

Jim Doyle
Governor

Paul Linzmeyer
Chair



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Council on Workforce Investment

June 3, 2005

**Concourse Hotel
1 West Dayton Street -- Madison WI
(608) 257-6000**

Meeting Schedule

Coffee, juice and pastries will be available at 9:30 a.m. for the Committee meetings.

10:00 a.m. to 11:45 a.m.	Workforce Strategies Committee Meeting Workforce System Development Committee Meeting
12:00 p.m. to 12:30 p.m.	Lunch
12:30 p.m. to 2:30 p.m.	Full Council Meeting

All individual Committee and Full Council meeting materials are available on the CWI web page at <http://www.wi-cwi.org/>

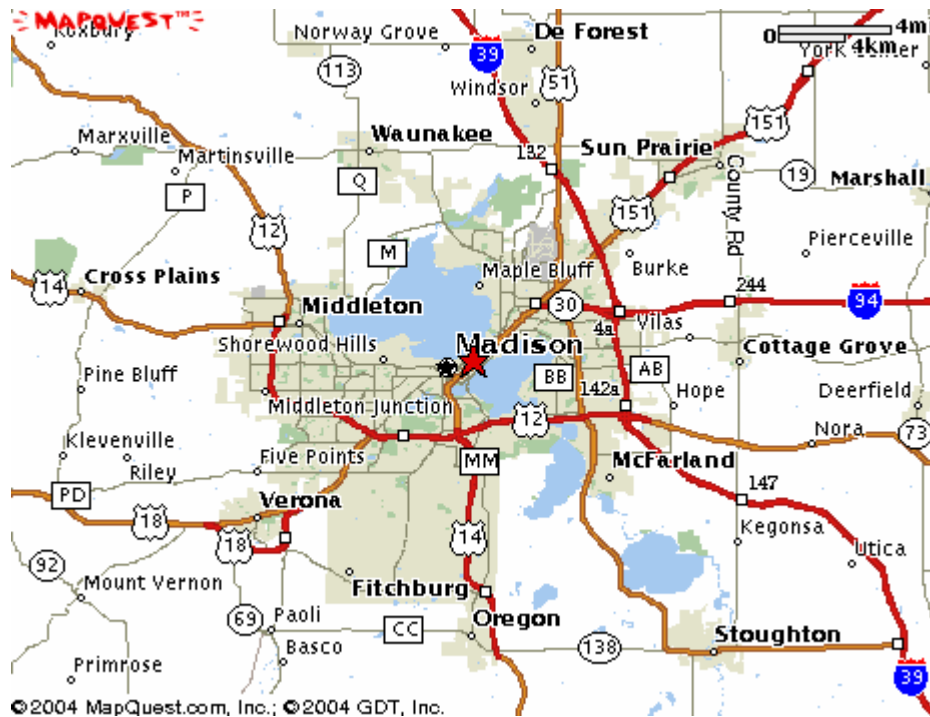
Enclosed Meeting Packet Contents

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This is a public meeting; the meeting location is handicapped accessible. If you have other special needs such as an interpreter or written materials in an alternative format, please contact Gloria Kirchoff at (608) 267-2191 or email Gloria.Kirchoff@dwd.state.wi.us.

Map to Downtown Madison and Concourse Hotel 1 West Dayton Street -- Madison, WI

Driving Tips: East Washington Ave. is under construction. The construction area is passable, but it may require extra driving time. To avoid construction, travelers can exit the Interstate at Hwy 12 to Madison. From Hwy 12, take the John Nolan Drive Exit (Alliant Center); continue on John Nolan Dr. (Hwy 151 on the 2nd detail map below) to Blair Street; continue through the intersection two blocks northwest to East Washington Ave.



COUNCIL ON WORKFORCE INVESTMENT

June 3, 2005

**Concourse Hotel
1 West Dayton Street -- Madison WI
(608) 257-6000**

12:30 p.m. to 2:30 p.m.

CWI MEETING AGENDA

- I. Call to Order and Minutes of March 4, 2005 Meeting (*For Action*)**
- II. Governor's Remarks to the Council - Governor Doyle**
- III. CWI Annual Report to the Governor – Chair Paul Linzmeyer**
- IV. Presentations on Workforce Development Initiatives – State and Federal**
 - A. Update on the Governor's Budget Initiatives, Temporary Assistance to Needy Families (TANF) Reauthorization and Wisconsin Works (W-2) – Secretary Roberta Gassman
 - B. Update on Workforce Investment Act (WIA) Two-Year State Plan and Review of WIA Two Year Local Plans – Connie Colussy – DWD Division of workforce Solutions
 - C. Update on Carl Perkins Technical Education and Adult Education and Family Literacy Reauthorization – Nancy Merrill, Wisconsin Technical College System
- V. Committee Reports**
 - A. Executive Committee Report (*For Information*)
 1. Executive Committee Actions- **Attachment A** – Chair Paul Linzmeyer
 - CWI Project Approvals
 - CWI Letters of Support for COBE, Perkins, and Youth Apprenticeship
 - WIA Two Year Plan Recommendation
 2. Bridges to Work (MIG) Subcommittee Report – Representative Zepnick
 3. Dislocated Worker Subcommittee Report – Phil Neuenfeldt/Jim Haney
 - B. Workforce Strategies Committee Report – Lee Rasch/Dean Welch
 - C. Workforce System Development Committee Report – Joe Gilles/Tina Koehn
- VI. Liaison's Report -- Sue Gleason**
- VII. Adjournment**

COUNCIL ON WORKFORCE INVESTMENT

(Draft Pending Approval)

MEETING MINUTES

Crowne Plaza – Madison, WI
March 4, 2005

Members Present: Thomas Burse, Jayson Chung, Rodney Copes, Terry Craney, Kathleen Drenkler, Margaret Ellibee (for Elizabeth Burmaster), Barbara Fleisner, Roberta Gassman, Joseph Gilles, Susan Hatch, John Heyer, James Hill, Kathy Hinze (for Christopher Rudd); Jerry Johnson, Tina Koehn, Xiong Lo, Phil Neuenfeldt, A. Kent Olson, Lee Rasch, Mark Reihl, John Scocos, Julia Taylor, John Wagnitz (for Senator David Hansen), Dean Welch, Diane Welsh (for Helene Nelson), State Representative Josh Zepnick

Members Absent: Paul Linzmeyer (Chair), Lyle Balistreri, Mary Burke, Jewel Currie, Matthew Frank, James Haney, Donald Layden, Jr., Joe Liebham, Douglas Moquin, Richard Oulahan, Sally Peltz, Joel Rogers, Donald Rouse, Patrick Schillinger, James Schramm, Georgann Stinson, Norma Tirado, David Vierthaler, Joan Wilk

CWI Staff Present: Sue Gleason, Fred Bartol, Sheryl Billups, Jesus Guerrero, Pam O'Brien, Linda Williamson, Kristin Rolling, Gloria Kirchoff, Rick Hall

Others Present: Bill Clingan, Diane Reynolds, Connie Colussy, Mary Pasholk (DWD/DWS); David Moses and John Roidt (Inacom Information Systems); Francisco Sanchez and Teresa Barch (WOW WDB); Dick Turner (Fox Valley WDB); Seth Lentz Southwest WDB); Michael Childers (UW Extension); Kathy Bornheimer (K.B. & Associates); Teresa Pierci (Workforce Connections, Inc.); Jim Golembeski (Bay Area WDB), Dave Wilson (Milwaukee PIC)

Key Issues/Discussion

I. Call to Order and Minutes

Dean Welch, serving as chair in the absence of the CWI Chair and Vice Chair, called the meeting to order at 12:30 PM. A motion to accept the minutes from the Council's December 2, 2004, meeting was seconded and approved unanimously.

II. Update on Governor's and DWD Initiatives

DWD Secretary Roberta Gassman provided the Council an update on the Governor's 2005-2007 budget, highlighting workforce-related proposals in DWD and in other state agencies. She reviewed the Governor's five budget priorities: protecting taxpayers (including no tax increase, property tax freeze, and fiscal responsibility), KidsFirst, Grow Wisconsin, state government efficiency, and protecting health care. The remainder of her remarks focused on Grow Wisconsin initiatives included in the budget.

- DWD Grow Wisconsin Initiatives
 - Quicker connection to the workforce
 - Quality Care for Quality Kids initiative
 - Pilots to retain health care workers

- Career ladders (first step with trial jobs in W-2 program)
- Children First, a program to help non-custodial parents connect to workforce, expanded to five counties
- DVR increases
- Apprenticeship funding
- Commerce Grow Wisconsin Initiatives
 - Super Employment and Economic Development Zone (SEEDZ) grant program to help employers provide training and create jobs in distressed areas (\$5 million)
 - Training Assistance Grant Program to provide training in new high-paying jobs, new capital investments and commitment for family supporting jobs, with priority for training provided by technical colleges (\$2.5 million)
 - Enterprise Development Zone Tax Credit
 - Investment in manufacturing through support of the Wisconsin Manufacturing Extension Partnership (WMEP) (\$3 million)
- Other agency Grow Wisconsin Initiatives
 - \$3.8 million in tourism marketing
 - 125 new faculty at University of Wisconsin
 - \$5 million “star faculty” funding
 - \$3 million Alzheimer research (bio-tech)
 - \$2 million bio-fuels
 - Livestock modernization
 - Corrections improvements: earned release increase and enhanced reintegration services

Finally, Gassman provided a brief update on several DWD activities currently underway, including: Workforce Investment Act Two-Year Plan, Wisconsin Works (W-2) contract planning for 2006-07, Job Service business planning, Unemployment Insurance (UI) reemployment efforts, Vocational Rehabilitation planning, and Job Center and related workforce system improvements.

She noted that collaboration to advocate for the programs and funding we think are important will be critical as the budget proposal is discussed at public hearings and in the legislature. She also noted that DWD can help if the CWI wants to be involved in testifying.

III. Standing Committee Reports

A. Executive Committee

Sue Gleason, Executive Liaison, provided the Executive Committee report.

- The CWI Executive Order was signed by Governor Doyle
- The Committee agreed to the merger of two existing committees (Emerging Opportunities and Current Workforce) into a new Workforce Strategies Committee
- The Dislocated Worker’s Committee is now attached to the Executive Committee
- The Committee reviewed project funding concepts and agreed to move forward on a proposal for regional partnerships; a request for proposal (RFP) focusing on this concept is in development.
- April and May Executive Committee meetings will be scheduled soon

Representative Zepnick reported on the first Medicaid Infrastructure (Bridges to Work) Grant Subcommittee meeting, which occurred on February 18. He noted that the CWI will provide assistance and direction to the Bridges to Work project in their strategic planning and that the focus is on employment opportunities for people with disabilities.

Phil Neuenfeldt reported on current activities of the Dislocated Worker Subcommittee, noting that:

- it is hoping to develop a system that allows grant resources to be deployed more quickly;
- it expects to review four grant requests at the committee's next meeting; and
- in future grant applications, it would like to collect more data and use less narrative.

B. Workforce System Development Committee

Joe Gilles reported that the Committee reviewed the results of several recent surveys on the state's workforce investment delivery (Job Center) system conducted by the Committee and by the United States Department of Labor. The Committee also reviewed three proposals for funding with CWI project funds. The committee is currently prepared to support one of them, a Baldrige-based organizational assessment. He also reviewed Terry Ludeman's presentation to the Committee on Wisconsin's economic regions, noting that no government boundaries fit the state's economic regions. Finally, he announced that the Committee will meet in Milwaukee on April 22.

C. Workforce Strategies Committee

Lee Rasch and Dean Welch reported on the first meeting of the Workforce Strategies Committee, noting that this is the new Committee formed by combining the former Emerging Opportunities and Current Workforce committees. The new Committee has identified three objectives and has formed three workgroups to identify sub strategies/action steps related to each by the next CWI meeting in June. They are:

- gathering information (Barbara Fleisner, lead),
- looking at skill gaps in the workforce (Margaret Ellibee, lead), and
- identifying regional/cluster opportunities (A. Kent Olsen, lead).

IV. Presentation and Discussion -- Washington Update and Potential State Impacts

Bill Clingan (Division Administrator, Division of Workforce Solutions, DWD) and Jim Golembeski (Executive Director, Bay Area Workforce Development Board) provided an overview of recent federal activity related to the federal budget and reauthorization of key legislation, focusing on the Workforce Investment Act (WIA).

Clingan gave a brief introduction, noting that as WIA is debated, there are things that Wisconsin can do to be better prepared for change. Golembeski noted that Wisconsin was not well prepared to make the transition from JTPA to WIA five years ago when major changes required by the new WIA needed to be implemented. He expressed the hope that the State would examine potential changes, begin to plan for them now, and be ready to implement new requirements when new legislation is adopted. In discussing WIA Reauthorization and federal budget proposals, Golembeski noted that several major changes are being recommended. Among them are:

- Consolidates funding streams – the President's proposal and the House bill combine three WIA funding streams (adult, dislocated worker, and youth) with Wegner Peyser funding
- Reduces Adult Education funds and eliminates the Carl Perkins Vocational Education funding
- Adds funding for a new Community College Access program and a high school intervention initiative

Golembeski further noted that the President's proposal stresses fewer rules and includes less emphasis on process in favor of more outcomes/accountability, though some question whether fewer rules will actually result. The President's proposal also brings faith-based organizations into the employment and training system. In addition, most believe that a major flaw of WIA is the lack of any dedicated funding for infrastructure, which current legislative proposals attempt to address.

In discussion, a key issue raised by members was the impact of consolidation on state programs. Representative Zepnick raised a concern, shared by others, that combining programs is a red flag that

funding will be cut. It is useful to monitor what is happening with reauthorization, but it is important that the state/CWI look deeper than the bullet points to get a real understanding of what the changes will mean for Wisconsin. Others questioned how the proposed changes would result in real flexibility if states were expected to serve the same target groups (and numbers of people) with less money. Clingan noted that there has always been tension between local creativity/regional solutions and state requirements, a tension that is not likely to go away with new legislation. He also noted that we will need to be prepared for what ever final bill comes.

V. DWD Liaison's Report

Gleason provided additional information on issues discussed earlier in the meeting as well as a brief update on outstanding CWI activities.

- The State Interagency Team (SIT) met for the first time in February and is planning to meet quarterly following each CWI meeting. Its activities will focus on determining how to implement CWI recommendations. Members are Executive Assistants or other Executives from each of the state agencies represented on the CWI.
- Funds for CWI projects have not yet been obligated. Staff is in process of developing grant application guidelines for the Regional Partnership project approved by the Executive Committee. Guidelines are being developed to encourage long-term projects and to enable some flexibility in response, for example development of economic growth strategies or industry specific strategies, such as identifying skill training needs for specific regional industries/industry clusters.

In other announcements, Gleason noted that CWI members will have an opportunity in the near future to comment on the WIA Two-Year plan as well as WIA Reauthorization. She also noted that DWD was working on an Inventory of state-administered workforce development programs that should be available by the June meeting; it may help inform CWI strategic planning. She also referred members to three new publications distributed at the meeting -- the WIA Annual Report, the LMI Cookbook, and the Wisconsin Women's Network Self-Sufficiency Index.

VI. New Business and Announcements

Jayson Chung (WTCS), referencing the earlier discussion on federal budget proposals, indicated that there is great concern about proposed cuts in the Adult Education and Family Literacy Act and the Carl Perkins Vocational Education Act. He suggested that the CWI pay attention to these areas and consider the policy implications. Carl Perkins provides \$20 million to encourage communities to invest in career education; the Adult Education program is an important partner in local workforce investment systems.

Gleason noted that the next CWI meeting will be on June 3, 2005. The location is yet to be determined.

VII. Adjournment

There being no further business, a motion to adjourn seconded and passed; the meeting was adjourned.

ATTACHMENT A

CWI EXECUTIVE COMMITTEE Summary of Recent Committee Actions

CWI Project Funding

Four proposals were approved for funding.

- **Wisconsin Regional Partnership Program (\$390,000).** This is a competitive grant program to encourage and support regional partnerships of business, labor, economic and workforce development and education to increase regional collaboration and economic competitiveness. The grant focuses on establishing regional partnerships, developing (or expanding existing) regional integrated economic and workforce development plans, and implementing system capacity building activities based on regional plans. A region is defined as having population of at least 500,000 and containing at least four contiguous counties and whole workforce development areas. The grant application guidelines are scheduled for a June 1 release.
- **National Credentialing for Workforce Development Staff (\$22,000/\$2,000 per WDB).** This project will help pay for Job Center direct service staff and their supervisors to earn a national credential certifying achievement of specified standards/levels of education, experience, competency, and ethical behavior using the National Association of Workforce Development Professionals certification program. The project will contribute to continuously improving the effectiveness of the Job Center system and the quality of customer services.
- **Workforce Development Board Baldrige Express Self-Assessment (\$27,500/\$2,500 per WDB).** This project will help interested WDBs pay for an organizational self-assessment using the Baldrige Express, an e-survey based on the National Baldrige Criteria for Performance Excellence. The survey is administered by Wisconsin Forward Award, Inc., the organization that operates Wisconsin's Baldrige-based performance excellence management education and award program. The survey provides WDBs a consistent method for assessing, measuring and continuously improving their organizational effectiveness, including leadership effectiveness.
- **Milwaukee Workforce Development Landscape (\$60,000).** This project will fund the University of Wisconsin Milwaukee Center for Workforce Development to survey Milwaukee's workforce development service providers and stakeholders, develop a report that documents and provides recommendations for coordination of Milwaukee County's workforce development system, and provide a one-stop portal clearinghouse hosted on its existing Workforce Enterprise web site.

CWI Letters of Support or Opinion

The Executive Committee approved sending three letters in support of or expressing concern related to current issues affecting the workforce investment system. The letters were recommended by the Workforce Strategies Committee.

- To Governor Doyle expressing support for the recommendations of the Joint Committee on Baccalaureate Expansion (COBE), which include 13 strategies and an implementation process that focus on enhancing student success and educational quality.
- To Governor Doyle expressing support for continued funding of the Youth Apprenticeship program and additional funding support for Youth Apprenticeship programs in the health care industry.
- To members of Wisconsin's Congressional Delegation expressing concern about budget proposals that would eliminate the Carl D. Perkins Vocational and Technical Education Act and severely cut funding for the Adult Education and Family Literacy Act.

Workforce Investment Act Two Year State Plan

Members reviewed and recommended adoption of the draft WIA Two-Year State Plan.