

# COUNCIL ON WORKFORCE INVESTMENT

## Workforce Strategies Committee Country Springs Hotel ~ Waukesha, WI

September 22, 2006

**Members Present:** Dean Welch and Lee Rasch (co-chairs), William Chaudoir, Jayson Chung (for Daniel Clancy), John Heyer, Deborah Mahaffey (for Elizabeth Burmaster); Debra Malewicki, A. Kent Olson, Mark Reihl

**Members Absent:** Rod Copes, Jewel Currie, Barb Fleisner, Susan Hatch, James P. Hill, Ellen Holt, Patrick Schillinger, Senator Dave Hansen, Sen. Joe Leibham, Norma Tirado, Joan Wilk

**Staff Present:** Fred Bartol, Sheryl Billups, Sue Gleason

**Guests:** Jerry Hanoski (Western WDA), Rick Orton (DWD/DWS), Paula Lampley and Leonor Rosas (UMSO), Neil Hall (WOW WDB)

### Key Issue

#### I. Call to Order and Minutes

Co-chair Dean Welch called the meeting to order. Action on the minutes of the August 3, 2006 minutes was deferred to the next meeting.

#### II. Update on Current Activities

Fred Bartol provided a brief update on the CWI's Regional Metrics project and the GROW Initiative.

##### A. Regional Metrics

Bartol explained that the metrics provide a common framework of economic measures for each of the GROW regions. DWD expects to send the metrics out through a publication or other mechanism in the next few weeks. They will also be published on a web site planned for the GROW initiative.

Questions and discussion focused on how the metrics will be used, how the data can be manipulated to address specific questions/issues, the extent of local input into determining measures, and the need for some kind of technical assistance to regions. Bartol noted that DWD expected to provide some technical assistance as the metrics are deployed, probably during a GROW Roundtable.

##### B. GROW Initiative

Bartol provided a draft of a report on the GROW initiative, which included brief summaries of each of the GROW region activities from GROW I and planned activities from GROW II. This is the first of several activities that will emerge to help get information distributed across the state about GROW activities, including development of a GROW web page. The summaries will be sent back to GROW regions for review/corrections before formal publication. Bartol also explained that GROW grants have been determined; the next step is to put together grant agreements, which will include specific deliverables.

### III. Future Opportunities

Bartol and Sheryl Billups provided brief overviews of several initiatives that the Committee may be interested in pursuing in the coming year. These included the Shifting Gears (Joyce Foundation) project, Life Long Learning Accounts (LiLAs), and the new Workforce Readiness Skills Certification.

Bartol noted that the Shifting Gears proposal had been well received by the Joyce Foundation and that DWD and the WTCS were optimistic that Wisconsin would receive Joyce Foundation funding. Jayson Chung also expressed optimism, but noted that a decision would not be final until November, with an announcement in December.

Billups reminded members that the Chair had referred the LILA issue to the Committee for future consideration at the last CWI meeting. Billups also noted that Workforce Readiness Skills Certification was a new national effort, with full roll-out expected in January 2007.

During discussion, questions were raised about the focus on high wage occupations in the Shifting Gears Project. Bartol and Chung explained that this focus reflected the Governor's Grow Wisconsin plan emphasis on targeting public resources on high-demand, high-wage jobs and industries that can improve the state's economy and provide family supporting wages.

Members noted that there would be value in looking more closely at all of the new issue areas. Several members noted that career pathways as described in the Shifting Gears project was a particularly compelling issue. Deborah Mahaffey expressed interest in workforce readiness skill certification; other members suggested some comparative analysis of various workforce readiness standards would be useful.

### IV. Planning for Next Year

Bartol and Billups referred members to two versions of the Committee 2005-2006 work plan, which specifies the objectives for which the Committee is responsible and the related strategies and action steps developed by the Committee. Bartol pointed to the various GROW activities that relate specifically to Committee objectives, while Billups outlined the specific Committee/Council activities that advanced the objectives. Billups and Bartol observed that most state level, as well as GROW activities, have focused on two of the three objectives assigned to the Committee. Little Committee activity has focused on the second objective, workforce preparation and support. The three new issues discussed previously would address this objective.

During discussion, members indicated that GROW should continue to be a priority, with other issues linked to it. Career Pathways was also suggested as a top priority. Members indicated that they wanted to see more "actionable" items, best practices, and tracking of outcomes/results.

In discussion of the future meeting schedule, Rasch suggested that the Committee should use in-person committee meetings planned in conjunction with full CWI meetings as opportunities for discussion. Specific Committee actions could be scheduled for "interim" teleconference meetings to be held in the general timeframe suggested in the proposed calendar. (It was also noted that the proposed February 2007 teleconference date conflicted with another state event.)

#### **Follow-up Action:**

Committee members requested staff to conduct several specific follow-up actions:

- Provide members a copy of the full Joyce application.
- Review and revise current Committee work plan, indicating what "action" steps have been completed
- Develop a committee survey to enable Committee members to identify specific priorities among remaining issues and potential new issues for discussion at the December meeting.

There being no further business, the meeting was adjourned.