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Council on Workforce Investment

WORKFORCE STRATEGIES COMMITTEE TELECONFERENCE Tuesday, November 29, 2005 1:30 – 3:00 p.m.

Teleconference -- See Phone Access Numbers Below
In Person: State Labor Building (GEF-1), Room A415
201 East Washington Avenue -- Madison, WI 53703

AGENDA

- I. Call to Order and Approval of September 16, 2005 meeting -- For Action
- II. Regional Metrics Project -- For Discussion [20 mins]
- III. LMI Grant: 2006 Priorities and Potential Role of Strategies Committee -- For Discussion [10 mins]
- IV. GROW Grants -- For Discussion [20 mins]
 - Brief overview of awards to date
 - Strategies Committee oversight role
- V. Advanced Manufacturing Solutions -- For Discussion and Possible Action [20 mins]
 - Proposal for Strategies Committee endorsement
 - Discussion of Committee ongoing engagement
- VI. Wrap-up/Next Steps -- For Discussion [10 mins]
 - Preview of proposed December 9 discussion on health care workforce
 - Agenda for December 9 in-person committee meeting

Note: discussions not completed on 11/29 may be carried over into the December 9 meeting.

To attend this meeting by phone: Participants **outside of the Madison calling area** should dial the toll free number, **888-677-9189**, and, when prompted, enter conference code **2629#**. Be sure to enter the pound (#) key after the 4-digit number. Those **within the Madison calling area** should dial the local number, **(608) 316-0022**, and when prompted, enter **2629#**. If you have problems getting connected, call Wisline's Helpdesk at 1-800-442-4614 (in Madison or toll free).

To attend in person: Interested parties may attend the meeting in person at the State Labor Building (GEF 1), Room A415. All visitors must use the main entrance at 201 East Washington Avenue; this entrance is handicap accessible. Please stop and register at the customer assistance desk in the lobby. Please note: The steps leading to the main entrance on East Washington Ave. are currently 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: Meeting materials are posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Fred Bartol, Department of Workforce Development, Division of Workforce Solutions by phone at 608-266-1439 or by email at fred.bartol@dwd.state.wi.us. If you have special needs such as an interpreter or written materials in an alternative format, contact Gloria Kirchoff at (608) 267-2191 or email 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

(Draft Pending Approval)

WORKFORCE STRATEGIES COMMITTEE

K. F. Bemis Conference Center -- St. Norbert College
100 Grant Street -- De Pere, WI
September 16, 2005

MEETING MINUTES

- Members Present:** Dean Welch (co-chair), State Superintendent Elizabeth “Libby” Burmaster, Jayson Chung, Rodney Copes, State Senator Dave Hansen, Susan Hatch, John Heyer, James Hill, Barbara Prindiville (for Lee Rasch), Mark Reihl, Joan Wilk.
- Members Absent:** Lyle Balistreri, Jewel Currie, State Senator Joe Liebham, Xiong Lo, A. Kent Olson, Patrick Schillinger, Julia Taylor, Norma Tirado
- CWI Staff Present:** Fred Bartol (DWD/OEI), Bea Jay Panke (DWD/BJJS), Sue Gleason (DWD/OEI)
- Others Present:** Daniel Abrahamson, Teresa Barch, Jerry Hanoski, Beth Norris, Joel Rogers, Steve Terry

Key Discussion Issues

- I. Welcome, opening remarks; approval of minutes from 4 March, 3 June, and 20 July.

Dean Welch (co-chair) called the meeting to order at 10:10 a.m. In the absence of a quorum a formal vote to approve the minutes was not taken, but the consensus of those present was that all three sets of draft minutes should be considered approved.

Dean Welch asked that the agenda be re-ordered so that the GROW Grant discussion (Item III) could precede the discussion of the sequencing document (last bullet under Item II); there were no objections.

Welch reminded the group of the CWI vision and this committee’s mission as a developer of strategies to pass along to the Workforce Systems committee, all with the end goal of “Quality Workers for Quality Jobs.” He urged the committee to stay focused on the central question of how best to apply the money being spent on workforce development and how to ensure accountability. Senator Hansen agreed on the need for accountability, so that, for example, subsidies justified in the name of creating jobs actually do so and recipients of such funds are held to their promises.

- II. Update on Youth Apprenticeship program

Sue Gleason noted that since the last meeting’s presentation by the Executive Director of the Governor’s Work-Based Learning Board the latter body had been dissolved. The youth apprenticeship component is moving to DWD’s Office of Economic Initiatives and the tech prep component is moving to the Wisconsin Technical College System (WCTS). Jayson Chung suggested that on the tech prep side this represented an opportunity to reassess and reevaluate programs and that the WCTS looked forward to a smooth transition. Superintendent Burmaster observed that these relocations should actually elevate these programs in the context of the Governor’s second phase of the Grow Wisconsin initiative.

III. Presentation on innovative career development systems

Margaret Ellibee described Canada's system for integrating workforce and career development information from the local to the national level from a variety of sources in a way that was "invisible" to the user. She noted that Wisconsin had the elements of such a system in the form of its various LMI resources -- WorkNet, WisCareers and similar tools -- but was still working on how to provide one simple point of access tying it all together for ease of use by individual public customers. This depends in part on having a good "big picture" sense of how these different elements relate to each other, which is where the concept of "career clusters" comes in.

"Career Clusters" are increasingly a focus of regional partnerships of communities, businesses, and the education system. Career clusters map pathways connecting education, skills and jobs, enabling students to relate their learning more clearly to the skill demands of particular careers (or to see how the skills might be transferable to other careers). Career clustering also supports more flexible and contextual learning more suited to today's students. For example, in the Wausau area a very strong health care clustering program is aligning secondary education with both the post secondary education system and the local hospital system. These are the kinds of linkages between education, business, and the workforce development system that need to be in place for a region to attract business as well as to prepare the regional workforce to take full advantage of the opportunities such businesses create.

Susan Hatch asked how teachers were encouraged to buy into the program. Ellibee noted that these programs offer benefits to teachers in the form of improved student behavior and performance, since students tend to be more engaged and achievement-oriented when their school work relates to career opportunities in this way. Hatch suggested this idea needed to be marketed more intensively to make the community more aware of its potential. Welch suggested the concept deserved more intensive focus by the committee because it pulls so many committee priorities together.

John Heyer noted the importance of getting the school districts fully involved, but also the need to take into account the full continuum of career options, and especially not lose sight of those students who are not college-bound. Ellibee agreed that the purpose of the concept is to equip students, at any point in their learning, to head in whatever direction they choose. Joan Wilk expressed particular concern, in this context, about the looming shortage of health care workers, as well as of teachers of future health care workers. She urged the committee to make this a priority focus and suggested that staff put together a fairly comprehensive presentation specifically on the whole health care workforce issue, trends related to it, and the dimensions of the problem. Barbara Prindiville noted that there were already a number of partnerships forming to address this issue.

Joel Rogers asked if the committee was working from a list of high-shortage occupations. Welch indicated that the committee needed to get the word out more generally about the issues it was working on.

IV. Update on the GROW Grants

Fred Bartol summarized the grant evaluation process that had unfolded since the committee's last meeting. DWD received eight proposals to spend a total of \$880,000, more than twice the amount allocated to the grant program. In consultation with the CWI Executive Committee, it was decided to consider all the proposals on their merits and not summarily reject any on "compliance" grounds, although several did not meet all the criteria. (Those that did not offered compelling rationales for deviating from them).

An effort was made to provide all proposals with at least some funding while recognizing different levels of project development. In the end three "outright" GROW grants were approved, though at less-than-requested amounts: to a combine representing South Central and Southwest WDBs, another combine

representing both Fox Valley and Bay Area WDBs, and the West Central WDB. Three other proposals had exciting ideas but needed more work; these were awarded \$25,000 each in “starter” funding to facilitate further planning: Northwest WDB, Western WDB, and North Central WDB.

Bartol also noted that no grant award has yet been announced for the Milwaukee/SE Wisconsin/WOW region. Two competing (but potentially complementary) proposals were received for that combined region, and there was strong sentiment on the part of reviewers that a way needed to be found to bring these two projects together, and to connect both with other emerging economic development initiatives in the region. A process is now under way to establish a project combining elements of both proposals, to be funded out of the \$75,000 of remaining GROW grant funding and an additional \$75,000 to be requested from the Executive Committee at a special meeting for this purpose at the end of September.

Bartol observed that a central issue for the Strategies Committee was how to define its role with respect to these grant projects, which were intended in part to inform the committee’s ongoing effort to identify new models and strategies of workforce development.

John Heyer expressed concerns about the way the Milwaukee situation was being handled, in particular the message being sent if a grant was made to the Milwaukee Mayor’s office or some other entity rather than a Workforce Development Board—the latter are supposed to be the drivers of these types of projects. Jim Hill expressed concerns about the request for an additional \$75,000; in effect we are finding extra money to reward the submission of two competing proposals when other applicants had seen their grants greatly reduced. He urged the committee to insist that any additional funding be contingent on evidence that the two applicants are working effectively together. Bartol reiterated that putting together a working project for this critical region was the prime objective of the process and that the clear intent was for any additional money to be closely tied to a well-designed project.

It was noted that the Workforce Strategies Committee as such did not have a direct role in approving the additional money, but that the two committee co-chairs could, as members of the Executive Committee, convey the committee’s concerns to the Executive Committee when the latter takes up the issue. Several proposals for specific language expressing such concerns were offered, including a resolution requiring specific evidence of progress under the initial \$75,000 as a condition of the additional \$75,000, but none received a formal vote amid continuing discussion as to whether the committee had the authority to impose such specific conditions. It was noted, however, that the clear general sense of the group was that Dean Welch and Lee Rasch should convey to the Executive Committee a concern that any additional money for the Milwaukee region project be attached to strong accountability provisions.

Efforts to finalize consensus language on this point were under way when the meeting ended at 12:05 p.m.

Proposal for Regional Metrics Initiative (RMI)

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.

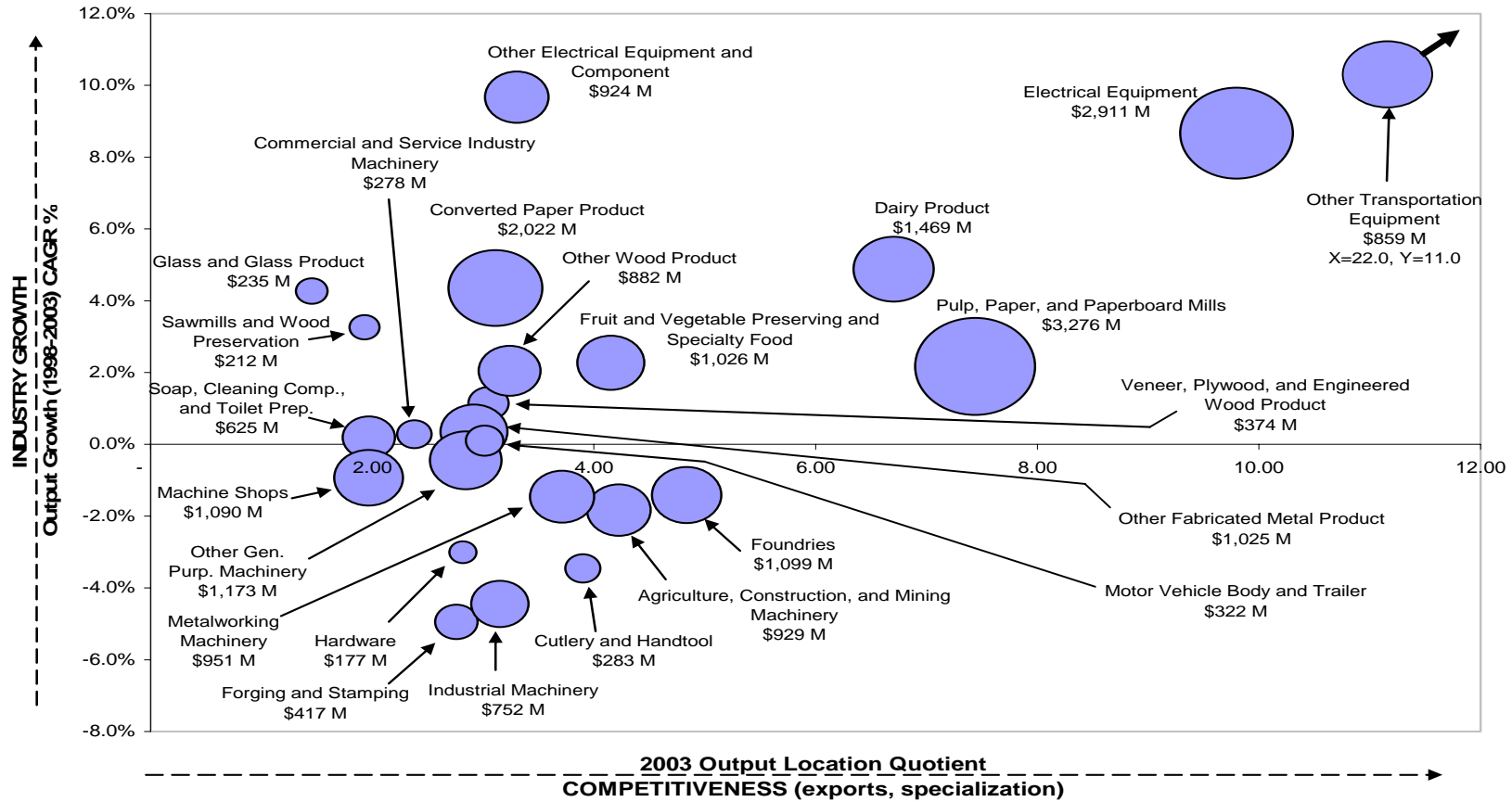
- 16) **Occupational Alignment** measures the average alignment in occupational clusters between jobs reported by employers (BLS) and jobs reported by people (U.S. Census.) This measure indicates to what degree the right workers with the right skills are available to employers seeking to fill particular 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.

- 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 | Occupational employment and wage publications <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 | |
| | Employer education and outreach <ul style="list-style-type: none"> • Milwaukee Business Symposium (held September 2005) • Madison Business Symposium (to be held April 2006) | |
| | Job Seeker Publications <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) | |

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|---|--|--|
| | <p>Registered Nurse Survey</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) | |
| 4. Ensure that workforce information and support required by State/Local Workforce Investment Boards are provided | <p>State/Local WDB support</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>Silver Platter Web Site access</p> <ul style="list-style-type: none"> • Contact Buros Institute of Mental Measurements to renew access agreement (March 2006) | |
| 5. Maintain and enhance electronic State Workforce Information Delivery systems | <p>WORKnet</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) | |
| 6. Support State Workforce Information training activities | <p>Accessible Workstation/Maintenance and Training</p> <ul style="list-style-type: none"> • Training sessions held (July 2005, August 2005, November 2005, January 2006) <p>One Stop Job Center Worker Training</p> <ul style="list-style-type: none"> • Training sessions held July 2005, August 2005, and February through March 2006) <p>Job Development Symposium & Technical Assistance</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>Resource Room, Career Development Training</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) | |

Wisconsin's Manufacturing Industry

Discussion Paper -- CWI Workforce Strategies Committee Conference Call
November 29, 2005

Background

As a recent report by the Manufacturing Extension Partnership details the opportunities and challenges facing Wisconsin's manufacturing industry, the Wisconsin Technical College System is moving forward with Advanced Manufacturing Solutions (AMS), a partnership with manufacturers aimed at better coordinating economic and workforce development in the manufacturing sector.

One key component of AMS, the "I am Wisconsin Manufacturing" marketing campaign, was the topic of a presentation to CWI on September 16, 2005 and addresses a recurrent Strategies Committee discussion point: the need to challenge the image of manufacturing as a declining sector and to attract more workers to manufacturing careers. AMS also addresses, from a manufacturing standpoint, several issues that in more generic terms have been continuing Strategies Committee concerns. These include the task of more clearly identifying regional skill gaps and the search for compelling models (and efficient methods) for organizing incumbent worker training.

Issues For Discussion

Assuming that the Strategies Committee is prepared to recommend that the full Council endorse the Advanced Manufacturing Solutions effort:

1. What additional steps beyond a general endorsement can/should CWI (via the Strategies Committee) take both to support and to engage productively the AMS initiative?
 - With regard specifically to the "I am Wisconsin Manufacturing" campaign, are there specific additional steps the Strategies Committee or CWI should take to support that campaign?
 - Beyond the "I am Wisconsin Manufacturing" campaign, are there other specific components of the AMS initiative that the Strategies Committee should target for closer collaboration (and possible CWI grant funding)?
 - Are there specific ways AMS can/should be approached as a potential resource for the Strategies Committee and CWI, e.g., as a source of information on industry skill needs and gaps?
2. To what extent (and how) should the Strategies Committee be deliberately situating engagement with AMS within a broader Committee and CWI agenda on manufacturing? For example, should engagement with AMS be one starting point for:
 - Considering a sector-focused approach to other elements of the Committee's career education agenda (e.g., a *manufacturing* "career education summit")?
 - Reinforcing efforts to promote sector-focused strategies on the part of Workforce Development Boards and in the Job Center system?
 - Pursuing specific efforts to simultaneously promote manufacturing careers and the Youth Apprenticeship program, through sector-focused YA initiatives?
 - Encouraging coordination among various regional manufacturing initiatives (in particular, any supported via CWI grant programs such as GROW)?
 - Promoting efforts to develop an integrated statewide manufacturing workforce agenda, similar to efforts already under way in health care?

Resources:

- Advanced Manufacturing Solutions web site:
<http://www.wtcsystem.edu/initiatives/advmfg/>
- “I am Wisconsin Manufacturing” web site:
<http://www.iamwimanufacturing.com>
- Manufacturing Extension Partnership report on manufacturing:
<http://www.wmep.org/manufacturingstudy.html>