



# Governor's Council on Workforce Investment

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**August 9, 2016**

**1:00 p.m. – 3:00 p.m.**

**Sheraton Madison Hotel**

**706 John Nolen Drive**

**Destination South Conference Room**

**Madison, WI**

## **FULL COUNCIL MEETING MINUTES**

**Members Present:** S. Mark Tyler, Chair; Department of Workforce Development (DWD) Secretary Raymond Allen; Ray Cross; Cedric Ellis; 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, and Tierney Gill (DWD);

### **I. Call to Order**

Chairman Mark Tyler called the meeting to order at 1:10PM.

### **II. Welcome**

Chairman Tyler welcomed everyone to the meeting and thanked them for coming out to Madison for the meeting.

### **III. Approval of Minutes from May 2, 2016 – ACTION**

The minutes were approved unanimously, pending Chairman Tyler's suggested commentary additions.

### **IV. Opening Remarks**

#### **a. Chairman – Mark Tyler**

Chairman Tyler started a discussion about the employment gap, and the attention that needed to be drawn to the issue due to the changes he and others are seeing in the marketplace. Increasingly, businesses are changing with the times, and the workforce must be adaptable enough to change with it: Amazon and Alibaba don't own a store, Uber and Lyft don't own cars, Facebook doesn't write or produce content. These are demographic shifts to keep in mind when discussing where to take Wisconsin's talent and how to guide it in the days ahead.

b. Executive Director – Ray Allen

Secretary Allen thanked everyone for their work in helping prepare Wisconsin's workforce for the jobs of the future. He spoke briefly about the state of apprenticeship in Wisconsin, and how the state is now one of the national leaders in that space. While they had experienced much success thus far, he was confident that they would continue to grow and expand in that area, as well as utilize relationships across subject matter fields to help create the best environment possible.

**V. Committee Updates**

a. Partnership Development/Resource Alignment Committee – Dawn Pratt, Dan Mella

Committee leadership decided to present an update at the joint committee meeting in September in Milwaukee.

b. Talent Development/Planning Committee – Kent Olsen, Vern Peterson

Co-chair Peterson suggested by means of discussion that sub-committees be formed around the strategic plan, as a means for Talent Development Committee to further engage committee members going forward. The break down would have the first group looking at strategic plan 1-8; the second looking at 9-15; and the third would look at the remaining. The Partnership Committee would then report out to the Talent Development Committee who would in turn report out to the Council.

Director Koenig provided an overview of the performance standards service measuring, a new guideline that presented an opportunity to set the standard to be judged by as a state going forward. Koenig clarified that this decision would be to collect baseline data, so there would not be any punishment for the state in implementing them.

It was staff's recommendation (seconded by the Talent Development Committee) that the Council adopt the second and third performance measure, and recommend those then to the Governor.

i. Wisconsin WIOA Performance Standards Motion – **ACTION**

1. Proposed Motion: *"The Council on Workforce Investment hereby recommends to Governor Walker that data be collected and reported for the Repeat Business Customers Rate and Employer Penetration rate approaches to measuring system effectiveness in serving employers during Program Years 2016 and 2017. Additionally, new state level indicators of performance should note be established (if any) until the Project Year 2018 State Plan, in accordance with the July 22, 2014 Workforce Innovation and Opportunity Act.*

Chairman Tyler suggested that in the future, they receive such information far enough in advance of the meetings, so that they have time to process and think it through before having to act. While the Council trusted the recommendation of the Talent Development Committee, which had made the motion, they would prefer to have the opportunity to look into such things themselves as well. The motion carried unanimously.

c. Minority Unemployment Task Force – Scott Jansen

Administrator Jansen provided an overview on the Minority Unemployment Task Force and the work they were currently engaged in. MPS was showing interest in partnering with Employ Milwaukee to take advantage of the statewide apprenticeship opportunities, with a goal of 45 apprentices in the next school year. The issue of offender re-entry was also referred to with the handout in the council members' meeting packets, as work was ongoing to enable employers to engage with offenders at the point of release.

d. Talent Development and Partnership/Resource Joint Committee meeting in Milwaukee – Scott Jansen

Administrator Jansen presented the Council with the opportunity to hold a joint committee meeting in Milwaukee centered around talent development and the partnerships and cluster work being done in the state's most populous city. The meeting would be held at Manpower, would be open to Council members to attend as well, and would feature a morning program followed by afternoon tours of talent development partners throughout the city. Further communication would be sent out by Tierney Gill as the details were being worked out.

## VI. Updates and Reports

a. WIOA State Plan Update – Phil Koenig

Koenig informed the Council that the state plan had been submitted, and had been substantially approved if they had their revisions in by September 1. The revisions were not due to issues, but rather DOL wanted more in depth responses to their questions. The draft plan had received many positive reviews from DOL, and the timeline for public comment would be running from August 11<sup>th</sup> – August 18<sup>th</sup>. Melanie Jones was thanked for all her hard work in serving as the WIOA analyst and helping shepherd the process and the players along.

b. CWI Talent Development/Employment Scorecard –Scott Jansen, Tierney Gill

Administrator Jansen provided an overview of the employment and talent scorecard, and the need for implementing the tool statewide going forward. The tool had been mentioned in a previous state plan draft, and the Department of Labor expressed interest in seeing it, so staff now presented the tool in draft form to the Council for their sign-off. The dashboard tool is expected to be a constant reporting tool going forward. As a computer glitch erased all of the content of the file, the document was promised to be sent out post-meeting by Tierney Gill.

c. Wisconsin Talent Strategies Update – Laura Doolin, Scott Jansen

Administrator Jansen and Laura Doolin shared an update on their talent strategies tour across the state, meeting with economic development practitioners, workforce boards, community players, and more. These structured conversations centered on talent development. The follow-up white paper on the topic was promised to be sent to Council members post-meeting by Laura Doolin. It was suggested that the next Council meeting would have a report out on the draft paper, and were it to be approved by the Council – thereby becoming a CWI product – the recommendation for adoption would be passed along to the Governor.

i. Branding Initiatives – WEDC

Rebecca Deschane presented on statewide branding initiative, and some of the struggles they face in outreach and talent attraction: specifically, how will the messaging resonate with millennials. As Wisconsin's future workforce, the youth needed to be presented something that they could buy into, and help bridge that talent demographic disconnect. Wisconsin was poised to become more than just its current destination workplace, but a place to grow professionally, personally, and more – and have some fun.

d. WI Technical College System Graduate Outcomes – Morna Foy

President Foy referred to the handouts that she had, and shared the link to find the full article and report online. They were happy with the survey response rate, and the data that they were able to find and report out. She drew attention to some of the highlights, including that 93% of respondents were gainfully employed within 6 months of graduation. While the next report wouldn't be out until July 2018, they saw a lot of positives in the data and were encouraged by both the quality of the graduates and the work they were doing around the state. Some of the ongoing challenges were going to be fighting the brain drain while hoping to steal talent from neighboring states.

**VII. Wisconsin Career Pathway Committee Update– Scott Dubenske, Carolyn Peckham**

Scott Dubenske and Carolyn Peckham provided Council members information on the career pathways trying to connect people with how to get from where they are to where they want to be. Wisconsin is serving as a national model in their ability to create meaningful and tangible partnerships and collaborations to best serve individuals and help them reach their employment goals.

The presentation will be uploaded to the CWI website for others to reference. [www.cwi-wi.gov](http://www.cwi-wi.gov).

**VIII. Announcements**

The Wisconsin Future Economic Summit will be held on December 15<sup>th</sup> in Madison, and nominations would be due by September 15<sup>th</sup>. Janice Lemminger provided an overview on the Job Honors Awards.

**IX. Other Business**

No other business to discuss due to time constraints.

**X. Next Meeting – Tuesday, November 15<sup>th</sup>**

The next Council meeting date was confirmed. Communication regarding the Council schedule for 2017 would be sent out from Tierney Gill.

**XI. Adjournment**

Chairman Tyler adjourned the meeting at 3:17PM.