



# Governor's Council on Workforce Investment

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**August 9, 2016**

**Sheraton Madison Hotel  
706 John Nolen Drive  
Destination South Conference Room  
Madison, WI**

## **MEETING SCHEDULE**

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1:00 p.m. to 3:00 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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**Directions to  
Sheraton Madison Hotel  
706 John Nolen Drive  
Madison, WI**

<http://www.sheratonmadison.com/directions>

**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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**Governor's Council on Workforce Investment  
Full Council Meeting  
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 AGENDA**

- I. Call to Order
- II. Welcome
- III. Approval of Minutes from May 2, 2016 - **ACTION**
- IV. Opening Remarks
  - a. Chairman – Mark Tyler
  - b. Executive Director – Ray Allen
- V. Committee Updates
  - a. Partnership Development/Resource Alignment Committee – Dawn Pratt, Dan Mella
  - b. Talent Development/Planning Committee – Kent Olsen, Vern Peterson
    - i. Wisconsin Workforce Innovation and Opportunity Act (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.*
  - c. Minority Unemployment Task Force – Scott Jansen
  - d. Talent Development and Partnership/Resource Joint Committee meeting in Milwaukee – Scott Jansen
- VI. Updates and Reports
  - a. WIOA State Plan Update – Phil Koenig
  - b. CWI Talent Development/Employment Scorecard – Scott Jansen, Tierney Gill
  - c. Wisconsin Talent Strategies Update – Laura Doolin, Scott Jansen

- i. Branding Initiatives – WEDC
    - d. WI Technical College System Graduate Outcomes – Morna Foy
  - VII. Wisconsin Career Pathway Committee Update– Scott DuBenske, Carolyn Peckham
  - VIII. Announcements
  - IX. Other Business
  - X. Next Meeting – **Tuesday, November 15<sup>th</sup>**
    - a. We are trying to schedule out for the remainder of 2017, so that we can proactively lock schedules and locations in. With that goal in mind, I recommend the following dates:
      - i. **March 7, 2017**
      - ii. **June 6, 2017**
      - iii. **September 5, 2017**
      - iv. **December 5, 2017**
  - XI. Adjournment

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Scott Jansen, Department of Workforce Development, Division of Employment and Training by phone at (608) 266-3485 or by email at [scott.jansen@dwd.wisconsin.gov](mailto:scott.jansen@dwd.wisconsin.gov).

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**State of Wisconsin's Council on Workforce Investment (CWI)**

**May 2, 2016**

**3:00 p.m. – 7:30 p.m.**

**Chula Vista Resort**

**2501 River Road**

**Upper Dells Ballroom**

**Wisconsin Dells, WI**

***DRAFT Minutes, Pending CWI Approval***

**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 Lemminger; Dan Mella; Kent Olson; Vern Peterson; Representative Warren Petryk; Dawn Pratt; Marl Reihl; Senator Janis Ringhand; Lola Roeh; Kathi Seifert; Representative Katrina Shankland; Dan Steininger; County Executive Troy Streckenbach; Ian Abston; Alan Petelinsek; Shannon Full and Rolf Wegenke.

**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 3:08 p.m.

**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 spoke of the need for post-secondary credentials by 2025, with the goal of every high school graduate would have 15 tech college 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 Lemminger, 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.