



Governor's Council on Workforce Investment

**Governor's Council on Workforce Investment
Strategic Initiatives Committee Meeting
10:00AM – 11:20AM
Northcentral Technical College
August 8th, 2017**

MINUTES

Members Present: Kathi Seifert, Alan Petelinsek, Robert Meyer, Ian Abston, Kent Olson, David Brukart, Robin Kroyer-Kubicek, Chris Reader (designee for Kurt Bauer), Janice Lemminger (via phone), Delora Newton (arrived late)

Others Present: Bruce Palzkill (DWD), Dave Anderson (DWD), Renee O'Day (DWD), Laura Doolin (DWD), Geoff King (NGA – by teleconference), Martin Simon (NGA – by teleconference)

I. Call to Order

Chairperson Kent Olson called the meeting to order at 10:04am.

II. Welcome and Opening Remarks

Introductions took place as Kent Olson was absent from the previous meeting.

III. Approval of Minutes from June 6, 2017

Kathi Seifert moved to approve the minutes from the previous meeting; Alan Petelinsek seconded the motion. The minutes from the previous meeting were approved at 10:09am.

IV. Selection of Vice Chair

Kathi Seifert moved for Ian Abston to serve as the vice chair for the Strategic Initiatives Committee; Alan Petelinsek seconded the motion. Vice Chair Ian Abston was approved 10:10am

V. Strategic Planning Workshop with the National Governor's Association

Guests from NGA introduced themselves and their roles within the organization. Mr. Simon and Mr. King provided an overview of the Strategic Planning Retreat to take place with the full council in October 2017. It was made clear that the objective of the retreat is to set priorities and hone in on a few specialties of the board. The retreat will be interactive, but there will be a survey before the meeting to engage members ahead of time on a variety of issues. Through facilitation, NGA will use these surveys as a starting point of conversation. Pillars of the retreat will include: Communicating a Vision, Building Strategic Partnerships, and Keep the System Accountable. Priority setting will be a large portion of the retreat agenda. This is impactful to the Strategic Initiatives Committee which will be moving the work set forth at the retreat forward in the future.

NGA will bring in other state examples of pursuits of external funding, business partnerships, etc. to highlight practices that have worked across the county. Kathi Seifert inquired as to whether state examples will include assessments of outcomes and how states have 'moved the needle' positively in the talent conversation. Robin Kroyer-Kubicek asked about whether the committee can request examples from certain states. Mr. Simon and Mr. King assured the committee that they will certainly select states that have measurable outcomes and they welcome and requests from the council/committee.

The size of the retreat was mentioned as a concern by Chairperson Kent Olson and several other committee members. As it will encompass the full council, many felt that the retreat would not succeed if too many council and committee members were involved. Dave Anderson and the NGA representatives assured the committee that it was to the benefit of the council that all members participate in the retreat. NGA reinforced that they have worked successfully with groups larger than the board in Wisconsin and would prepare adequate activities to engage the group. Robert Meyer brought to light the positive aspect of inclusion if the entire council was involved with the retreat. Chris Reader and Dave Anderson noted the success of a similar event with NGA and the Apprenticeship Summit. The whole council will develop the strategic framework that the Strategic Initiatives Committee will flesh out and assign to council members/committees as necessary.

Dave Brukardt and Alan Petelinsek suggested that the retreat will succeed based on the group's enthusiasm going into it. They proposed that the committee do some pre-work to take to the larger council and share what's been done in the past, including the Sullivan Report and the previous strategic plan. The group inquired as to why several action items were not completed and whether that responsibility fell on the committee. It was determined that historical action items should not limit the committee when determining and creating a new strategic plan. As the landscape has significantly changed in recent years, previous, unfinished tasks or goals could certainly be reevaluated and reprioritized with the current council and committee, but they do not need to guide the next strategic vision. NGA agreed that a history of best practices and completed work would be beneficial to the full council and provide helpful context when forming the new framework. Kent Olson maintained that it was important for legislative council members to be included in the process to weigh in on the feasibility and create buy-in going forward for initiatives.

Action – Follow up planning meeting for retreat should include discussion of the pre-work. Staff will need to provide information and NGA can help facilitate discussion in a pre-planning meeting. Alan Petelinsek, David Brukardt, Janice Lemminger, and Kent Olson volunteered to assist and plan to meet in September.

Bruce Palzkill noted that some great work is being done and that should be highlighted as well so that the council can work in tandem and coordinate if desired. For example, the WEDC is starting a great campaign to bring alumni back to Wisconsin. Robin Kroyer-Kubicek echoed these sentiments and mentioned the good work in the Milwaukee region and M7. Janice Lemminger shared the same type of work that is being done by the Momentum West and 7 Rivers region in addition to the M7.

The outcome of the retreat is a framework agreed upon by the council. What follows is the task of designating responsibilities/priorities for the committees or council members to champion. Alan Petelinsek suggested that a subject matter expert on demographics be brought in to share some target LMI data.

Action – Bruce Palzkill would try to secure Dennis Winters, but mentioned that members could access myLMI in the meantime. Foxconn was also brought up as a subject that members were interested in

learning more about, especially its effect on Wisconsin and how we'll protect businesses that are already in the state and struggling to maintain their workforce.

VI. Review Revised Committee Charter

The group agreed that they preferred the revisions, but Kent Olson feels more comfortable making these changes actionable. It was agreed upon to change the term "recommend strategies" to instead "recommend priorities." Alan Petelinsek called a formal motion to accept changes as written with the exception of 'recommend strategies.' Discussion from Janice Lemminger to consider 'prioritize and drive accountability.' Kent Olson highlights that accountability is already covered in that section. Motion is passed 11:14am. Recommendation will go to the full council that this be the adopted charter.

VII. Other Business: Committee Goals Discussion

Much of this discussion will be driven by the NGA facilitated retreat. Committee decided to wait until that process is complete to continue this conversation. It was clarified that a major goal would be to create a new strategic plan and the process to hold the council accountable for the action items under that plan. There should be a focus on measurable movement and outcomes. The committee agreed that they need to stretch the boundaries of what they can strive for and accomplish.

VIII. Next Meeting – October 24, 2017 (tentative); Location TBD

The committee plans to in advance for pre-planning.

IX. Adjournment

Motion to adjourn by Delora Newton. Robin Kroyer-Kubicek seconded. Motion passed and meeting adjourned at 11:18am.

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda, contact Renee O'Day, Department of Workforce Development, Division of Employment and Training by phone at (608) 267-2355 or by email at Renee.Oday@dwd.wisconsin.gov. If you have a disability and need to access this information in an

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