



Governor's Council on Workforce Investment

May 2, 2016
3:00 p.m. – 7:30 p.m.
Chula Vista Resort
2501 River Road
Wisconsin Dells, WI 53965

FULL COUNCIL MEETING MINUTES

Members Present: S. Mark Tyler, Chair; Department of Workforce Development (DWD) Secretary Ray Allen; Ray Cross; Cedric Ellis; Sharon Wendt (for Superintendent Tony Evers); Andy Fiene; Grailing Jones; Janice Lemming; Dan Mella; Kent Olson; Vern Peterson; Representative Warren Petryk; Dawn Pratt; Mark Reihl; Senator Janis Ringhand; Lola Roeh; Kathi Seifert; Representative Katrina Shankland; Dan Steininger; County Executive Troy Streckenbach; Ian Abston; Alan Petelinsek; Shannon Full; Rolf Wegenke and Morna Foy.

Others Present: DWD Assistant Deputy Secretary David Anderson, Division of Employment and Training Administrator Scott Jansen, Division of Vocational Rehabilitation Administrator Delora Newton, Bruce Palzkill, Phil Koenig, Gary Meyer, Becky Kikkert, Karen Morgan, Dennis Winters, and Tierney Gill (DWD); Laura Catherman; Pat Schramm; Rene Daniels; Jim Golembeski; Doug Bartz; Kathleen Cullen; Beth Norris; and Joanna Cervantes.

I. Call to Order

Chairman Tyler called the meeting to order at 3:08pm.

II. Welcome

Chairman Tyler welcomed those in attendance and extended his appreciation for their time and participation in the Council. Tierney Gill was introduced as the new CWI policy and program analyst, Melanie Jones as the new WIOA policy and program analyst.

III. Approval of Minutes from January 25, 2016

The minutes were approved unanimously.

IV. Opening Remarks

a. Chairman Tyler

Chairman Tyler welcomed everyone again, and shared information about the training grant from Department of Public Instruction that WI is currently applying for. He highlighted the Wisconsin discussion with the Lumina Foundation regarding post-secondary attainment goals. He also highlighted the "Turbo-Charged" initiative in Green Bay, a collaborative between the Green Bay School District, UW Green Bay, and Northeast Wisconsin Technical College where they are collectively committed to having high school students graduate high school with at least 15 post-secondary credits by 2020. The elected officials present were recognized and thanked for their work in building the talent pipelines.

b. Executive Director Secretary Allen

Secretary Allen brought updates from former secretary Reggie Newson, and thanked everyone for their meaningful and collaborative partnerships in bringing players to the table. He thanked DVR and Delora personally for their good work, and shared the story of the Milwaukee school district bringing two buses of youths up to the Dells for a job fair opportunity, with some walking away with job offers out of it. Collaborations like those and the work that DWD is doing were lifted up as examples of how to move the state forward and address the state's talent issues.

V. Updates

a. Talent Development Committee

Co-Chair Vern Peterson shared updates about compliance issues facing his committee, and drew attention to the Local Area Designation handout in the committee meeting packet. He walked the attendees through the performance measures, and the current status of the 6 of 11 which performed successfully, while reminding that the remaining 5 which did not, can still be approved at the will of the Governor.

i. Local Area Designation – ACTION

ii. Proposed Motion – *The Council on Workforce Investment hereby recommends to Governor Walker he approve all eleven Workforce Development Areas request for initial designation in accordance with Section 106(a) of the July 22,2014 Workforce Innovation and Opportunity Act.* - Co chair Vern read the motion and recommended approval by the committee.

Chairman Tyler moved. County Executive Farrow seconded. The vote was unanimous.

iii. Update on Local Board Certification

Co-Chair Peterson shared update that 10 of the 11 local boards have been certified, and while the Western representative has not been certified, they are on track to so. Co-chair Olson interjected that the work being done is bringing business leaders to the table, that the partnerships present are responsible for helping local boards and for recruiting business in their local and regional areas, so he thanked all those present for their work.

b. Partnership Committee

Co-Chairs Pratt and Mella shared an update on the applying of the CWI's original iteration, goals, strategies, etc., and how their work ties more directly in with the partnership formation aspects of the CWI. They spoke of their appreciation that people throughout the state will be able to know the good work that is going on statewide and be able to implement best practices in their own areas. While doing so, they were encouraged to stay connected to the strategic plan and the overall council goals with implementable steps.

Co-Chair Pratt further reiterated the importance of the collaboration between service providers and business leaders, and thanked DWD for helping the process gain steam and move the state forward. The committee leadership was pleased with their direction and the workings of the subcommittee, and excited about the future path that they are headed down.

Chairman Tyler thanked the subcommittees for their work and re-iterated the importance of connections and forming strategic partnerships.

c. DWD Staff

Administrator Jansen provided staff updates on the current status of the strategic plan and the partnerships that exist even between the education players in Wisconsin.

i. Strategic Plan Update – Jansen referred Council members to their handouts while presenting updates on bills that had been passed, advances in technical education, the veterans employment initiative, and the talent attraction/development/retention/sourcing strategies going on statewide.

ii. Talent Strategy Map

Jansen introduced his new policy advisor from Chicago, Laura Doolin, as she will be working with the conceptual work that he laid out in the asset mapping. He expressed his goal to create a dialogue on the state level with CWI/DWD in the four strategic areas, should have all work aligning with the CWI goals and strategies. The work product would then be filled out with the work that is done, building an all-inclusive, all-in-one state asset map to connect people and services and assets throughout the state into an asset tool built around the CWI themes. Co-Chair Pratt thanked Scott J for his work, looking forward to having a productive year of work around the talent development.

Questions arose about the millennial talent attraction and how we should focus on driving home that WI can also be a place to experience as a millennial, not just a place to come home to retire; as well as efforts to address preschool and middle school service gaps. Secretary Allen answered the question and shared how he is in discussions with Wisconsin's Tourism Department about their branding strategies, and how the state should be a place to come and have fun, not merely a workplace destination. He expressed optimism in Tourism's plans going forward. Chairman Tyler referenced what Minnesota has done to address youth, and pointed out that Wisconsin leaves it to private and charitable organizations, with not much done on the state level. So the need is there to grow it out statewide.

iii. JCW Release 3 and Project Summary

Jansen shared a video of Georgia Maxwell leading the JCW presentation, before providing an overview of the numbers the site is currently churning out in answer to Wisconsin's workforce needs. Co-Chair Olson referenced the broadband shortage in Wisconsin, and how that is having an adverse effect on talent attraction.

d. CWI Council Member Presentation

i. Janice Lemming, Alan Petelinsek – Talent Sharing Pool

Janice and Alan prepared a joint presentation about talent sharing and resourcing, and encouraging members to get the players at the table that are needed. This presentation had been shared at the Milwaukee Matters conference, and they were asked to share it here again with their colleagues. The concept of the "freelancing" and crowdsourcing of talent exists online, and was presented as a field to tap into, as it could help answer the talent shortage issue. Additionally, the models catered to millennials, who would effectively serve "tours of duty", moving on when opportunity strikes, which would aid in their marketability, and employer retention.

The presentations provided are posted at <http://wi-cwi.org/council>.

The council dismissed for dinner and re-convened for a dinner presentation.

VI. Guest Speaker Presentations

a. Ian Abston – What Whippersnappers Want – Hoan Initiative

Ian Abston provided an overview of millennials and their impact on the workforce of today. Presenting the unique traits of this modern day workforce, Ian encouraged the Council to create a millennial plan for the state to attract, engage, and retain the workforce and leadership of tomorrow.

b. Shannon Full – Talent Upload

Shannon provided an overview of the Talent Upload, and how crucial talent development is for companies looking to locate or relocate in certain areas. The need for collaboration amongst the players at the table was stressed again, and all were encouraged to use their overlapping areas of influence to create a better work environment for more than just the Fox Valley, but for the whole state. Discussions ensued about having a millennial task force, and unique branding for the state. The presentations provided are posted at <http://wi-cwi.org/council>.

VII. Next Meetings

a. TENTATIVE – August 9, 2016; November 15, 2016

The next meeting will be in person in Madison on August 9, 2016.

VIII. Adjournment

Co-chair Tyler adjourned the meeting at 7:30pm.