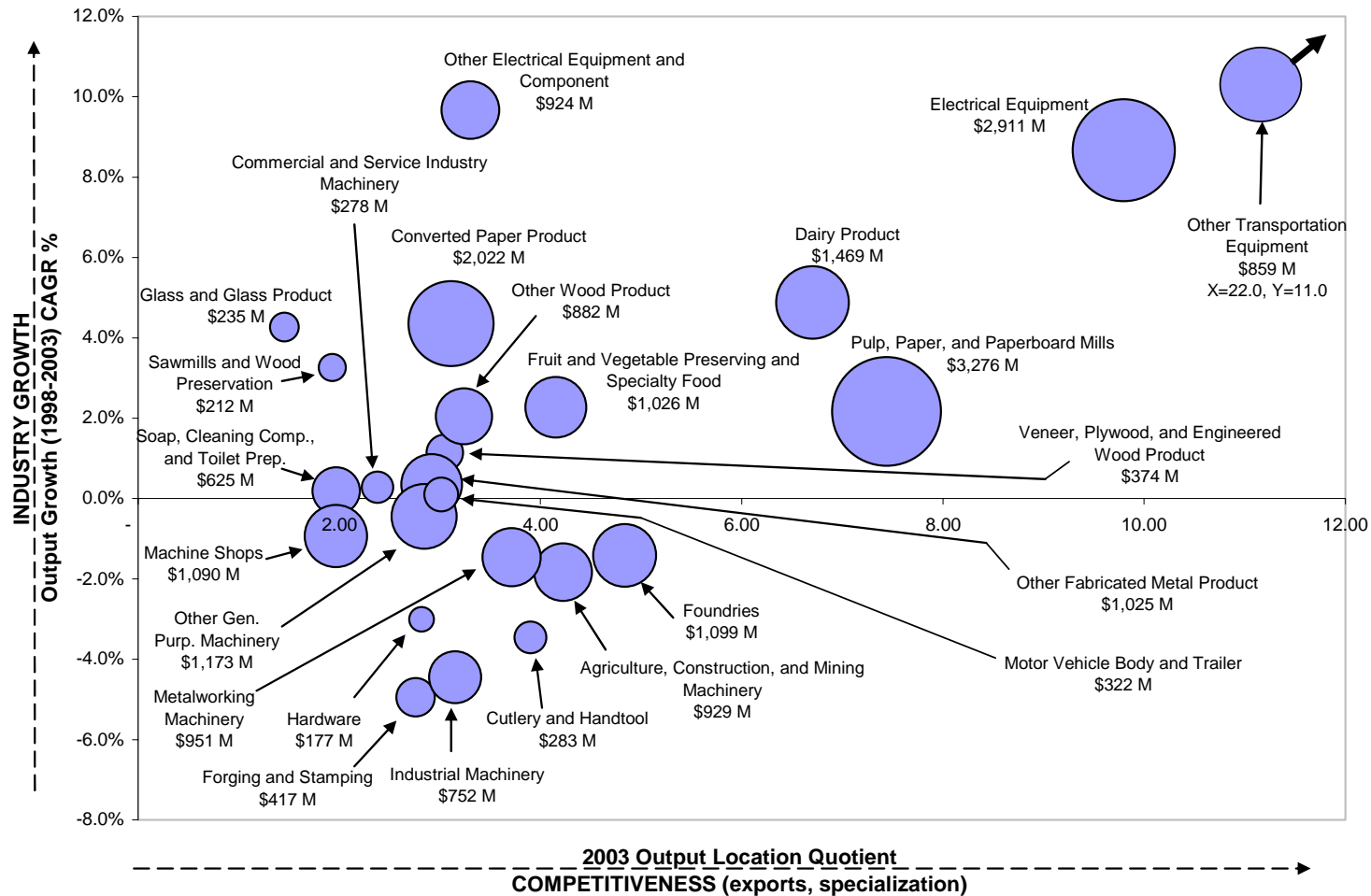
Agenda Item II.
(Continued)

- 32) **Population Growth, 2000-2002** compares the percent change in total population as an indication of an area's ability to attract and retain people. A higher percentage is desirable.
- 33) **Percent of Population Living in a Different County One Year Ago** is a more specific measure of an area's ability to attract people. A higher percentage is desirable.
- 34) **Average Home Appreciation by MSA**, measures the percent appreciation in home value for the prior five years by Metropolitan Statistical Area. This measure demonstrates "cache" and accounts for the positive side of high costs of homes in the Cost of Living indicator. A higher percentage is desirable.

*SOURCE OF INFORMATION • U.S. Department of Labor, Bureau of Labor Statistics Current Employment Statistics (CES) Survey • U.S. Census Bureau • U.S. Census Bureau, American Community Survey • Calculated from American Community Survey Using Simpson Diversity Index • Office of Federal Housing Enterprise Oversight

ATTACHMENT B - INDUSTRY GROWTH AND COMPETITIVENESS CHART

This chart shows Metric #5. The industries in the upper right quadrant show the highest rates and growth AND competitiveness. These industries could be considered a region's best assets or where they might have the most competitive advantage.



WORKFORCE INFORMATION GRANT PY05

State Workforce Agency Deliverables	Products and Milestones	Additional CWI Comments
1. Populate America's Labor Market Information System (ALMIS) database with State data	<ul style="list-style-type: none"> • Mine employer web site to identify skills needed for high growth/high demand jobs • Add skills tables to ALMIS • Incorporate educational requirements for high growth/ high demand jobs • Provide training sessions on how to use ALMIS and the front end piece known as WORKnet to local Job Centers, Workforce Development Boards (WDBs), employers, and job seekers 	
2. Produce and disseminate industry and occupational employment projections	<ul style="list-style-type: none"> • Produce statewide 2004-2006 projections (completed June 2005) • Present 2004-2006 projections data on WORKnet and the Office of Economic Advisors (OEA) website (completed July 2005) • Revise short-term projections brochure (completed September 2005) • Complete Statewide 2004-2014 projections data (targeted June 2006) • Partner with Wisconsin Manufacturing Extension to identify occupational employment and skill demands in various segments of manufacturing (ongoing) 	
3. Provide occupational and career information products for public use	<p><u>Occupational employment and wage publications</u></p> <ul style="list-style-type: none"> • Populate WORKnet and the OEA website with substate occupational and wage data. • Create and distribute career posters for high growth/high demand occupations to WI high schools, middle schools, and One Stop Centers <p><u>Employer education and outreach</u></p> <ul style="list-style-type: none"> • Milwaukee Business Symposium (held September 2005) • Madison Business Symposium (to be held April 2006) <p><u>Job Seeker Publications</u></p> <ul style="list-style-type: none"> • Produce the <i>Wisconsin Employment, Find Your Dream Job in Wisconsin</i> (available May 2006) • Produce the <i>Job Seeker's Guide to Staffing Agencies</i> (available Spring 2006) • Convert <i>County Profiles</i> to a web based publication (will be completed in Spring 2006) 	

Agenda Item III.
(Continued)

	<p><u>Registered Nurse Survey</u></p> <ul style="list-style-type: none"> • Online e-survey developed (completed September 2005) • Survey notification drafted (completed October 2005) • RN access to e-survey assured (completed October 2005)E-survey marketed and implemented (November 2005 through March 2006) • Emailed survey responses accepted (November 2005 through March 2006) • Responses monitored and data quality evaluated November 2005 through March 2006) Produce final RN database (April 2006) 	
<p>4. Ensure that workforce information and support required by State/Local Workforce Investment Boards are provided</p>	<p><u>State/Local WDB support</u></p> <ul style="list-style-type: none"> • Provide workforce information and support to the state and local WDBs, including County Workforce Profiles and Workforce Area Profiles (December 2005) <p><u>Silver Platter Web Site access</u></p> <ul style="list-style-type: none"> • Contact Buros Institute of Mental Measurements to renew access agreement (March 2006) 	
<p>5. Maintain and enhance electronic State Workforce Information Delivery systems</p>	<p><u>WORKnet</u></p> <ul style="list-style-type: none"> • Video stream additional occupational ETA videos (February 2006) • Enhanced functionality of the Business and Economic Development modules (June 2006) • Develop and implement the Youth site (March 2006) • Complete Job Seeker video (January 2006) 	
<p>6. Support State Workforce Information training activities</p>	<p><u>Accessible Workstation/Maintenance and Training</u></p> <ul style="list-style-type: none"> • Training sessions held (July 2005, August 2005, November 2005, January 2006) <p><u>One Stop Job Center Worker Training</u></p> <ul style="list-style-type: none"> • Training sessions held July 2005, August 2005, and February through March 2006) <p><u>Job Development Symposium & Technical Assistance</u></p> <ul style="list-style-type: none"> • Held training event (December 2005) • Follow up and evaluate the impact of the training session on the use of LMI (June 2006) <p><u>Resource Room, Career Development Training</u></p> <ul style="list-style-type: none"> • Hold two sessions of Resource Room Basic training (December 2005 and June 2006) • Hold Resource Room Advanced Training (September 2005 and July 2006) 	

Agenda Item IV-A.

To: Council on Workforce Investment Executive Committee
From: Executive Committee Dislocated Worker Subcommittee
Subject: Proposal for Use of CWI WIA Set-Aside Funds

In early September, Southwest Wisconsin Technical College approached DWD about possible funding for a project that would examine the impacts of training on workers displaced by the 1996 closure of Advance Transformer. This proposal was referred to the Executive Committee's Dislocated Worker Subcommittee for discussion and consideration at its September 15th meeting. Even though the proposed study addresses the subcommittee's goal of effectively using available resources by studying the impacts that different levels of services have on dislocated workers, the Special Response funds available to the Dislocated Worker Subcommittee may only be used for direct services to individuals displaced by business closures or layoffs. Therefore, the Dislocated Worker Subcommittee recommended that the project be referred to the Executive Committee for funding consideration. In its discussion, the Dislocated Worker Subcommittee identified some concerns with the proposed project as presented to them. These questions and their responses can be found following the proposal.

Following is the proposal as initially submitted (condensed for space) by Southwest Wisconsin Technical College and additional information they have submitted to address the concerns expressed above by the Dislocated Worker Subcommittee.

Advance Transformer Displaced Worker Study
Proposed by Southwest Wisconsin Technical College

Introduction: In November 1995, Advance Transformer gave notice to the State of Wisconsin of the pending plant closure at Platteville, WI. On February 9, 1996, the Advance Transformer plant closure was disclosed to the public via the local newspapers. Over the course of the next several months, 625 Platteville Advance Transformer employees were laid off.

Purpose of Study: It has been approximately nine years since the beginning of the layoffs. Southwest Wisconsin Technical College (Southwest Tech) would like to partner with Job Service and the Department of Workforce Development to conduct a study in which the impact of training on the employees involved in this plant closure would be determined. Although the parameters of the study will be determined by a committee that will be formed with personnel from the above agencies, it is the intent of Southwest Tech that the committee focuses on tracking approximately 625 laid-off workers to determine:

- Impact of short-term specialized training
- Impact of technical education
- Impact of four-year education
- Evaluation of assistance provided by support agencies
- Benefits of partnerships between service agencies
- Return on investment
- Impact on pre-layoff quality of life vs. current day quality of life
- Migration patterns
- Overall community impact (i.e. Economic Development efforts that created new jobs as a result of laid off/newly trained workers)

Agenda Item IV-A.
(Continued)

Relevance of Conducting the Study: This is an opportune time to look at conducting this study since laid-off employees have had sufficient time to complete educational training and have rejoined the workforce. Another benefit of conducting the survey at this time is that many of the employees of the service agencies who supported affected Advance Transformer employees are still employed with the service agencies and willing to work on this project.

Proposed Committee:

Bruce Palzkill, Job Service	Sheila Marten, SWTC Job Center
Kari Oates, Job Service (formerly a SW WI Private Industry Council employee)	Ellen Leuck, SWTC
Bev Loy, SW WDB	Tom Sheehan, SWTC
Lois Knoble, Retired Job Service	Karen Campbell, SWTC
Bill Zwolanek, Job Service (formerly a SW WI Private Industry Council employee)	Representative from WI DWD
	Two Former Advance Employees

Timeline and Tentative Budget (not to exceed \$10,000): August 1, 2005, through June 30, 2006. SWTC will provide the services of the Director of Institutional Advancement to coordinate and administer this project as match to the Department of Workforce Development funds. If additional costs are required to complete this study, the cost will be covered by Southwest Tech. The following funds, which are estimated costs, to be incurred by Southwest Tech are being requested from the Department of Workforce Development to conduct this study.

Postage	750
Copy Costs	1,200
Meeting Costs	1,000
Supplies	1,000
Final Report Printing/Distribution	2,000
Research/Technical Personnel	<u>4,000</u>
TOTAL	\$9,950

END OF PROPOSAL

Supplemental Project Information to Address Dislocated Worker Sub-Committee Questions

1. Who is the intended audience that will be using the results of the evaluation and what will the study results be used for?

Audiences

- Wisconsin Technical College System – Board and staff
- Workforce Development Board of Southwest Wisconsin
- Department of Workforce Development (DWD), Job Service Bureau
- Other Government Entities
- Interested business and industry groups and associations
- Other Southwest Wisconsin Technical College District constituents

Possible uses

- As a model for best practices when dealing with plant closings involving dislocated workers
- To determine the benefit of differing levels of service provided by agencies to dislocated workers
- Measure the impact of short-term training vs. long-term training
- To study migration patterns of workers after plant closings
- Evaluate the benefits of partnerships in providing a seamless package of services to dislocated workers

2. How will data about former project participants be collected and how will their personal information be kept confidential and protected?

- Southwest Wisconsin Technical College (SWTC) complies with the data integrity requirements of the federal Family Educational Rights and Privacy Act (FERPA). This law protects the privacy of student records. FERPA provides for the release of student information with written permission and for certain purposes including studies conducted by or on behalf of the educational institution.
- SWTC students sign a FERPA release form
- DWD will develop a data sharing agreement with SWTC to ensure that DWD requirements are met with respect to confidentiality and the use of data involving participants in DWD programs.

3. Are there financial contributions to the project from other sources? If so, approximately how much from what sources and what share of the total cost is being requested from DWD?

The steering committee will consist of members from Southwest Workforce Development Board, Job Service, Wisconsin Department of Workforce Development, and Southwest Tech. Agencies with members on this committee will pay the salary and related travel expenses for employees to participate on this steering committee. This will be considered match by the respective agencies. The SWTC Institutional Advancement Director will coordinate the project throughout the anticipated ten-month duration at no cost to this project. This will be considered additional match by Southwest Tech. It is anticipated that two mailings and follow-up phone calls will be required to achieve a 65-70 percent response rate on the proposed survey. All telephone expenses will be assumed by Southwest Tech and/or partnering agencies. SWTC has requested \$9,950 for reimbursement on this project which represents actual realized costs over normal college expenses. It is projected that the total cost of the project will be approximately \$20,000. This includes the requested \$9,950 in CWI funds and match from partnering agencies, which would include salary, travel, and miscellaneous expenses.

4. What is the applicability of the study to other parts of the state of other groups of dislocated workers?

The evaluation of the effectiveness of short-term vs. long-term training after a plant closing has not been done in Wisconsin and will have value regardless of where in the state mass dislocations occur. The project will provide information on the effects of the closure of a large employer in a largely rural area. The results will be directly applicable to areas that share similar geographic and economic characteristics.

5. How does the study advance the goals of the CWI and how will other agencies benefit from the study?

This study will examine the effectiveness of the workforce system and the occupational training options it offers in re-employing workers in occupations that provide good wages and advancement opportunities. Best practices and the specific roles assumed by each partnering agency will be outlined and shared with others. This information is vital to service and educational agencies to develop policies and procedures which are both cost effective and efficient for government agencies and affected workers.

**CWI Executive Committee
RECONSIDERATION OF CWI PROGRAM FUNDING PROCESS
November 2005**

Background/Key Issue

In December 2004, the CWI approved the criteria and process for determining how Workforce Investment Act (WIA) Governor's set-aside funds available to the CWI would be used. The process adopted requires the CWI's standing committees to submit proposals to the Executive Committee, which then makes final recommendations to DWD. Under the approved process, the proposals submitted to the Executive Committee are summaries of proposal concepts, with summary content specified (maximum of three pages). DWD staff then finalizes and implements the projects based on the appropriate DWD grant or contract process required.

The approved CWI criteria and funding process does not address the CWI role in review of competitive applications for funds in response to the proposal concepts recommended by the CWI and implemented by DWD. In implementing the CWI's process for the first time in a competitive grant context, the GROW grants, the Executive Committee reviewed and commented on brief summaries of applications received. These fund application summaries were an addition to the process approved by the CWI in 2004. Full application review that resulted in specific funding recommendations to DWD was conducted by an interagency staff review team comprised of staff of the State Interagency Team or their designees. The DWD Secretary and the CWI chair made final funding decisions. While the review process was in progress and in recognition of conflict of interest concerns, council members did not have access to the full applications until funding decisions were announced.

During and after this process, some members of the Executive Committee and the Workforce Strategies Committee questioned the application review process established for the GROW grants, specifically with some members wishing to be more actively involved in the review of the full applications before funding decisions were made. The following identifies several considerations and options to address the CWI role in review of set-aside fund applications in a competitive funding process.

Key Considerations for Discussion

1. Conflict of Interest

State law and CWI by-laws require that individual council members refrain from "(1) taking any official action substantially affecting a matter in which (they, their family member), or an organization with which (they are) associated has a substantial financial interest; and (2) using (the member's) office or position in a way that produces or assists in the production of substantial benefit, direct or indirect, for the (member, members family), or an organization with which the (member) is associated."

This becomes a critical issue in a competitive application process. Many CWI members are members of workforce development boards (WDBs) or are affiliated with other organizations that may directly apply for funds or may receive a contract from a WDB to conduct activities under a CWI grant program. To avoid actual or perceived conflicts of interests, many CWI members must abstain from any involvement in both reviewing and voting relative to individual applications (whether full application or application summary).

2. CWI Role

The CWI role is spelled out in both the federal Workforce Investment Act (WIA) and the Governor's Executive Order. Both emphasize the Council's role in advising the Governor on workforce policy/strategies and system oversight. The key role specified in the Executive Order directs the CWI to "advise the Governor on workforce development strategy and policy and undertake research and other activities to assist the Governor in enhancing the operation and performance of workforce programs." Both the law and executive order focus CWI activities away from the administrative details involved in implementing WIA-funded programs, functions which are the responsibility of DWD. Rather, they enable the CWI to address issues that cross agencies and programs and impact the state's broader workforce development system.

3. CWI Priorities and Constraints

Related to above, the CWI has identified a number of key goals, strategies and action steps it intends to pursue over the next 18 months. The agenda established by the Council is an ambitious one; many strategies/action steps on the Council's agenda offer potential to cross state agency and program lines and impact the state's overall workforce development system (for example, strategies related to system metrics). These will require significant Council and staff time in research, consultation, and development/deliberations. It may also involve the Council in establishing new uses for its WIA set-aside dollars to advance and implement the strategies and policies it recommends.

The extent to which the CWI wants to involve itself in administrative functions related to its funding recommendations, such as application review, will effect how much time it has available to engage in other policy/strategy development and oversight activities. It may also impact the scope of its influence on the broader workforce development system, since the WIA set-aside funds available to the CWI represent a very small portion of the funds available to the state overall for workforce development efforts.

Options for Consideration

1. Maintain current policy

This would maintain the basic process outlined in the current policy (e.g., proposal content requirements, committee review/submission, and Executive Committee review process).

It retains the Council focus on policy/strategy development, while limiting potential conflict of interest risks and minimizing Council time investment in administrative details that a full application review entails. It also enables flexibility to design reviews appropriate to the type of project funded (e.g., interagency team, DWD staff team, etc.).

2. Clarify current process

This would retain the current policy, with some changes in the following areas:

- Establish clear distinctions in review processes between competitive vs non-competitive proposals/funding processes.
- Clarify/detail in more specific terms what the Executive Committee expects to see in summary information provided in the process of review/comment on competitive grant applications.
- Clarify/detail CWI expected oversight activities/timelines/information needs for funded projects (competitive or non-competitive).

This retains Council focus on policy/strategy development, strengthens oversight role, and continues to minimize conflict of interest concerns.

3. Clarify role of originating standing committee

Add a specific role for the originating Committee (Workforce Strategies, Workforce System Development) in a competitive grant application summary review process. Committee review would result in recommendations submitted to the Executive Committee for consideration.

This change (with addition of items noted in item 2 above) would retain a focus on the designated CWI role. However, it would increase the time commitment of CWI members and raises risks/attention needed on potential conflict of interest.

4. Create CWI fund application review subcommittee

Create a grant/project application review subcommittee comprised of selected members of each of the CWI's two standing committees. Subcommittee members would participate in the DWD/DWS review process (staff and CWI member team). Members selected would need to be screened for conflict of interest issues and may rotate on and off based on the project. This grant application subcommittee would bring recommendations to the Executive Committee for action (recommendation to DWD Secretary).

This allows for cross-committee input and increases the CWI role in a competitive application review. At the same time, it maintains the CWI focus on policy/oversight, limits CWI time commitments, and provides a mechanism for reducing risk of conflict of interests.

5. Provide approval role for full CWI

Add the full CWI to the process by:

- Bringing Executive Committee recommendations to the full CWI for action. This could be an added step for any of the options noted above.
- Bring regular progress reports on funded projects to the full council for information and/or action for any additional guidance that might be needed.

Bringing funding recommendations to the full Council would increase member involvement in the grant process, but may add time to the process and reduce time available for broader policy discussions. It could also complicate conflict of interest issues. Bringing regular progress reports to the full council, however, would strengthen its oversight role.

General Recommendation for Making Timely Funding Decisions

Regardless of direction that the CWI might take on any of the above options, the CWI Liaison and staff recommend that the CWI establish a goal of making all funding decisions for the year at one meeting. This would then allow funds to be allocated, projects to be implemented, and CWI focus to be directed to other policy and system related issues for the remaining meetings. The following is an example scenario.

- With a federal program year funding cycle from July 1st through June 30th, projects for the coming year would be developed and submitted by the June meeting.
- This could involve a combination of projects developed through the committees as in the current policy, but could incorporate a solicitation for innovative ideas from other entities.
- Based on direction from the full CWI, the Executive Committee, CWI staff, a possible funding ad hoc committee could review the proposals and make decisions and grant awards during the summer, with a report at the September meeting.
- The December and March meetings can then be focused on big picture policy and system issues.

**CWI Executive Committee
CWI PROJECT UPDATES AND COMMITTEE ROLE IN PROJECT OVERSIGHT
November 2005**

Project Updates

The following provides a brief update on the four projects approved for funding using CWI 2004 WIA Set-aside funds. Three of the projects are being packaged under one "umbrella" grant titled the "WIA Title I Statewide Activities Administered by the Governor's Council on Workforce Investment". The Workforce Development System Staff Credentialing Project serves as the basic project under the "umbrella" grant, which was issued to all WDBs on October 18, 2005. GROW projects and WDB Baldrige Express Self-Assessment will be incorporated as modifications to the basic "umbrella" grant.

1. Workforce Development System Staff Credentialing (\$22,000)
 - All funds have been made available to all WDBs through the "umbrella" grant; no expenditures have been reported to date (10/27).
 - DWD/DWS (Bureau of Workforce Programs) is promoting the credentialing system in the various roundtables and other training it conducts and is identifying key credentialing competencies for each section of its roundtables/training sessions. This process was incorporated into the DWD/DWS-sponsored Dislocated Worker Roundtable held in September and is being incorporated into its Job Center/WIA Roundtable planned for November.
2. Grow Regional Opportunities in Wisconsin Region-by-Region (GROW) Projects (\$390,500)
 - DWD/DWS is in the process of modifying the "umbrella" grant to the WDBs administering the three projects approved "outright" for GROW funding.
 - DWD/DWS is working with the three recipients of "starter" project funds to revise their projects around the \$25,000 amount; modifications to these WDBs' "umbrella" grants will be issued as revisions are finalized.
 - DWD/DWD is moving forward on the Milwaukee/Southeast GROW project on the basis discussed in the September 30 Executive Committee conference call.
 - All grant modifications for the GROW projects include specific language about progress reports to the CWI, and DWD/DWS will be providing recipients of GROW project funds with additional details on reporting in four milestone areas: partnership development, strategic planning, capacity building and program activities, and outcome measures.
3. Workforce Development Board Baldrige Express Leadership Self-Assessment (\$27,500)
 - WDBs which intend to implement this project will receive funds through a project modification to the "umbrella" grant upon WDB notification of intent to participate. WDBs have been requested to indicate their intent to participate by the end of October.
 - A seven-person workgroup composed of WDB directors, local staff, state staff and the WFA Executive Director has met several times since August to revise the Baldrige Express survey to ensure relevancy to WDBs, establish the project roll-out time table, plan a statewide "webinar" orientation to assist WDBs in local survey implementation, and develop other key implementation information. DWD/DWS issued initial guidance to WDBs in October based on recommendations from this workgroup.
 - Under the timetable established by the workgroup, survey implementation is planned for January through March 2006 and WDB feedback reports are expected to be completed by April 2006. A final aggregate report to the CWI is expected to be available in June 2006.

4. Milwaukee Workforce Investment Landscape Assessment (\$60,000).
 - The grant for this project was issued in mid-August, 2005; expenditures total \$14,825 (24.7% of total) as of October 25, 2005.
 - U.W. Milwaukee completed a draft survey document for Milwaukee's employment and training providers, which is currently under review by DWD/DWS.
 - U.W. Milwaukee has begun contacting operators to alert them to the upcoming web-based survey that will be available following DWD/DWS review.

CWI Project Oversight Role -- For Discussion and Possible Action

1. Purpose of Oversight
 - to monitor project progress and expenditures and advise DWD on corrective measures (including fund reallocations) if necessary
 - to identify "best practices" and improvement needs/opportunities in overall projects that can be used in future CWI projects
 - to determine "next steps" and/or gaps to address in future CWI policy and project development
2. Role of Committees

Two of the CWI's standing committees would lead in project oversight, with project updates provided to the relevant committees on a quarterly basis. The committees would monitor the general progress of the project, identify issues/improvement opportunities, recommend reallocation of project funds if necessary, and identify "best practices"/other issues for potential policy implications. The two committees and specific projects for which they have oversight responsibilities are:

 - Workforce Strategies -- GROW
 - Workforce Systems Development -- Milwaukee Workforce Investment Landscape Assessment, Workforce Development System Staff Credentialing, and Workforce Development Board Baldrige Express Leadership Self-Assessment.
3. Role of Executive Committee and Full CWI
 - Would receive updates as part of committee reports
 - Would address major issue areas identified during committee oversight and consider suggested corrective measures/fund reallocation recommendations
 - Would review key results/findings of final reports following completion of projects and consider/recommend committee-identified next steps (e.g., policy, projects, etc.)
4. Levels of Oversight

Individual projects may have distinct issues to report given the nature of projects, project requirements, etc. The following are intended to be generic issues that committees would focus on in their oversight roles.

 - Start up (first quarter): expenditures, key start-up accomplishments and/or barriers that may impact accomplishment of project goals.
 - Progress (2nd and/or 3rd quarters): expenditures, key milestone accomplishments and/or barriers, and (if necessary) reprogramming funds
 - Final reports (following end of 4th quarter): key accomplishments, findings and/or recommendations for future CWI actions.

In addition, recipients of project funds may be invited to present at committee or full council meetings and may address some of the above items or other items of interest to committees or the full council.

**CWI Executive Committee
PLANNING FUTURE COUNCIL AND COMMITTEE MEETINGS
November 2005**

Background/Key Issue

Since it began meeting in March 2004, the CWI has spent a large portion of its time during full council meetings and committee meetings hearing presentations from various individuals and organizations about key workforce and economic development issues and programs. These have served to help educate CWI members about the issues and to provide a foundation upon which CWI members could formulate priorities and policy recommendations. At the same time, council members have expressed concern that committee and council meetings may not be as productive as they could be -- that the learning opportunities have not necessarily led to specific or meaningful results. The following presents several options for organizing full council and committee meetings to respond to this criticism.

Options for Discussion/Consideration

1. Full Day Theme-Focused Full CWI Meetings and Separate Committee Meetings

Under this option, each quarterly CWI meeting would focus on a particular theme related to a CWI key goal. Speakers/presentations at full council meetings would focus on the selected theme and would address several key questions specific to the theme selected. The presentations would then be followed by CWI discussion of the issues; identification of potential policy recommendations that should be pursued; and follow-up issues, action steps, or other directions for CWI committees as appropriate. Under this option, the schedule for a full council meeting and committee meetings would be modified as follows:

- Full council meetings would be for a full day (10:00 a.m. to 2:30 p.m.), with the morning devoted to presentations and Q&A on specific themes, followed by an afternoon of focused discussion resulting in identification of potential policy development, action steps, and/or other follow-up directions for committees.
- Committee meetings would be scheduled within one month of the full council meeting to follow-up on the directions developed during the earlier full council meeting.
- Follow-up committee recommendations would be brought to the full CWI at its next quarterly meeting for final action by the full council (or if more immediate action was needed, to the Executive Committee acting on behalf of the full council).

2. Half Day Theme-Focused Full CWI Meeting and Separate Committee Meetings

Under this option, the full CWI would meet for half a day only (morning or afternoon), consolidating the "theme" oriented discussion described in options (1) above (e.g., theme related presentations, discussion/Q&A, and directions to committees). Committee meetings would be held on a separate day, within a month of the full council meeting, and would include substantive discussion and policy/action step recommendations to follow-up full CWI directions. The committee recommendations could then form part of the following half-day CWI meeting (or Executive Committee if needed) for action.

3. Full Day Theme-Focused Full CWI/Committee/Full CWI Response Meetings

This option offers a variation of the theme-focused meetings above, but offers a more concentrated period for full council and committee meeting discussion of policy options and/or next steps. Under this process, the council would retain the current practice of both committee and full council meetings on the same day. The meeting would run from approximately 9:30 a.m. to 2:30 p.m., and the structure of the meeting day would be modified as follows:

- The full council would meet for an opening "theme" meeting for no more than 90 minutes to hear presentations, review issues around a specific theme, and provide follow-up direction to committees.
- Committees would meet immediately after this "theme" focused full council meeting to address issues the full CWI instructed each committee to review. The committee meetings would run for approximately two hours and include a working lunch.
- The full CWI would reconvene for up to 90 minutes to hear report outs from each committee on potential policy recommendations and/or action steps and give committees additional feedback/direction as needed.
- Individual committees would meet between full council meetings as needed to follow-through on full CWI follow-up direction and report back at the next full CWI meeting for final recommendations (or if more immediate action was needed, to the Executive Committee acting on behalf of the full council).

4. Full CWI Meeting Followed by Committee Meetings

This incorporates the theme focused meetings of options (1) and (2) above by making a minor adjustment to the meeting structure. In stead of the current practice of morning committee/afternoon full Council meetings, the full CWI would meet in the morning to focus on theme-specific presentations/discussion. Individual committees would then meet in the afternoon to follow-up on full CWI discussion/suggestions. One additional Committee meeting would be held as needed to formulate policy/action step recommendations for consideration at the next full CWI meeting.

5. Current Practice with Improvements

The current practice of morning committee meetings followed by afternoon full council meetings would be continued, with efforts focused on ensuring more focused/action oriented committee meetings that would produce recommendations for consideration by the full council in the afternoon.

All of the options noted above stress efforts to ensure more focused/action-oriented discussions and assume active staff assistance in development of information, policy and action-step options for CWI consideration.