



Governor's Council on Workforce Investment

**Governor's Council on Workforce Investment
Strategic Initiatives Committee Meeting
10:30AM - 12:00PM
Alliant Energy Center - Mendota 6
June 6th, 2017
MINUTES**

Members Present: Janice Lemminger, Chris Reader (designee for Kurt Bauer), Kathi Seifert, Alan Petelinsek, Ian Abston, Dave Brukhardt, Laura Catherman, Robin Kroyer-Kubicek, Suzanne Kelley, Theresa Carroll, Robert Meyer

Others Present: Theresa Carroll (Manpower), Laura Doolin (DWD), Bruce Palzkill (DWD)

I. Call to Order

Bruce Palzkill called meeting to order at 10:20am in the stead of Chair Kent Olson who was absent for a family emergency.

II. Welcome and Opening Remarks

Brief introductory comments noting the importance of talent management strategies, specifically in the youth arena. Bruce Palzkill shared information regarding strategic initiatives at DWD including youth and registered apprenticeship and the internship initiative, noting their strong connection to talent development and talent retention. The 2014-2018 strategic plan was discussed and it was highlighted that this committee will be focusing its energy on creating the new strategic plan. It was previewed that NGA will be attending the August meeting.

The discussion shifted to questions regarding the internship initiative. Members inquired as to how to learn more about it, how information will be disseminated on this website, how can we partner with Inspire and work in coordination with chambers and local partners.

ACTION ITEM: Laura will send out the contact information for Tim Strait regarding the internship initiative to the committee, and coordinate a meeting regarding collaborate with Inspire programming through DPI.

III. Committee Member Introductions

Introductions were brief, but talent strategies were a common theme from each member.

IV. Review Committee Charters

Bruce Palzkill reviewed the role of the committee and read through the mission statement, highlighting that there is funding available.

Kathi Seifert inquired about whether the Committee Charter can be altered. Attracting, retaining, and developing talent is a large scope and it was suggested that the mission and vision be sharpened. This idea was clearly echoed by the other committee members. Upon Kent's return, it has been determined that the committee will revisit the Charter to create a document that more closely reflects the Committee and its desired goals, action items, and strategic direction.

Bruce Palzkill set the stage for the main function of the committee including determining strategic initiatives.

The order of the charter and the primary functions were brought into question. There was a clear desire to alter and reorder these bullets to better outline the initiatives. Kathi Seifert also highlighted the need to focus on in-demand fields, which is absent from the Charter. Bob Meyer shared insight into the vision statement and the emphasis on statewide workforce development. In response, Bruce Palzkill updated the committee on DET's new WorkNet redesign, which will be a tool to highlight in-demand fields, discussed the MyLMI tool, and reiterated the State's commitment to invest in tools and areas that are of high-demand by workforce practitioners and the general public.

There was a question about mandated reporting at the federal level instead of the state level. Bruce Palzkill and Robin Kroyer-Kubicek talked about the federal reporting mandates under WIOA, and discussed how this committee can drive and systematize statewide workforce development. Bruce

elaborated on the various programming federally mandated by WIOA and the associated performance measures. Statewide initiatives should also be understood and outcomes can be monitored by this committee should they choose to take on that responsibility under the strategic plan.

The committee discussed their role in conjunction with the other sub-committees. Bruce clarified that this committee should start looking at new initiatives in Wisconsin, actions that have not yet been taken – and this very clearly includes coordination among different agencies and between the federal and state programs.

Chris Reader shared insight as to how the Apprenticeship Advisory Board operates and how that can be weaved into this committee. Bruce shared that WIOA encourages that apprenticeship be weaved into WIOA programming and planning, so this committee could be a venue to discuss, advocate and encourage new ideas in apprenticeship.

Laura Catherman suggested that a one-page cheat sheet or presentation be made to the Committee so that all members have the same knowledge-base as the committee moves into a strategic planning period. The committee members echoed this sentiment. ACTION ITEM: It was determined that DET can work with Laura Catherman to create and share a document to disseminate knowledge to all the committee members. DET has provided similar documents in the past (2012) and can provide them in the future. In response to a question from Bob Meyer, Bruce Palzkill reminded the audience that this committee should focus on the I & O in WIOA; innovation and opportunity should be the focus whereas the WIOA committee a focus on the performance measures and federal mandates.

V. Election of Committee Vice-Chair

It was explained that the responsibility of the vice-chair is to serve in the chair's stead when he is unavailable. Informally, the chair should also be able to debrief, brainstorm, and dialogue with the vice-chair regarding committee business.

Kathi Seifert will consider this role if no one else volunteers.

VI. Review and Finalize Committee Meeting Schedule

VII. Other Business

- Committee Goals and Deliverables Brainstorming Session

Strategic Initiatives Brainstorm

Janice Lemminger – Migrant Labor Workforce and Foreign Labor Certification; Would like to understand where do minority groups find workers in when they open businesses.

Chris Reader – Marketing Wisconsin in other states, particularly to northern Illinois. How do we get funds and how to we measure success? Immigration – allow states to take ownership of visa programs so that WI can decide and have more control over the number of visas allowed into the state. Bruce Palzkill mentioned ThinkMakeHappen as a great marketing partnership.

Kathi Seifert – Talent Upload; Talent Reload – Vet and spouse/partner, surround them with support and provide them with companies, skills needed, and open jobs. Targeting alumni more proactively to return to WI. Offender re-entry.

Alan Petelinsek – population of individuals living longer than they used to. How do we keep them relevant, healthy, and employed? Identifying emerging technologies. Attracting people to jobs in-demand vs. those that are cool. The probability of getting people employed who are not.

Ian Abston – Bright Flight – we are very focused on hiring welders, but are letting young people leave to work for Facebook. Wisdom Exchange – there is not a pipeline to transfer knowledge to the next generation of workforce. Madison - Milwaukee relationship improvement. Connecting students to the cities where they go to school so they stay – getting city exploration and understanding in college curriculums.

David Brukhart – Retaining students who come to WI for college. Communicate and attract alumni by connecting them to employers. Incentivize people to live in rural areas.

Laura Catherman – Retention and promotion of current residents.

Robin Kroyer-Kubicek – Coordination of talent development and retention across the state among all agencies and partners with a regional focus. Getting out-of-school youth into the workforce and connect with not only them and but also their families. Increase imbedded internship programming in university/college curriculums.

Suzanne Kelley – Emphasis on talent attraction. Talent Upload. Imbedded internship/co-op programming in curriculum and share models and best practices for employers to start internships.

Theresa Carroll – Offender re-entry and shifting employer perspective on hiring ex-convicts.
Transportation, especially to rural areas.

Bob Meyer – Service learning, and engaging students in community. Internships and a model of progression for internships with a student working with a single company across the length of their education.

Discussion was held about the LLC tax rate, and Alan Petelinsek suggested that policy be created that businesses with this tax rate should be able to receive this tax rate upon investing in their community.

VIII. Announcements

IX. Next Meeting – **August 8th, 2017**

X. Adjournment

Bruce Palzkill adjourned the meeting at 12:04pm.