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Scott Walker  
**Governor**

S. Mark Tyler  
**Chair**

# Governor's Council on Workforce Investment

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**Governor's Council on Workforce Investment  
Executive Committee Strategic Planning Meeting  
Secretary's Conference Room – A415  
201 East Washington Avenue  
Madison, WI  
12:00PM-4:00PM  
February 7<sup>th</sup>, 2017**

## MINUTES

**Members Present:** CWI Chair Mark Tyler; Department of Workforce Development (DWD) Secretary Ray Allen; DWD Deputy Administrator Bruce Palzkill; Dan Mella; Dawn Pratt; Kent Olson; Vern Peterson.

**Others Present:** Deputy Secretary Georgia Maxwell; Asst. Deputy Secretary Dave Anderson; Phil Koenig; Tierney Gill; Carrie Schneider; Becky Kikkert; Nicci Fite.

### **I. Lunch**

Boxed lunches were provided to committee members.

### **II. Review of Minnesota and Illinois Model – Phil Koenig**

Phil Koenig provided an overview of comparable neighboring states (Minnesota, Illinois) and what they were doing through their state workforce boards. Committee members were encouraged to peruse their handouts in their packets and consider ways in which to incorporate ideas of what works for others into their own state workforce board. Discussions on the information presented centered on the need for state statute incorporation to provide for longevity and security; if the boards were comfortable with where they were or looking to move on; and if staff opinions matched with the members' opinions on the relative successes or lack thereof of their state boards.

Georgia Maxwell encouraged the Board to make work going forward more of a partnership process with the Secretary's Office and their policy team to help with the necessary grassroots work should members have issues that they wanted to shepherd along, such as tuition reimbursement. Further in depth questions and discussion about what the role of the CWI actually is as a body, was tabled for further on in the day's agenda and the SWOT analysis. All agreed however that they wanted to reengage committee members and provide a clear path forward so that the various subject matter experts at the table had a means to provide meaningful input. Secretary Allen stated the

administration's desire to work with the CWI without being overbearing, but rather creating a general framework for members to work within, allowing for advocacy and partnership development, ideation, and solution provision. However, members were encouraged to remember that it is the Governor's Council on Workforce Investment, so at the end of the day they will reflect the Governor's vision and goals for workforce in the state.

### **III. Welcome and Opening Remarks**

- Chair Mark Tyler

Chairman Tyler welcomed all the committee members and thanked them for being able to meet for this important strategy session. He is looking forward to what the CWI will be able to accomplish in coordination with the Governor's Office, as if the Governor's state of the state was any indication, workforce is a major concern of the administration. Based on where the CWI has been, and where it has the potential of going, he expressed his excitement for the timing of today's strategy session and hoped that a lot of good recommendations and direction would come out of it.

- Secretary Ray Allen

Secretary Allen expressed his desire to maximize the input and the talents of the individual members of the CWI, and how he hoped that the meeting today would allow for a forum to get their ideas and suggestions and feedback to better guide the body going forward. It is his desire to reengage members and find things that they are passionate about which fall within the Governor's workforce development framework. He thanked them all for making their schedules flexible enough to allow for today's meeting.

### **III. Approval of Minutes from October 11, 2016 – ACTION**

The minutes were approved unanimously as presented.

### **IV. Functions of a State Workforce Board – Phil Koenig**

Phil Koenig provided an overview of the various functions of the state workforce board, referring committee members to the handout provided them. While there is an undergirding need for completion of the strategic initiatives required by WIOA, there is room and flexibility to pursue additional interests that tie into and support those initiatives. Dave Anderson passed around a copy of the executive order that incorporated the CWI, further assuring them that their focus was not meant to merely be regulatory and compliance. Members were encouraged that their input and feedback was being requested on these initiatives.

Kent Olson asked for feedback from the Secretary's Office on what the direction for the Council was, as he saw the Council as having the ability to serve as an advisory board and as a regulatory board; Secretary Allen explained his

hands-off approach to allowing the Council to work within the Governor's workforce goals framework for the department without micromanaging...and the delicate balancing act of doing so while allowing for the members – who are individual citizens as well—to have the ability to advocate.

#### **V. SWOT Analysis – Nicci Fite**

Committee members were invited to participate in a SWOT analysis led by Nicci Fite. A sampling of their thoughts are displayed below by category.

Strengths: Strategic plan; diversity of members; broad spectrum of workforce areas leads to idea; shared vision; strong membership on the council; dedication to service; workforce and it's development is a priority; background of members, great leadership; members are doers and power brokers, and benefit from a supportive government; collective expertise at the table allows for greater access to the information from the folks on the ground that know how to answer the issues; they are proving great at bringing people together, sharing best practices; the avenue for workforce stakeholders to provide meaningful work effort going forward.

Weaknesses: Shooting down other members ideas without proper consideration; unsure of clarity, unified direction as a group; unwieldy committees that are too large; Communication and feedback on the things that are being done that staff is accomplishing, but not sharing enough to get recognition for it; committees are too large, and there is a general lack of focus; the actual role of the Council is not clear; people come and go because the learning curve is too great; engagement of the committees and Council around regulatory issues –too tight of timelines to work with generally, so they weren't able to be involved more than just offering a blessing; lack of metrics or a way to measure their impact or accomplishments; need resources and a budget; lack of individual member engagement; membership needs to be more fluid to move people on that are not actively participating.

Opportunities: ACP becoming law, Skills for Youth, career pathways, education needs an easy button for employers; new partnership opportunities like state agencies (DOC) nontraditional, business (WEDC), apprenticeship with agencies and private sector; workforce development need is engaged and vocal; opportunity to look at best practices around the country, align opportunities; businesses are willing to provide resources and input and join consortiums and work together to solve problems; Governor's focus on workforce issues; opportunity to restructure, flexibility, adapt to outside forces; Asset mapping to share best practices, need to follow through and get that done; collaboration between WMC, WEDC, and others and Future WI, willingness of people to step up to help address the issues that are common to them all; meet with WIBs, employers, outside players that don't have the time to show up but we can go to them; interstate collaboration; regional planning is an opportunity to work together; look at best practices from other states and organizations like NGA, NASWA, and others.

Threats: declining federal resources; naysayers who are negative about the process; demographic trends; the recession; declining manpower/low birth rate; the Council itself; lack of definition detracts from enthusiasm; segregated economic K12 systems, poverty concentrated in dense areas; segregation of departments and a silo effect; getting bogged down in details and having to backup and redo work that has already been done; lack of short term and long term goals.

Action Plan: Flowing out of the above SWOT analysis, the following ideas were entertained as actionable items for the Executive Committee to recommend and act upon: restructuring of the CWI and the committees; engagement flowing out of the restructuring; converting the Council from executive order to state statute; advocate for workforce and education involvement and coordination; the need for more consistency, like allowing members to serve 6 year terms staggered by 2 year increments; making responsibilities clear, communicating, and getting the power players there engaged; driving clarity of focus while keeping it all simple; plugging people into opportunities to pursue the fields they enjoy; involving the K12; creating a vision and accountability system for the Council; DWD staff can train new members and share training with WDB's for their new members.

## **VII. Committee Engagement and Structure**

- State Statute Incorporation Discussion – Dave Anderson

Dave Anderson volunteered to try to incorporate the day's discussion points into a CWI bylaws revision that could be presented to the full Council in March.

Further discussion about the large and unwieldy nature of the committees led to suggestions of revisiting the committee structures and the following was proposed: current committees would be absolved and instead, there would be four (4) committees comprised of Board members, with participation limited to approximately 8-10 members. Kent Olson suggested that if that structure were implemented, that staff and leadership needed to fall on the proverbial sword and send out communication to the committee members advising them of what was going on, how they were going to be restructured, apologize for the malaise, and show them how they would still be able to be included in workforce development in the future. It was agreed that Mark Tyler (with staff support) would draft a recommendation on how to address the membership issue, and the plan would be in place by the June meeting, but a draft hopefully by the March meeting.

Dave Anderson agreed to draw out a proposal on the restructuring and the bylaws and submit to the Executive Committee for their approval.

- Proposed Annual Event – Dave Anderson

Should the Council adopt the resolutions coming from the day's CWI reorganization discussions, Dave Anderson initiated a discussion for having the former committee members still have a means to be plugged into the work of the Council. Ideas discussed included hosting an annual event, a one day workforce workshop, allowing them to fulfill an advisory role to the CWI as local subject matter experts, and taking meetings on the road to their areas so that they could still be invited to participate.

- Projects for 2017 – Phil Koenig, Bruce Palzkill

No further expounding happened, as it tied into the discussion that took place under the previous bullet point about committee member engagement.

- Special Committees – Dave Anderson

Dave Anderson informed the Executive Committee members that the CWI would soon be receiving the Wisconsin Agriculture Education and Workforce Development Council under their umbrella. Additionally, there was some interest in moving the Task Force on Minority Unemployment out from under the Partnership Committee and designating it as a special committee going forward, depending on further talks about Council restructuring and the need for state statute incorporation.

- Staggered Council Membership – Dave Anderson

Chairman Tyler and Dave Anderson tabled further discussion about the topic (as it was discussed earlier in the day's agenda by the members) and agreed to discuss the matter together and report out to the Executive Committee on their recommended course of action.

## **VI. Review Agenda for the CWI Meeting March 8<sup>th</sup>, 2017**

The agenda for March 8<sup>th</sup> received minor edits to the content. It was agreed that for sake of time and due to most of the work already being done, that any final decisions on the agenda would be discussed on the February 20<sup>th</sup> conference call.

- Follow-up conference call (TBD) for agenda finalization

A follow-up conference call was scheduled for February 20<sup>th</sup> at 11AM to discuss the final agenda (pending the Governor's schedule being finalized) and to preview the deliverables from the day's strategic planning session to deliver at the March Council meeting.

## **XI. Executive Committee – Proposed Monthly Meeting Schedule**

In the interest of time, item was postponed for later discussion, and tied to the suggested restructuring of the CWI.

## **X. Next Meetings – CONFIRMED dates below, additional dates TBD. Council Meetings in bold.**

- May 9, 2017
  - **June 6<sup>th</sup>, 2017**
- August 8, 2017
  - **September 5<sup>th</sup>, 2017**
- November 7, 2017
  - **December 5<sup>th</sup>, 2017**

## **XI. Adjournment**

Chairman Tyler entertained a motion to adjourn at 4:15PM.