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Council on Workforce Investment

DATE: December 6, 2005

TO: CWI Workforce Strategy Committee Members

FROM: Fred Bartol (Fred.Bartol@dwd.state.wi.us) and Sheryl Billups (Sheryl.Billups@dwd.state.wi.us), Committee Staff

SUBJECT: Discussion Papers for December 9, 2005 Workforce Strategies Committee Meeting

Attached please find three discussion papers related to three "Discussion/Possible Action" agenda items scheduled for your December 9 Committee meeting. These include:

- Regional Metrics Project: Overview of Implementation Issues and Process (Agenda Item III)
- Workforce Information 2006 Grant: CWI Engagement in Workforce Information Planning (Agenda Item IV)
- Wisconsin's Manufacturing Industry: Next Steps in CWI Support of "Advanced Manufacturing Solutions" (Agenda Item V)

These are materials in addition to the agenda and minutes of the November 29, 2005 meeting you received late last week.

Please contact Fred Bartol or me if you have questions about the enclosed material.

**Regional Metrics Project:
Overview of Implementation Issues and Process**
Discussion outline for CWI Workforce Strategies Committee Meeting
December 9, 2005

Note: The outline below describes principal elements on planning the completion and rollout of the regional metrics initially discussed at the Strategies Committee's meeting of November 29. The purpose of the outline is to guide the Committee's scheduled December 9 discussion of next steps in the regional metric projects, in particular the process for finalizing the metrics themselves through review and comment by relevant stakeholders.

1. Completing the metrics (December 2005 – March 2006)

- a. DWD & CWI internal drafting process
 - i. Finalize common core regional metrics (including proposed breakouts for each), incorporating comments from System Development Committee
 - ii. Draft cover page/statement of purpose clarifying basis, intended uses, and guidelines for interpreting metrics
- b. External review and comment
 - i. Statewide
 - (1) Decide on scope and process:
 - E-circulate to select partners/groups only?
 - Comprehensive public review and comment process?
 - (2) Decide on regional distribution process:
 - Direct to regional organizations, WDBs, GROW partnerships?
 - (3) Conduct process
 - Circulate draft metrics (email and/or posting on CWI sites, to other relevant list-serves)
 - ii. Close review and comment process
 - (1) Present final draft of metrics to Strategies based on comments
 - (2) Strategies Committee approves and forwards to Exec. Committee the final draft, summary of comments, implementation plan

2. Implementing the metrics (March – June 2006) (Final implementation planning to be concurrent with review/comment process—with latter providing input relevant to former)

- a. Publication/distribution
 - i. Publish on CWI web site
 - ii. Circulate to partners and present at statewide and regional forums
- b. Orientation and training (conducted with DWD Economists)
 - i. Identify different audiences and varied needs of each:
 - ii. Develop appropriate materials, e.g., Information “packet” containing metrics and explanatory materials, brief overview presentation (designed for inclusion as agenda item of regular group meetings), specially scheduled orientation “workshops,” or intensive training sessions
 - iii. Conduct training sessions

CWI ENGAGEMENT IN WORKFORCE INFORMATION PLANNING
Proposal for Workforce Strategies Committee Consideration
December 9, 2005

Background

The Work Force Information (WFI) Grant is an annual agreement that is developed between the U.S. Department of Labor and the State of Wisconsin. Grant funds support a variety of activities related to development, analysis and dissemination of labor market information, including six specific deliverables: populate America's Labor Market Information System (ALMIS) with state data, produce and disseminate industry and occupational employment projections, provide occupational and career information products for public use, provide workforce information and support to WDBs, maintain and enhance electronic state workforce information delivery systems (WORKnet), and support state workforce information training activities.

A key objective of the CWI is "improved statewide and regional information (and methods for its ongoing collection and distribution) ... in forms readily usable in public and private decision-making." Increasing the CWI's involvement in assessing and recommending improvements to activities supported under the WFI grant provides one tool for the CWI to advance this objective.

Proposal and Related Options for Consideration

The CWI, through its Workforce Strategies Committee, should partner with the Department of Workforce Development to gain customer feedback on DWD's public-facing work force information activities, the extent to which they meet customer needs, what gaps exist, and how activities could be improved to address existing gaps. The following are strategy options for the Committee to consider to further its engagement and leadership in this activity, from the least to most intensive effort.

Strategy Option 1: Suggest key industry-based events that DWD staff should attend to gather feedback informally

- Key audience: Participants at key industry events (manufacturing, nursing, construction) and workforce development, economic development, and education system events.
- Committee role: Assist DWD in identifying potential events, review report, and develop recommendations for improvement for CWI transmission to DWD/DWS.

Strategy Option 2: Host listening sessions (2-4) in different regions of the state.

- Key audience: Targeted to specific groups (by invitation) and/or open generally to policy makers, planners and other interested individuals from business, workforce development, economic development, education and others.
- Committee role: Convene and participate in listening sessions as full group or as subcommittee, review findings, and develop recommendations for improvements for CWI transmission to DWD/DWS.

Strategy Option 3: Host structured focus groups (3-5) directed to specific target groups

- Key audience: Invitation only to limited numbers of key industry decision-makers/planners (manufacturing, healthcare, construction) and policy makers/planners from the workforce development, economic development, and education systems.
- Committee role: Assist in crafting focus group questions, convene and participate in (and possibly facilitate) focus group sessions, review findings, and develop recommendations for improvements for CWI transmission to DWD/DWS.

Implementation Time Table

- December 9, 2005 -- Recommend strategy (from options above or other suggested options)
- March 2006 - Implement/complete recommended strategy
- April 2006 -- Review findings, finalize recommendations, transmit to Executive Committee

**Wisconsin's Manufacturing Industry:
Next Steps in CWI Support of "Advanced Manufacturing Solutions"**
Discussion Paper for CWI Workforce Strategies Committee meeting
December 9, 2005

At its meeting of 29 November the CWI Workforce Strategies Committee (WSC) recommended that the full CWI endorse the Advanced Manufacturing Solutions (AMS) initiative (see the related issue paper for the 29 November meeting for additional details). WSC further asked that it be charged with identifying and pursuing specific actions to support the AMS effort.

The chart on the next page lists a number of several specific steps WSC might take to support AMS and the "I am Wisconsin Manufacturing" (IAWM) marketing project associated with it. The chart also relates each possible step to one of the Objectives and Strategies WSC identified during its March – June 2005 strategic planning effort. These strategies are outlined in fuller detail in the CWI's 2005 annual report to the Governor (http://www.wi-cwi.org/pdf/annual_report2005.pdf), pp. 9-10.

Next to each step is a space for CWI members to indicate the level of priority they believe should be assigned to each task (1 = highest priority, 3 = lowest priority, 0 = not worth pursuing at all). This chart is intended to facilitate the discussion of AMS next steps that is an item on the WSC meeting agenda for 9 December.

Possible action step	Priority			
	1	2	3	0
Charge an ad hoc business outreach working group with developing a strategy for publicizing the AMS initiative to the Wisconsin business community. <i>(Objective C: Targeted regional priorities, Strategy 3: High-growth partnerships)</i>				
Partner with the IAWM marketing committee to advance the latter's marketing agenda. <i>(Objective A: Workforce information, Strategy 4: Attract/retain skilled workers)</i>				
Establish a web link from the CWI web site to the AMS and IAWM websites. <i>(Objective A: Workforce information, Strategy 3, New information mechanisms)</i>				
Establish a CWI web page devoted specifically to the manufacturing sector, with links to AMS, IAWM, and other projects (MEP). <i>(Objective C: Targeted regional priorities, Strategy 1, Maximize potential of existing sectors)</i>				
Establish a formal CWI (or WSC) liaison with AMS to update CWI/WSC on project progress and convey WSC priorities to AMS. <i>(Objective C: Targeted regional priorities, Strategy 3: High-growth partnerships)</i>				
Establish a process for periodically transmitting to CWI information generated by AMS regarding skill gaps and needs in manufacturing. <i>(Objective A: Workforce information, Strategy 1: New information mechanisms)</i>				
Analyze the entire AMS initiative and identify particular project subparts WSC wants to sponsor (e.g. through targeted grants of CWI-administered WIA funds) or otherwise endorse or support in specific ways. <i>(Objective C: Targeted regional priorities, Strategy 3: High-growth partnerships)</i>				
Work with representatives of AMS/IAWM and other partners to convene a statewide "manufacturing career education summit." <i>(Objective B: Workforce Preparation/Support, Strategy 3: transparent, accessible, and capable career devt system)</i>				
Convene representatives of AMS/IAWM, the WSC, and the state Youth Apprenticeship program to identify and implement specific ways of aligning and coordinating AMS and Youth Apprenticeships in manufacturing. <i>(Objective B: Workforce Preparation/Support, Strategy 3: transparent, accessible, and capable career devt system)</i>				
Develop a "GROW Manufacturing" initiative to link, coordinate, and support regional manufacturing initiatives being developed through the GROW grants, and connect all of these to AMS and other statewide manufacturing initiatives. <i>(Objective C: Targeted regional priorities, Strategy 3: High-growth partnerships)</i>				
Work with the CWI System Design Committee to ensure coordination of Job Center planning and activities with AMS, and pursue proactive use of Job Centers to advance the AMS agenda. <i>(Objective B: Workforce Preparation/Support, Strategy 3: transparent, accessible, and capable career devt system)</i>				
Revisit the concept of workplace learning centers as a possible supplement or complement to proposals derived from AMS. <i>(Objective C: Targeted regional priorities, Strategy 2: Industry-driven training models)</i>				
Encourage AMS to coordinate with school-based career education programs such as entrepreneurship education and the "Project Lead the Way" pre-engineering program. <i>(Objective B: Workforce Preparation/Support, Strategy 3: transparent, accessible, and capable career devt system)</i>				