

# COUNCIL ON WORKFORCE INVESTMENT

*(Draft Pending Approval)*

## WORKFORCE STRATEGIES COMMITTEE

December 9, 2006 -- Madison, Wisconsin

### Meeting Minutes

**Members Present:** Barbara Fleisner (serving as acting chair); Kay Moormann (for Dan Clancy, WTCS), William Chaudoir, John Wagnitz (for Sen. Dave Hansen), Susan Hatch, John Heyer, James P. Hill, Erica Kauten, Ellen Holt, Norma Tirado, Joan Wilk

**Members Absent:** Lee Rasch, Dean Welch, Rodney Copes, Jewel Currie, Elizabeth Burmaster, Sen. Joe Leibham, Xiong Lo, Kent Olson, Mark Reihl, Patrick Schillinger

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

**Others Present:** Jessalyn Frost (DWD/DWS)

### **Key Discussion Issues**

Barbara Fleisner, serving as acting chair, called the meeting to order at approximately 12:45 p.m. John Wagnitz moved approval of the minutes of November 29; Ellen Holt seconded the motion and it passed unanimously.

#### I. Presentation -- Strategies to Respond to Healthcare Workforce Needs

Norma Tirado provided an overview of the healthcare workforce shortage and efforts by the Select Committee on Healthcare Workforce Development, Department of Workforce Development, and selected regional efforts to address this shortage. Among the points discussed were:

- The aging population overall, as well as the aging of the current healthcare workforce, are key factors contributing to the healthcare worker shortage.
- The greatest job growth in healthcare is registered nurses; a critical need is for instructors, who are on average older than registered nurses overall. Other healthcare fields are also growing, for example "Rad Techs" and "Surg Techs". The technical college system has responded to the extent that the state is expected to have enough "Rad Techs".
- A variety of regional efforts are underway to address the worker shortage, including efforts in the Northeast Area (Fox Valley), which has created a Health Care Alliance and is doing a demographic survey among other things to identify current and future needs and working with the technical colleges to create needed programs.

#### II. Regional Metrics Project

Fred Bartol provided an overview of implementation issues and process for the Regional Metrics Project. Committee discussion focused on external review and comment and the measures suggested in the paper.

- Review and comment. Members noted the need for comprehensive review to obtain broad buy-in and ensure the CWI did not duplicate regional efforts now underway. They also noted the need to clarify who the audience is and the potential differences in approach that may be needed (passive/general audience versus proactive/targeted audience). One suggestion was to present the paper and obtain feedback at the Governor's Employment and Training Conference. Committee members also noted the need to clarify the purpose of the metrics, e.g., standardization, benchmarking, best practices, etc., before the paper is distributed.
- Measures: Members suggested that other state level metrics be reviewed (e.g., Taxpayers Alliance/Competitive Wisconsin), noted possible additions to the list of indicators (e.g., entrepreneurial growth, insurance coverage or some other type of health care indicator, etc.), and the need to keep the number of measures reasonable and manageable.

"Next steps" for the Committee included: clarifying purpose, clarifying audience, and review/incorporating suggestions into the list of indicators. The revisions could then be sent to the full CWI for input before making it broadly available for review/comment.

### III. Workforce Information Grant

Sheryl Billups briefly reviewed the options for CWI participation in helping the DWD gather information for assessing current and planning future activities under the Workforce Information State Grant. Options ranged from offering suggestions about potential venues for DWD staff to solicit views from business/others to a more active role (hosting listening sessions or focus groups). Members noted that it would be important to educate those whose feedback is requested. Consensus emerged that DWD should focus efforts around linking to events already planned. Members emphasized that to obtain meaningful feedback, DWD staff would need to educate the targeted audience first. Members suggested that contacting the planners for the WEADA conference would be an important first step.

### IV. Advanced Manufacturing Solutions and CWI Role

Fred Bartol reviewed previous Committee actions to endorse the WTCS Advanced Manufacturing Initiative and to request that the Council charge the Committee with identifying ways the CWI could support the AMS effort. The Committee then began considering the list of potential activities, ranging from those linking specifically to the AMS initiative to actions that took a broader perspective. These include activities that could link current CWI efforts (e.g., GROW grants, Job Center coordination) and/or could be organized around an industry cluster approach (manufacturing) that incorporated other areas of Committee interest (e.g., career education summit focused on manufacturing, work place learning centers, youth apprenticeship, school-based career education programs, etc.) In reviewing the first few options, Committee members raised questions about what role the WTCS saw for the CWI in its AMS efforts. Members suggested that this be addressed before the Committee took further action. Members also suggested bringing the issue to the full Council for discussion.

There being no further action, the meeting was adjourned at approximately 2:00 p.m.