

## Wisconsin Governor's Council on Workforce Investment Strategic Planning Retreat

### Meeting Summary

After a day of thoughtful discussion, the Governor's Council on Workforce Investment (CWI) came to consensus on five clear priorities for the board (out of eleven options). These five priorities are as follows, in order:

1. Increase net-migration
2. Increase educational attainment for all Wisconsin residents, and make it accessible and affordable for all students;
3. Develop an asset map to allow for greater resource alignment and encourage greater productivity and efficiency among Wisconsin people and companies;
4. Increase awareness of career opportunities in WI and expand internships and apprenticeships to retain and attract talent
5. Focus on serving under-represented populations with differentiated, targeted strategies, including reducing barriers to employment and increasing labor force participation

---

Below, based on group activities and efforts throughout the day, are additional key discussion points that led to the five priorities above, as well as the entire unedited list of priorities.

1. Each table, representing a variety of stakeholder viewpoints was asked to develop a vision statement: ***At the end of one year or two years or five years we will know that our system change strategies are successful if...***
  - a) We provide the leadership to make Wisconsin recognized as a destination state for one to live, work and play.
  - b) Wisconsin has a responsive, inclusive, connected workforce development system that creates opportunity and prosperity for all, by filling every job and employing every job seeker.
  - c) An employer-led integrated system that drives all Wisconsinites to achieve education and skills to sustain future economic and business growth in every community.
  - d) CWI advances critical strategic priorities to ensure wise organizations have skilled and engaged talent needed to grow the state's economy.
  - e) Through partnerships and investments, build, attract, retain and advance skilled and innovative workforce including all citizens to move Wisconsin forward.
  - f) Wisconsin is recognized as a destination state for all to live, work, and play.
  - g) Make Wisconsin the premier state for workforce development where all individuals have embarked on their pathway to success armed with the requisite resources to accomplish their goals.
  - h) A collaborative ecosystem exists that increases individual and industry prosperity.

In response to the question: *How do we establish a clear decision-making process among partners that recognizes the authority and autonomy of each partner?* Participant responses followed a few key themes.

A successful process will see that:

- a) Partners are engaged early to identify points of contact that have the appropriate decision-making power and authority, and are committed to action;
- b) Partners will collaboratively agree on a shared vision, clear goals, and metrics that measure success;
- c) The partnership leverages the strengths of each organization and individual member, assigns clear leadership responsibilities, and clearly defines what each partner contributes and how they will be held accountable;
- d) CWI committees will be aligned to priorities, and will be empowered to develop actionable recommendations for the Governor and partners, and be able to clearly hand off responsibility to parties responsible for execution.

Meeting participants also identified potential metrics for success, including both quantitative and qualitative measures.

- a) Increased workforce participation/net migration/worker retention;
- b) Increased educational attainment, reduce time between credentialing and entering the workforce;
- c) Increase skill based programs available through the DOC/ Decrease recidivism rate;
- d) Greater engagement from CWI members;
- e) Increase in the percentage of those age 16-18 with reportable employment;
- f) Improve Wisconsin's cool factor/Development of effective marketing initiatives;
- g) Increased number of youth creating career plans, and increased percentage of youth moving along career pathways;
- h) Increased employer commitment career pathways; and
- i) Diversify the talent pool/Provide increased access of information to non-traditional populations.

Priorities:

1. (15 votes) Increase awareness of career opportunities in WI and expand internships and apprenticeships to retain and attract talent
2. (20 votes) Increase educational attainment (all)
3. (1 vote) Decrease the achievement gap
4. (17 votes) Focus on serving under-represented populations with differentiated, targeted strategies
5. (8 votes) Increase labor force participation/reduce barriers to employment
6. (18 votes) Asset mapping and resource alignment: dashboard of indicators
7. (1 votes) Align current and new investments across partners to coordinate services
8. (12 votes) Develop talent – accessibility and affordability for all students
9. (4 votes) Foster an inclusive culture
10. (24 votes) Increased net-migration, Bottom-up survey of why people make choices to live in WI, 'Coolness' & diversity campaign. "Why Wisconsin?" with regional and local flavor. Celebrating successful alumni.
11. (1 vote) Channel and align existing strategies and celebrate success