

Growing Workforce Opportunities Working Group Recommendation

Our Committee is focused on Two of the Five CWI Priorities:

- II Increase Net Migration to Wisconsin
- V Improve Access and Understanding of Workforce Investment Assets

Prior to COVID, with unemployment in Wisconsin around 3%, our number One Priority was to focus on recruiting talent from outside Wisconsin by partnering with WEDC on their recruiting efforts, as well as learning about best practices around the state in recruiting outside talent, and helping to share and encourage those successes more broadly. Asset mapping was secondary and believed to be complicated and very labor intensive.

We are shifting focus and strategies while COVID realities continue. Unemployment rates are high. Wisconsin residents are challenged financially and searching for new job opportunities is challenging. Our new focus has us pivoting towards short/medium/long term priorities, with the highest priority on job training (short term, career pathway focused and longer-term training) along with employment related support!

Guiding this are key principles that the expanded WIOA partnership is focused on at the current time. Those principles are:

- Focus on traditionally marginalized populations.
- Family-centered employment approaches in workforce development
- Inclusivity
- Ongoing research and collaboration
- Evidence-based practice and decision making

Short Term.... Encourage and endorse ALL TRAINING efforts focused on supporting those now unemployed/underemployed in our state, whether working through DWD, Technical Colleges, the University of Wisconsin system, etc. Other short/medium/long term strategies include:

- Expanding partnerships with key community groups that connect with customers that need more assistance. These groups include Boys and Girls Club, Urban League, etc. Many current and future workforce participants face challenges, including their home situation and lack of relevant work experience. Agencies exist that provide valuable resources/support, and we can partner with them as we continue to grow our workforce. Creative community outreach strategies combined with use of work experience programs can be beneficial.
- Close collaboration with the Bureau of Workforce Information, to ensure real time Labor Market data is always at the forefront when considering the in-demand occupations, related training requirements, and re-tooling needs of workers to ensure the right training is made available for the right jobs.
- This group will make recommendations to the workforce partners in support of flexible training options and efficient use of resources to meet customer needs. Federal Pell Grants are not always available for worker; Focusing on career pathways to provide just in time training is critical; Demonstrating an expectation that key Workforce agencies

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work closely to maximize both their training and support financial resources to increase the probability of positive training/employment outcomes for participants; Supporting 'outside of the box' approaches to providing training, through proven strategies such as short term boot camps and customized training options.

- Demonstrate expectations that partners in the WIOA state plan (DWD, DCF, DHS, DOC, WTCS) and other agencies work closely together to maximize coordination and effectiveness, not only for the purpose of stretching valuable resources, but with a goal of removing barriers for participants that limit their overall training and employment efforts.
- Providing support for new and innovative approaches to match employers and job seekers, including virtual job fair strategies or other efforts during COVID restrictions.
- Support DWD (and other agency) efforts to bring new resources to the State to address worker and employer needs. These include federal DOL COVID /Emergency grant opportunities and exploration of other State/Federal/Private funds that could support our worker training goals.
- Re-invigorate efforts to recruit talent from outside Wisconsin in a Post COVID timeframe as unemployment rates in WI drop and employers need additional talent.
- Investigate efficient strategies for capturing relevant agency asset mapping resource information in a way that is information and current. ASSET mapping can be a complicated effort and information gets out of date quickly but explore internet-based options for making this effort meaningful for participants in need of services.