



# Governor's Council on Workforce Investment

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**Governor's Council on Workforce Investment  
RESOURCE ALIGNMENT COMMITTEE MEETING**

**December 12, 2017**

**1:00-4:00pm**

**Snap-On, Inc**

**2801 80<sup>th</sup> Street, Kenosha, WI 53143**

***DRAFT MINUTES, PENDING APPROVAL***

**Members Present:** Michele Erickson, Rebecca Larson, Rolf Wegenke, Anthony Snyder, Bryan Albrecht, Dan Mella, Tammy Graf, Chirag Padalia, Morna Foy, Mark Reihl, Ray Cross, Sharon Wendt

**Absent:** Wayne Reschke, Rep. Warren Petryk, Jon Menz, Tricia Braun

**Other Attendees:** Betsey Kenyon, Stephanie Elmer

**I. Call to Order**

Chairman Mella called the meeting to order at 2:01pm.

**II. Welcome and Opening Remarks**

**III. Approve Minutes from August 8<sup>th</sup>, 2017 – ACTION**

Minutes from August 8, 2017 meeting were unanimously approved.

**IV. Discussion/Brainstorming of Assigned Strategic Planning Priorities**

1. Priority #2: Increase educational attainment for all Wisconsin residents and make it accessible and affordable for all students.

Committee agrees that assigned Governor's priorities correspond with this priority.

**Identifying future state: Adopt WTCS 60% Forward goal (by 2027). Ensure that opportunities are inclusive and accessible. Ensure that credentials earned align with Wisconsin's workforce needs.**

- Higher education has already established goal that 60% of Wisconsin's adult population age 25-64 will have some post-secondary credential. Dr. Foy proposes that establishing alternative future state goal will cause confusion, and difficulty gaining buy-in. Most engagement work needs to happen at the K-12 level.

Governor's priority states "alignment with workforce needs." So, align credentials with workforce needs and available job opportunities.

STEM emphasis.

Focus on underserved/minority/female populations.  
Ensure inclusive and accessible.

Action Items:

- Be engaged in WITC convening beginning April 2018 (Richmond).
- Bridges for immigrant populations.
- Asset mapping of existing pathways.
- Reentry strategies.
- Early exposure to career pathways, and education on credentials needed.
- Middle school academies.
- Increase parent involvement in career planning for middle school & high school students.
- Create a one-stop clearinghouse for needed credentials
- Fund career pathways in all 16 tech college regions
- Increased K-12 workforce counseling
- Increase and fund dual-enrollment programs
- Increase work-based learning opportunities
- Increase credential-based education
- Increase simplicity of YA to RA bridge
- Incentivize industry-recognized credentials
- Engage non-traditional students / individuals not engaged in the workforce
- Fully fund existing education/training programs
- Enable supportive services to allow barriered populations to access education
- Encourage policy that desegregates populations
- Build a toolkit for employers and workforce development boards (about educational opportunities)

How do we leverage existing employer-based learning opportunities and engage the currently employed population?

Discussion and explanation of the "30 million word gap."

<https://www.naeyc.org/resources/pubs/tyc/feb2014/the-word-gap>

2. Priority #3: Develop an asset map to allow for greater resource alignment and encourage greater productivity and efficiency among Wisconsin people and companies

Committee agrees that assigned Governor's priorities correspond with this priority.

Clarified with Strategic Initiatives Committee that their group will be tackling priority b.  
Removed from this committee's scope of discussion.

Discussion on leveraging public and private investments in a company's own employer-base. Do these programs lead to credentials? How can we help ensure that they do lead to a credential? How do we capitalize on private investment? Make sure asset map includes private investments.

Discussion on usefulness of building an asset map, because so much of the funding (especially federal funding) cannot be leveraged in other ways. A map tells you what is currently, but we need to incentivize more investment to increase outputs. CWI has attempted to build an asset

map approximately 4 times. The asset map must drive innovation, but is not an end in and of itself.

Discussion about what the deliverable is? A map? A website? Something else?

Develop a map, but for what purpose? And for what audience?

What is the asset? Dollars? People? Services? Programs?

Discussion recommending a different approach with the focus not on investments, but on gap analysis. What are the top 10 job openings needed in the state? What assets can be brought to bear to address those openings?

- Example: if the state needs 300 welders, but the technical college system can only produce 100, then how do we address this gap?

The asset map is not the goal, it is a strategy used to meet a goal (aligning resources).

How do we measure this? If it is not measured, then what is the point?

Gap analysis is easier to actualize and use. For what targeted populations are we furthest from achieving the 60 Forward goal? What resources are available to assist those populations? How do we better align resources to address those populations?

Michele Erickson proposes adding language to address including community-based education programs (a population of learners engaged in workforce and Adult Basic Education, but not yet able to access the technical college/university).

Overall the committee is questioning this as a priority – what is the purpose? Propose changing this to gap analysis.

Address talent attraction and retention. Eliminate artificial state-level barriers (like out of state tuition) against talent attraction.

**HOMEWORK:** Our office will compile info and send out to committee to prioritize.

**V. Announcements**

**VI. Next Meeting – February 13, 2018, Time and Location TBD**

**VII. Adjournment**

Adjourned 3:28pm.

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).