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Council on Workforce Investment

WORKFORCE STRATEGIES COMMITTEE MEETING

Wednesday, May 2, 2007
1:00 p.m. to 3:00 p.m.

Wisconsin Department of Workforce Development
GEF-1 Building
201 East Washington Ave.
Room H206
Madison, WI 53703

AGENDA

- I. Call to order and minutes of March 27, 2007 meeting -- **For Action**
- II. The Regional Industry Skills Education (RISE) Initiative – In-depth exploration of the career pathways concept and implementation strategies (presentation and discussion)
 - o Overview of RISE - *Carolyn Peckham (Smooth Transitions, LLC and RISE Coordinator)*
 - o Career pathways and the industry partnerships that support them - *(Patricia Schramm, Workforce Development Board of South Central Wisconsin)*
 - o RISE implementation issues and CWI role (discussion)
- III. New business and announcements
- IV. Adjournment

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.

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 Virginia Derr at (608) 266-9802 or by email at Virginia.Derr@dwd.state.wi.us.

COUNCIL ON WORKFORCE INVESTMENT

Workforce Strategies Committee

Concourse Hotel -- Madison, WI

(Draft Pending Committee Approval)

March 27, 2007

Members Present: Lee Rasch (Co-Chair), Colleen Bates, Robert Borremans, William Chaudoir, Jayson Chung (for Daniel Clancy), Jewel Currie, Margaret Ellibee (for Elizabeth Burmaster), Barb Fleisner, John Heyer, James Hill, Debra Malewicki, Joan Wilk

Members Absent: Dean Welch (co-chair), Sen. Joe Leibham, Kent Olson, Mark Reihl

Staff Present: Fred Bartol, Sheryl Billups

Guests: Lisa Patrick (Dept. of Corrections), Carolyn Peckham (Smooth Transitions, LLC), Rick Orton (DWD), Pat Schramm (WDB of Southcentral WI), Sally Cutler (North Central WDB)

Key Issue

I. Call to Order and Minutes

Co-chair Lee Rasch called the meeting to order. Jayson Chung moved to accept the minutes of the December 8, 2006 meeting, Jewel Currie seconded the motion, and it passed unanimously. The chair introduced Robert Borremans, Director of the Southwest WDB, as a new Committee member. Lisa Patrick, representing Secretary Frank of Department of Corrections, was also introduced; she explained that she is still in the process of determining which Committee would be most beneficial for Corrections participation. Staff noted other membership changes that resulted from recent Council resignations or changes of Committee preferences.

II. Review and Updates of Major CWI and DWD Projects

Using a power point presentation to assist Committee members follow discussion, Fred Bartol provided an overview of key activities of the CWI and DWD. Discussion was organized around three key themes or project dimensions discussed in previous Committee meetings -- regions, sectors and systems.

Focusing on the "regions" dimension, Bartol provided a brief overview and update on three initiatives: Growing Regional Opportunities in Wisconsin (GROW) grants, Regional Metrics Project, and the U.S. DOL Workforce Innovations in Regional Economic Development (WIRED) grants.

Under the "sectors" dimension, he discussed initiatives occurring within three areas - manufacturing, health care, and "emerging" industries. Under the "manufacturing" discussion, Bartol provided brief updates on the CWI's and Governor's Manufacturing Skill Standards Council Manufacturing Skill Certification project, WIA incentive grant, GROW manufacturing projects, and manufacturing related CWI Special Innovation Grants. Within the health care industry, he discussed the DWD Select Committee on Health Care Workforce and its related web site and annual report, the Regional Health Care Alliance, Safe Patient Lifting Grants, and GROW health care projects. Finally, under "emerging", he noted the Governor's Jobs for the Future Initiative as well as GROW technology/emerging industry sector projects.

The "systems" focus area related to more general efforts of the CWI and its grant programs (particularly focus on coordination across systems and programs), the CWI Innovations grants related to distance learning and "virtual job" center, and the CWI system improvement grants (related to WDB leadership

development through the Baldrige Self-Assessment and to staff development through job center staff credentialing). A major focus of discussion was on the Joyce Foundation/RISE grant, which Wisconsin recently received, and its focus on state level policy change and implementation of a career pathways model of workforce development.

Committee members engaged in considerable discussion about current efforts, particularly regional metrics project and its relationship to other labor market information. It was noted that the regional metrics measures do not provide some of the distinctions within regions that may be needed to make good decisions and that sub regional data available through other labor market information (LMI) sources will still be needed.

III. Committee Objectives and Strategies for 2007

Following the overview above, the Committee began discussion of key issues to consider for future CWI and Committee activities, including discussion of how activities discussed in the overview, particularly GROW and RISE, could be moved forward and how the CWI and Committee should be involved. Among various committee suggestions and comments were the following:

- It will be important to survey and review GROW efforts, identify benchmarks and consider if and how GROW expectations can be built into RISE efforts.
- In developing a survey and other information related to above, it will be important to consider the different purposes of the programs and who the audiences are for the information. Will information gathering and results focus on participants in the grant program or the larger stakeholder audience? Bartol suggested the first audiences to consider are the CWI and DWD, with supplemental information collection to focus on other participants and stakeholder groups.
- Some members also noted it will be important to look for ways to collect information about GROW that goes beyond what is submitted in quarterly reports. Tailoring a survey for each individual region may be more useful than a generic statewide survey.
- With respect to RISE, questions were raised about how business will be involved. Bartol and Chung noted that the program is focused primarily on career pathways for low skilled adults who come into the technical college/workforce development systems without the basic skills and whose next job (because of the rising skill demands) will require higher level skills than the job they may be leaving. Committee members noted the need to engage employers, gain their feedback and support, and perhaps provide incentives for employer involvement in order for career pathways to work.
- Other comments related to RISE included reference to the Michigan WIRED grant "innovations process" curriculum, the need to use the GROW infrastructure already in place, and the need for more active employer outreach. Chung noted that while the GROW structure will be important to consider, RISE is a new concept and it will be important to think about how to expand the approach -- what other methods can be used to get the information and to "brand" the concept.

IV. Next Steps and Adjournment

Rasch suggested that a meeting before the next full Council meeting in June would be needed to consider committee focus areas and next steps. Other members concurred, but requested no meeting in the period of May 14 through May 22. May 2 and May 4 were identified as potential dates. The meeting should be in-person, with teleconference access for those unable to attend in person.

There being no further business, the meeting was adjourned.