

Governor's Task Force on Minority Unemployment

November 10, 2017

9:00AM – 11:00AM

Employ Milwaukee, Room 118

2342 North 27th Street

Milwaukee, WI

DRAFT MINUTES, PENDING OFFICIAL APPROVAL

Members Present: DWD Secretary Ray Allen; Chytania Brown; Seyoum Mengasha; Co-chair Lt. Governor Kleefisch; Co-chair Representative Fields; Silvia Jackson; Grailing Jones; Seyoum Mengasha; Dawn Pratt; Jerry Roberts; William Martin; Dashal Young (for Eloise Anderson);

Others Present: Elmer Moore; Phil Koenig; Tierney Gill; Dennis Winters; Andrew Evenson; Rita Atkinson; Willie Wade; David Crowley; Carol Burgett; Diane Gudzalinski; Alfredo Luna; Vanessa Claypool (for Dr. Eve Hall); Ciera Delora Robbins; Mark Phinisa; Scott Jansen; Elmer Moore.

I. Welcome

Co-chairs Kleefisch and Fields welcomed everyone and opened the meeting at 9:15AM.

II. Opening Remarks, Introductions

a. Co-Chair Lt. Governor Rebecca Kleefisch

The Lt. Governor opened the meeting by thanking all the veterans present for their service and reminded everyone that it was Veterans Day.

b. Co-Chair State Rep. Jason Fields

Rep. Fields echoed the Lt. Governor's sentiments, and introduced his newest staff person to everyone. He thanked the members for their participation, and discussed his intent to make sure the Task Force was not meeting just for the sake of meeting, but to participate in and accomplish something.

III. Approval of Minutes from August 11, 2017 – ACTION

Per the edit suggested by Scott Jansen, the minutes were approved as presented.

IV. Partner Updates

a. WisConomy – DENNIS WINTERS, DWD

Dennis walked the members through the WisConomy, a new website under DWD that is replacing WorkNet. The new website features improved language and data display, and all the work is now done in house. Members were shown how to access LMI data on their own, and how to best incorporate that data in their individual outreaches and needs. The suggestion was made to have the 11 WDAs all receive training on how to use this platform and then be encouraged to all use this platform in common. The suggestion was echoed by employers, and DWD reassured that they are able to implement "train the trainer" sessions to make sure everyone was up to speed on how to use the new tool.

A link to the new website will be made available on the CWI website.

b. Economic Impact of Manufacturing – **DENNIS WINTERS, DWD**

In honor of October as Manufacturing Month in Wisconsin, Dennis Winters presented on the economic impact that manufacturing has on Wisconsin GDP. Discussions that followed centered around data and wage projections for the manufacturing sector; matching education to the workforce demands of today and tomorrow; how best to tie youth apprenticeship and registered apprenticeship to these in-demand fields; as well as ensuring that the strong transportation and logistics supply chain is in place to handle the growth and demands of manufacturing jobs.

The presentation materials will be made available on the CWI website following the meeting.

c. Milwaukee Performance Metrics Report – **PHIL KOENIG, DWD**

Phil directed the members to their meeting packet for the Milwaukee performance metrics handouts, before walking them through the WDA 2- specific data. Of particular interest was the fact that minorities performance data is on par with the rest of the population, and thus the minority population is performing reasonably well. Scott Jansen spoke of the impact that the focus on entrepreneurship is having, and the work that Willie and his team in Mobile Workforce Connections are teaching people that are often unreached how to connect with the workforce system. So far they have been able to connect 600 people in 4 months that otherwise would not have been. The goal now is 4000 people yearly. Grailing Jones requested that this information be passed along to legislatures to make sure that they can help get the information out to all their constituents, be it through community events or their community newsletters.

Lt. Governor Kleefisch wanted to know about the discrepancy in starting wages of minorities, and if DWD was able to provide an educational break down of the highest educational level attained in both cohorts, possibly to see if there is a higher concentration of certain levels of educational attainment. DWD promised to pull the data and provide it at the next meeting. It was also asked if we could break down the data by ethnicity and bring that data to the next meeting.

V. Special Presentations

a. The Story of Milwaukee Denim Co. – **ELMER MOORE**

Lt. Governor Kleefisch introduced Elmer and the work that he is doing around the Milwaukee Scalerator. Elmer shared his story of coming to Milwaukee from Baltimore 4 years ago for a job as the director of business development for a manufacturing company. Then, as the Executive Director of Scale Up Milwaukee, he worked with attracting people and their resources to the Milwaukee area. It was here that he founded Milwaukee Denim Co, and spoke of some of the struggles of being a minority in manufacturing.

He talked about the research showing that people hire in their community – geographic community, gender community, ethnic community, so to the degree that people can be encouraged to hire within their communities in Milwaukee they can help combat some of the ongoing socio-economic struggles that are being dealt with. Elmer wanted Milwaukee Denim Co to make quality products, hire people at a living wage to make those quality products, and to then rep Milwaukee to the rest of the world. The endgame would not be just the job that the company provides, but the life that the job supports, as people take pride in making something and they care about being able to provide a life for their family. Plans are in the works to expand their production and to open their first brick and mortar store in Milwaukee in early 2018.

VI. Other Business

a. Governor's Marketplace Conference, Small Business Academy – **SEYOUM MENGASHA, WEDC**
Seyoum asked members to attend and to assist in promoting the Governor's Marketplace Conference and the Small Business Academy throughout their networks. While the academy focuses more on new and emerging minority businesses, Marketplace focuses on established minority businesses.

b. 2017-2019 Budget Summary – **ANDREW EVENSON, DWD**

Andrew presented a summary overview of the 2017-2019 budget, and especially the emphasis on workforce development. He thanked the Governor and Lt. Governor's office for their leadership throughout the budget process, and highlighted the investments to expand dual enrollment, Wisconsin Fast Forward, mobile labs with the Department of Corrections, healthcare shortages, and the new WisConnect website, a platform that will be listing internship opportunities across the state. While a lot is being done, the Secretary's Office and the Governor's Office acknowledges there is plenty more to be done. The presentation will be made available on the CWI website following the meeting.

c. Task Force Bylaws Recommendation – **PHIL KOENIG, DWD**

Phil asked members for feedback on the proposed bylaws to govern their task force and properly codify it under the Council on Workforce Investment. There was no further discussion or comment on them, and the motion was made to approve with implementation going into effect January 2018. The motion was made and passed. Dawn Pratt abstained, as a member of the CWI.

VII. Next Meeting – February 9, 2017

VIII. Closing Remarks

- a. Co-Chair Lt. Governor Rebecca Kleefisch
- b. Co-Chair State Rep. Jason Fields

In the interests of time, there were no closing remarks from either chair.

IX. Adjournment

Co-Chair Fields adjourned the meeting at 11:20AM.

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Tierney Gill, Department of Workforce Development, Division of Employment and Training by phone at (608) 266-5336 or by email at tierneyb.gill@dwd.wisconsin.gov. If you have a disability and need to access this information in an alternate format, or need it translated to another language, please contact (608) 266-2134. For civil rights questions, call (608) 266-6889 or (866) 275-1165 (voice/TTY).
