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**Governor's Council on Workforce Investment (CWI)  
Executive Committee Meeting  
Virtual Meeting (Microsoft Teams Meeting)  
Join by Phone: 1-608-571-2209  
Phone Conference ID: 549 360 225#  
Friday, March 11, 2022  
1:00 p.m. – 2:00 p.m.**

***MEETING MINUTES APPROVED – APRIL 28, 2022***

**Members Present:** Mark Tyler; Ann Franz; DWD Secretary-designee, Amy Pechacek; Kathi Seifert; Sachin Shivaram.

**Others Present:** Becky Kikkert; Steve Laesch; Patrick Lonergan; Annette Meudt; Bruce Palzkill; Linda Preysz; Danielle Williams.

I. Welcome, Opening Remarks – CWI Chair Mark Tyler  
Chair Tyler called the meeting to order and welcomed those in attendance.

II. CWI Committee Chairs Report Out: Strategic Plan Developments

- a. Employment Training Infrastructure – Ann Franz
- b. Growing Workforce Opportunities – Kathi Seifert
- c. WIOA Compliance and Resource Alignment – Sachin Shivaram

The Executive Committee provided updates on the progress their individual committees had made on their respective focus areas for the 2022 – 2026 CWI Strategic Plan. Kathi Seifert commented that from an overall perspective the content of the plan is very well thought out and the alignment between what is in the plan and the work of the state agencies and other partners is exceptional. Ms. Seifert added that communication is a large component of the plan and a common theme in each focus area so there is a need to have a master communications plan to drive the messaging and tailor the communications for each audience. Chair Tyler was in favor of the idea for a master communication plan and raised the question about what are the high-level talking points which everyone should be aware. Linda Preysz responded that outreach and increased awareness are priorities for each of the focus areas, so in addition to high-level talking points, it is important to have an established plan with clearly defined roles for each area. Ms. Seifert asked who the person at the state level that would be to oversee these communications. DWD Assistant Deputy Secretary Danielle Williams responded that for items from DWD it would be the agency's communications office, and for inter-agency or overarching communications it would be the Governor's Office. Chair Tyler asked what type of budget would be attached to a communications plan of this nature. Ms. Preysz noted there are restrictions on

what can be spent on communications/marketing so it would be best to focus on outreach tactics that with little or no cost.

Ms. Seifert revisited the question regarding the high-level talking points for the overall strategic plan and who will be drafting those talking points or elevator speeches. Becky Kikkert added that developing the elevator speeches needs to be a collaboration across all agencies and involved partners to make sure all the key points are conveyed accurately. Chair Tyler recommended having one representative from each of the CWI committees along with representatives from the state agencies and partners come together to start developing cohesive messaging and the framework for the overall communications plan. Ms. Williams agreed and added that the communications directors from the appropriate agencies should also be involved in those discussion. Sachin Shivaram supported the idea of bringing together a group of key stakeholders to develop a communications strategy and overarching message for the strategic plan. Mr. Shivaram added the CWI committee chairs could provide additional recommendations for who should be involved in those discussions.

### III. 2022 – 2026 CWI Strategic Plan Next Steps and Timeline, Discussion

Patrick Lonergan briefly described the timeline and expectations moving forward for finalizing the 2022 – 2026 CWI Strategic Plan. The CWI committees will each be meeting over the next month to finalize their respective focus areas for the strategic plan and approve the content for their sections. While the committees conclude their work, DWD staff will continue to finalize the metrics and data to include in the strategic plan with the goal of sending a refined draft of the plan to all the CWI members in early April 2022. Once the draft is distributed, CWI members will be given two weeks to review and provide their feedback. After the CWI members have had the opportunity for review and comment, an updated version will be presented to the Executive Committee for a vote at their April meeting.

### IV. CWI Ad Hoc Committees, Discussion

Ms. Preysz reminded the Executive Committee of the previous discussion on potentially forming CWI ad hoc committees to focus specifically on the issues related to childcare, transportation, and housing that were key issues identified by each of the CWI committees. Chair Tyler recommended tabling further discussions related to forming the ad hoc committees until the CWI is ready to start focusing on implementing the 2022 – 2026 CWI Strategic Plan. The rest of the Executive Committee agreed.

### V. Planning of May CWI Meeting Agenda, Discussion

Mr. Lonergan went over the proposed topics for the May 19, 2022 CWI Full Council meeting and whether that meeting should be held virtually or in-person. Chair Tyler asked if DWD had any experience in hosting meetings in a virtual/in-person hybrid format. DWD Secretary-designee Pechacek responded that DWD has held hybrid meetings in the past, but it can be challenging if there are technical difficulties. Chair Tyler stated it would be his preference to have the meeting in-person and to hold it at a location that would be interesting for the members. Ann Franz reiterated that technical difficulties and other challenges make hybrid meetings less productive and agreed that the meeting should be held in-person. Ms. Seifert asked if a poll could be conducted of CWI members to determine their preference. Ms. Kikkert said DWD would reach out to the CWI members to gauge the members' availability for an in-person meeting at an interesting location.

### VI. Other Business

a. Next Exec. Committee Meeting – April 2022 (**TBD**)

b. Approval of the January 21, 2022 Meeting Minutes – **ACTION REQUIRED**

Motion by Ms. Seifert, second by Mr. Shivaram to approve the January 21, 2022 Executive Committee meeting minutes without correction. The motion carried unanimously.

c. Looking Forward

d. Public Comment

There were no public comments offered.

#### VII. Closing Remarks

Chair Tyler thanked the Executive Committee for their work throughout the strategic planning process and to keep up the good work during these final stages.

#### VIII. Adjournment

The meeting adjourned at 1:53 p.m.

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>.

For questions about the agenda, contact Patrick Lonergan, Department of Workforce Development, Division of Employment and Training by phone at (608) 405-4279 or by email at [Patrick.Lonergan@dwd.wisconsin.gov](mailto:Patrick.Lonergan@dwd.wisconsin.gov). Department of Workforce Development, Division of Employment and Training is an equal opportunity employer and service provider. If you have a disability and need assistance with this information, please call us through Wisconsin Relay Service (7-1-1). To request information in an alternate format, including language assistance or translation of the information, please contact us at (888)-258-9966.: