

Jim Doyle
Governor

Tim Sullivan
Chair



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Council on Workforce Investment

Friday, December 3, 2010

Sheraton Madison Hotel
706 John Nolen Drive, Destination South
Madison, WI 53713

MEETING SCHEDULE

Coffee will be available for the full Council Meeting.

10:00 a.m. to 12:00 p.m. Full Council Meeting

All full Council meeting materials are available on the CWI web-page at <http://www.wi-cwi.org>

Enclosed Meeting Packet Contents

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Page 2	Map to December 3rd Meeting
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This is a public meeting; the meeting location is handicapped accessible. If you have other special needs, such as an interpreter or written materials in an alternative format, please contact Kristy Budde at (608) 266-9199 or email kristy.budde@dwd.wisconsin.gov.

Driving Directions and Map to Sheraton Madison Hotel

From East

Exit from I-94 West onto I-90 East. Follow I-90 East to Highway 12/18 West. Continue west on Highway 12/18 for 4.5 miles to Exit 263 (John Nolen Drive). The hotel is immediately on the right as you exit.

From North

Take Interstate 90 East or Interstate 94 East and exit onto Highway 12/18 West. Continue West on Highway 12/18 for 4.5 miles to Exit 263 (John Nolen Drive). The hotel is immediately on the right as you exit.

From West

Take Highway 12/18 and take Exit 263 (John Nolen Drive). The hotel is immediately on the right as you exit.

From South

Exit from I-90 onto Highway 12/18 West. Continue west on Highway 12/18 for 4.5 miles to Exit 263 (John Nolen Drive). The hotel is immediately on the right as you exit.



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Friday, December 3, 2010
10:00 a.m. to 12:00 p.m.

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706 John Nolen Drive, Destination South
Madison, WI 53713

FULL COUNCIL MEETING AGENDA

- I. Call to Order and Minutes of September 10, 2010 Meeting - **(Action)**
- II. Chair's Report and Executive Committee Items
- III. Accomplishments and Commendations
- IV. Subcommittee Reports:
 - a. Dislocated Worker
 - b. Medicaid Infrastructure Grant
 - c. Energy Sector
 - d. Health Care Sector
 - e. Advanced Manufacturing Sector
- V. Executive Director's Report
- VI. Adjourn

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Gary Denis, Department of Workforce Development, Division of Employment and Training by phone at 608-267-9704 or by email at gary.denis@dwd.wisconsin.gov. If you have special needs such as an interpreter or written materials in an alternative format, contact Kristy Budde at 608-266-9199 or kristy.budde@dwd.wisconsin.gov. (Text phone users may call the Wisconsin Telecommunications Relay System at 711 to request assistance.)

COUNCIL ON WORKFORCE INVESTMENT

MEETING MINUTES

(Draft Pending Approval)

September 10, 2010

Milwaukee

Members Present: Joel Rogers (Vice Chair), Ron Danowski (Executive Director), Kenneth Black, Robert Borremans, Thomas Brien, Sharon Canter, William Chaudoir, Kathleen Cullen for Dan Clancy, Jewel Currie, Rande Daykin for Lee Rasch, Kathryn Dunn, Tony Evers, Barbara Fleisner, Roberta Gassman, Jim Haney, Susan Hatch, John Heyer, James Hill, Tina Koehn, Don Madelung, Kenneth Munson for Karen Timberlake, Kent Olson, Lee Rasch, Rick Raemisch, Don Rouse, Christopher Ruud, Jeffrey Steren, Julia Taylor, Dean Welch, Joan Wilk.

Members Absent: Tim Sullivan (Chair), Daniel Andrist, Lyle Balistreri, Colleen Bates, Reggie Bicha, Thomas Burse, Spencer Coggs, Kathleen Drengler, Kim Kindschi, Gayle Kugler, Joe Leibham, Phil Neuenfeldt, Aaron Olver, Mark Reihl, Henry Sanders, Jr., David Vierthaler, Rolf Wegenke, Josh Zepnick.

CWI Staff Present: Gary Denis, Pamela O'Brien.

Others Present: Angela Cummings, WI Association of Job Training Executives and Waukesha-Ozaukee-Washington Workforce Development Board (WOW); Francisco Sanchez, Staci Eggert-Dziedzic, WOW; Don Sykes, Milwaukee Area Workforce Investment Board; Mari Kay, Northwest WI Workforce Development Board; Eric Larsen, Department of Public Instruction; Stephanie Bloomingdale, WI Federal of Nurses and Health Professionals and Health Care Sector Subcommittee; Bob Sheppard, Pioneer Products and Advanced Manufacturing Sector Subcommittee; Charlene Dwyer, Nelse Grundvig, Dianne Reynolds, Anne Rodgers-Rhyme, Brian Solomon, Randy Sommerfeld, Kristina Thole, Department of Workforce Development.

Key Issues/Discussion

Council meeting materials are available on the CWI web page at <http://www.wi-cwi.org>

Item I. Call to Order and Minutes of June 11, 2010

Mr. Joel Rogers, serving as Chair, called the meeting to order. The minutes of the June 11, 2010, meeting were approved.

Item II. Chairs Report

Acting Chair Rogers reflected on what the CWI has done in the past eight years to assist the new Governor in forging ahead on unfinished business. He stated that progress has been made, albeit slowly, on improved targeting of funds for human capital effort, increased on-ramps to

jump-start people's training/career paths, and an efficient means to acquire competencies with mastery subject to testing. Mr. Rogers circulated the Executive Summary of *The State of Working Wisconsin 2010* by the Center on Wisconsin Strategy.

Item III. DWD Secretary's Report

Secretary Gassman announced the Governor's second round of Workforce Investment Act's (WIA) discretionary funds for Industry Partnership Grants, Opportunity Grants and the Manufacturing Skills Standards Certificates. An Industry Partnership Grants map was circulated showing current activities by sector along with a report-out of experiences in some of the areas.

http://www.wi-cwi.org/pdf/council_meetings/2010/industry_partner_grants_map_rev082610.pdf

Item IV. Subcommittee Reports

IV. a. Dislocated Worker

Mr. Danowski summarized the report that was included in the Council packet. He stated that the Subcommittee would be meeting the following week to package the needs of the areas for the first half of the program year. Co-Chair Haney expressed the Subcommittee's thanks for the terrific State staff support and detailed work.

IV. b. Medicaid Infrastructure

Mr. Steren noted that the Council packet included a full summary of the August 5, 2010 Subcommittee meeting. He thanked the Council for their endorsement at the June meeting of the recommended changes to the Medicaid Assistance Purchase Plan. He expressed the same need to make adjustments to federally-funded programs so that persons with disabilities can be an integral part of the workforce. Mr. Steren pointed out that with further changes to our systems and government programs, persons with disabilities could work as full members of our society-- right now, the laws actually create an economic disincentive to work. The Subcommittee Chair introduced Joe Entwisle, Senior Policy Analyst for Health and Disabilities Advocates. Mr. Entwisle said that progressive shifts in policy would transform the current tax burden set-up so that more persons with disabilities could be taxpayers. He cited the statistic from the Social Security Administration that if one-half of one percent of current beneficiaries worked their way off of benefits it would equate to a \$3 billion savings to the trust fund. In the context of the national economy, Mr. Entwisle stressed the impact of the baby boomers on labor shortages, and the current lack of skilled workers in emerging industries as reasons to change policies that would allow more persons with disabilities in the workforce to maximize productivity. Statistically, and anecdotally, Mr. Entwisle noted that traditionally employees with disabilities are highly motivated, considered hard workers, and save employer's costs with a comparatively low turn-over rate. He quoted the Bloomberg Business Week that recently listed Milwaukee as the sixth-ranked city in the U.S. with projected job markets for the future. Mr. Entwisle stated that people with disabilities are the largest minority group in the U.S., and hold over \$1 trillion in purchasing power, not to mention being the most "brand-loyal" among minority groups-- the best way to tap into those markets is by hiring individuals who know how to reach those populations.

Mr. Steren moved, seconded by Ms. Wilk, that "before and after the elections, the CWI Chair communicate to the Wisconsin Congressional delegation the CWI's support for Medicaid Infrastructure Reauthorization." The motion unanimously passed.

IV. c. Energy Sector

Mr. Ruud noted that seven regions submitted proposals as part of the Sector Alliance for the Green Economy (SAGE) initiative, and thanked the review team including Mr. Rouse. Based on the team's extensive work, all grants will need to be revised with November 1st as the re-submittal deadline for the team's second round of reviews. Mr. Rouse added that there were two webinars to assist the local areas on what needed to be revised and why. The Subcommittee Chair announced the hiring of the SAGE Coordinator, Steve Roberts, who will also serve as the primary staff person to the Subcommittee.

He also noted that a staff person in Adult Apprenticeship, Owen Smith, will now serve as the SAGE Outreach Coordinator.

IV. d. Health Care Sector

Ms. Bloomingdale stated that the State Health Care Workforce Development Planning Grant application was submitted by the University of Wisconsin Board of Regents, School of Medicine and Public Health on behalf of the CWI for the purpose of planning and implementing activities leading to health care workforce development strategies at the State and local/regional levels. Award notification on the \$150,000 request would be announced at the end of September.

Ms. Bloomingdale also highlighted four Federal Health Profession Opportunity grants submitted by Western Workforce Connections, Milwaukee Area Workforce Investment Board, Gateway Technical College and the Lac du Flambeau Nation-Northwoods Enterprise Community. She indicated that the \$1- \$3 million over a five-year period would serve low-income individuals in training, education, and career advancement to address health care profession's workforce needs. Ms. Bloomingdale announced recent industry partnership activities including two \$25,000 grants each to Northwest and North Central Wisconsin Workforce Development Boards. Finally, she highlighted the work of the Health Data Collaborative Workgroup to improve information of clinical rotations for nursing students modeling the Fox Valley "passport" system, and to develop a Registered Nurse shortage forecast model.

IV.e. Advanced Manufacturing Sector

Mr. Sheppard said that the Subcommittee increased their learning curve on the Career Pathways active in some K-12 school districts and the youth apprenticeship programs with 206 school districts participating. The owner of Point Precision in Racine provided positive testimonial that prompted the subcommittee to agree on helping promote youth apprenticeship in more schools statewide. Mr. Sheppard reported that after considerable discussion at two meetings, the Subcommittee endorsed the National Association of Manufacturers Skills Certification System and registered apprenticeships. He explained that the purpose is to enable the Wisconsin workforce to be competitive, and support efforts to maintain and attract manufacturing jobs. On behalf of the Subcommittee, he requested that the full CWI endorse the Certification System. The Council received the Subcommittees recommendation, and the Subcommittee will go forward with the certification system and the youth apprenticeship on their strategic implementation action plan at their next meeting. Finally, Mr. Sheppard highlighted the industry partnership activities of the four advanced manufacturing training projects.

Item V. Update on Workforce Investment Act Training Expenditures

Mr. Denis provided data on the Workforce Investment Act (WIA) and American Recovery and Reinvestment Act (ARRA) funds targeted for training from program year 2006 detailed in the following link http://www.wi-cwi.org/pdf/council_meetings/2010/cwi_bwt_9-10-10.xls. The Council discussed the implications of the data, and how to report results so that people understand the success stories. Mr. Ruud asked "of those people who participated in training, how many have jobs?" In response to another question, Mr. Denis stated that of those people who participated in training, 83% were placed in employment. Mr. Currie emphasized the need

for this type of information to be readily available on the workforce website so that everyone can find out how the State is doing. It was reinforced that results have to be reported clearly and transparently. Mr. Olson reiterated the need for improved employer engagement to really assist businesses in what they need including paid youth apprenticeships. Mr. Borreman stated that the Workforce Development Boards are committed to high-needs training and, at the same time, additional funds would be useful to assist people in the area of career planning to ensure that the "right" matches occur. Another concern expressed by several members was the need for funds to be earmarked for advanced manufacturing with advanced notification to the Boards so they can effectively respond for effective service delivery. Mr. Rogers said that the Executive Committee will revisit the issues of performance measurements and reporting at their next meeting.

Item VI. National Career Readiness Certification

Mr. Solomon highlighted Wisconsin's efforts detailed in the following presentation:

http://www.wi-cwi.org/pdf/council_meetings/2010/ncrc_9-10-10.ppt

He asked for input as to how best to increase employer participation and buy-in. Material being used to implement this program was distributed: *Wisconsin is Ready, Are You?; Take a Stand, We Did; Landing the Next Interview is Now Easier!*; and, a sample letter of employer commitment. Members had a number of questions that prompted discussion: Mr. Currie asked how employers could be of assistance; Mr. Dayken wanted to know how this was getting rolled out with employers, and whether there was profiling by sector; Ms. Koehn asked about funds going directly to the Workforce Boards for the assessments and testing; and, how will this project be sustained without ARRA funds? Mr. Olson pointed out that their Board was the only local area that had a license for WorkKeys which was a revenue source but that will now be impacted with the state-wide implementation. Mr. Solomon stated that he was working on a cost-share partner model so that this will not compete with what local areas already have in place.

Item VII. Presentation from Wisconsin's Labor Market Information

Mr. Grundvig presented *LMI and You* detailed in the following power point:

http://www.wi-cwi.org/pdf/council_meetings/2010/lmi_and_you_09-10-10.ppt

He also presented a chart on the data collected by the Bureau of Labor Statistics, and provided examples of how the data could be useful to the CWI and Boards. It was noted that Wisconsin has been very proactive in grant applications, and the data from Mr. Grundvig's staff is vital to be competitive for national and foundation funds.

Item VIII. Executive Director's Report

Mr. Danowski stated that the Chair sent letters to Wisconsin's Congressional delegation reflecting the CWI's position on WIA Reauthorization. He also highlighted the various grant applications currently being submitted including a Data Quality Longitudinal Grant (\$1 million over three years) that would provide employment outcomes data and research; Disability Employment Initiative (\$2.3 million) to continue the Navigator's role, and increase coordination for service delivery for persons with disabilities. Mr. Danowski also updated the Council on the implementation of the \$2.2 million National Emergency On-the-Job Training grant, and special efforts working with employers as well as a census survey for registered nurses that would be concurrent with licensure renewal. Mr. Rogers expressed the need for moving data collection to evidenced-based decision making, and will be raising that at the Executive Committee.

The meeting adjourned at noon.

Agenda Item IV.b.

**Medicaid Infrastructure Grant Subcommittee Report
December 3, 2010 Council on Workforce Investment**

The Medicaid Infrastructure Grant Subcommittee met on November 5, 2010, and the issues below are highlights:

- The Department of Health Services submitted a \$9 million grant request for the last year of MIG. In anticipation of a substantial reduction in funds for 2011, the priority activities for completion will be: A permanent reservoir of information (service provisions, trainings, evaluations, etc.) for electronic access and transparency; Continuation of the Work Incentives Benefits Counseling, the best system in the nation in order to protect the array of excellent providers in Wisconsin; Continuation of the Paths to Employment Resource Center, a website for training, employment choices, technological needs and resources, that is a compatible electronic platform with state agencies, Independent Living and other resource agencies across the State.

Mr. Reiser also informed the Subcommittee of the CWI's endorsement of MIG Reauthorization and the communication that went to the Wisconsin Congressional delegation. The Subcommittee also heard from Lisa D. Ekman, Senior Policy Advisory, Health and Disability Advocates, on the Affordable Health Care Act, MIG Reauthorization, and the need to continue the Medicaid Buy-in. It was noted that from the MIG activities, the Health Services Department not only has excellent information from each region on successes, but also "stories" of individuals who were positively impacted by MIG implementation in Wisconsin.

- Mr. Grosso, Senior Economist, Department of Workforce Development, provided a current account of Wisconsin's economic and employment situation along with data on disability-related issues. While disability data is self-reporting, the 2010 Census will provide more information than what has been compiled in the past. The Subcommittee's discussion on the disparities of educational attainment, income and unemployment rates between people with disabilities and non-disabilities, concluded in consensus that significant barriers still exist for full inclusion of persons with disabilities in the workforce.

The next meeting of the Subcommittee will be scheduled for early February 2011.

Agenda Item IV.c.

Energy Sector Subcommittee Action Plan

Priorities for 2010:

Oversee the Sector Alliance for the Green Economy (SAGE) project.

- Approve local SAGE plans to facilitate contracting with fiscal agents.
- Review SAGE progress reports periodically.
- Review and recommend budget modifications for local SAGE activities annually.
- Review progress towards greening up apprentice trades.
- Support SAGE communications plan to promote green trades.
- Review and approve annual SAGE report to Department of Labor.

Build Capacity for Energy Industry partnerships

- Leverage existing resources (such as WIA discretionary funds) as well as seek private funding to support energy industry partnerships.
- Foster greater collaboration and partnerships with green/energy businesses, education, labor, economic and workforce development organizations; with a special emphasis on upgrading existing building for energy efficiency.
- Identify pockets of excellence in energy efficiency and promote these models.
- Expand the success of the Wisconsin Apprentice programs.

Agenda Item IV.d.

Health Care Sector Subcommittee Action Plan

Priorities for 2011:

Design a statewide plan that ensures a diverse, sufficient, and competent health care workforce.

- Collect data through license renewal on Physicians and Physician Assistants
- Develop repository for all workforce data collection and analysis that is accessible for use.
- Identify current areas of need in projected high demand health care occupations and develop a communication tool to inform students and workers about potential health careers
- Clearly articulate the standards for skills that must be developed in high school for entry in postsecondary education and success in pursuing a healthcare career, licensure and credentialing, and begin to articulate a communications strategy

Build capacity for health care Industry partnerships

- Leverage existing resources to build capacity for industry partnerships
- Foster greater collaboration/partnerships with business, education, economic and workforce development boards.
- Assure comprehensive assessment of Wisconsin's Health Professional Shortage Area designation status in order to access federal resources

Agenda Item IV.e.

Advanced Manufacturing Sector Subcommittee

Action Plan

Priorities for 2011:

Build and Strengthen the Workforce Pipeline in Manufacturing

- Expand programs that are currently succeeding (i.e., Project Lead the Way, First Robotics).
- Promote positive image of manufacturing jobs and skills needed with K-12 teachers, counselors and parents.
- Increase youth and adult apprenticeships.
- Promote the development of articulation agreements and continuity within K-16 programs in support of manufacturing.

Strengthen Manufacturing Workforce Skills and Credentials

- Provide flexible and streamlined training. Including boot camps, certificates, articulation agreement and unique methods to support competency based education and credentialing.
- Develop a “common message” about manufacturing and promote statewide through media, Advisory Councils and other venues.
- Review workforce development and training policies and make recommendations that foster greater diversity in eligibility and training activities in manufacturing.

Build capacity for Advanced Manufacturing Industry Partnerships

- Promote and market successful models of industry partnerships.
- Leverage existing resources to build capacity for industry partnerships.
- Change current perception that workforce development is focused on job-seeker to workforce development and training is employer-driven.
- Foster greater collaboration/partnerships with business, education, economic and workforce development organizations.
- Provide support for Workforce Investment Act reauthorization and SECTOR Act.