

**Governor's Council on Workforce Investment
Strategic Initiatives Committee Meeting
1:00PM – 4:00PM
Wisconsin Department of Workforce Development, Room A415
201 East Washington Avenue, Madison WI
November 28th, 2017**

DRAFT MINUTES, PENDING APPROVAL

Members Present: Bruce Palzkill, Janice Lemminger, Alan Petelinsek, Kent Olson, Kathi Seifert, Laura Catherman, Suzanne Kelley, Delora Newton, Chytania Brown, David Brukart, Phil Koenig

Members Present Via Phone: Dave Anderson, Bob Meyer

- I. Call to Order - 1:01pm
- II. Welcome and Opening Remarks
Attendees: Bruce Palzkill, Janice Lemminger, Alan Petelinsek, Kent Olson, Kathi Seifert, Laura Catherman, Suzanne Kelley, Delora Newton, Chytania Brown, David Brukart, Phil Koenig
Phone: Dave Anderson, Bob Meyer
- III. Approval of Minutes - **ACTION**
Move to approve: Janice Lemminger
Second: Alan Petelinsek
Minutes Approved 1:03pm
- IV. Review of Strategic Planning Retreat Feedback with NGA

Palzkill and Koenig provided a brief overview of the retreat. It was mentioned that the WIOA Committee will not be too heavily involved in the strategic planning as the work for the WIOA State Plan will be a big lift.

Newton asked what the expectation was for launching a plan and what should be prioritized. In terms of timeline, the WIOA State Plan comes together at the same time as the CWI Strategic Plan. Draft Plan should be complete in February; Feedback and recommendations taken into consideration. Final draft will be ready for review at the April CWI Meeting. It was announced that there will be a consultant to come in temporarily and support the committees as they draft the CWI Strategic Plan.

Olson initiated the conversation around priorities stating that they are lofty, but there are not measurable or articulated goals. We should work with partners to determine tangible outcomes

It was determined that background is needed on all the priorities. The committee would like to understand the trend lines that illustrate 'where we're at' and 'where we want to go.' Anderson reminded the group that the priorities are not goals - they're just a guiding line to help determine tangible goals for the committees. The goal of the committee

today is to determine which committees should tackle which priorities and flesh out the outcomes we'd like them to provide

DWD staff mentioned that there would be increased staffing for future meetings - DWD staff will be available to help facilitate discussion. Will we meet on the 12th? Robin - I think it would be beneficial for us to meet to continue communications about the plan

It was reiterated that the committees should be able to delineate baselines as a starting point for their topics. Kroyer-Kubicek agreed and noted that implementation should be left to the experts so they can be held accountable. It also recognizes good work already being done.

Palzkill provided an overview of Public Policy Forum Asset Mapping handout that is underway.

Lemminger mentioned that the group is not talking about how to make the best with what we have – leveraging the labor pool more efficiently. The group was in agreement that making the workforce work for us through education, robotics, and automation is a key point that should be explored as a priority. There is a need to create a multi-skilled workforce. Kelley highlighted that the committees need to find the gaps in our priorities and tackle them.

Olson stated that the Strategic Initiatives committee evaluates how the committees are working the priorities and determine if they're on the right path or not. Brukardt agreed and stated that they need to determine strategies and funding needs.

Petelinsek turned back to the process that provided the five priorities, stating that the group should turn these topics into smart goals.

Who carries it out? Committees can identify strategies? Who carries out the strategies?

V. Review and Assign Committee Charges for State Plan - **ACTION**

The committee used a brainstorming exercise to workshop the first priority and determine how best to proceed and assign tasks to the committee.

Priority: Increase net migration

Brainstorm Results

- Historical and Regional Data of net migration and net loss > goals may differ by region - Demographics?

- Why are people leaving? Why are they coming here? Where are they going?

Where are they coming from?

- What incentives are there?

- Awareness of opportunities to stay or come

- Alumni retention & attraction - boomerang effect

- Projection Data - what is the population need?

- Analysis of populations not engaged in markets - special pops (fits better with number 5)

- What are best practices from NGA and other to help us attract and retain

- How many border commuters across state lines can we capitalize on?

- How do you leverage retirees/older workers?

- Cultural Connection and Inclusivity - what is the image the state has?

- How do we increase population? Encourage population growth organically?

- Impact of immigration - can we understand the potential here?
- Foxconn - pressure on labor market will increase

The Strategic Initiatives Committee determined that the following committees should take the following priorities:

- #1 - Partnership
- #2 - Resource Alignment
- #3 - Resource Alignment
- #4 - Partnership
- #5 - WIOA

The above list was agreed upon; however, some changes needed to be made to fulfill the intention of the committee.

- Include making education affordable and accessible
- Include the notion of productivity and efficiency among workers and employers
- Include removing barriers to entry
- Break #3 up and charge the Strategic Initiatives Committee with creating, monitoring, communicating a key indicators on a dashboard.

There was discussion about whether or not there was a need to alter the duty and mission of one of the committees to meet the priorities they've been assigned. It was determined that no, the priorities align with their existing framework and charge.

Lemminger brought to the attention of the group affordable housing as a workforce solution.

The process was established that committees will take their initiatives and determine existing and future strategies/opportunities, develop action steps - review by the SIC, feedback provided, reworked for Feb. 12th. All of this will take place with the help of the consultant.

Olson reaffirmed that this committee reviews the process, the metrics, the outcomes, holds committees accountable. They determine acceptable metrics, deliverables, and outcomes. Strategic Initiatives Committee must develop a dashboard of common indicators, develop baseline, set metrics. The line items are unknown as of now, but some ideas were number of people in apprenticeships, rate of retention, population growth. Key Indicator discussion will continue at the next meeting.

The priorities will stand as follows:

- #1 Increase Net Migration
- #2 Increase educational attainment for all WI residents and make it accessible and affordable for all students.
- #3 Develop an asset map to allow for greater resource alignment and encourage greater productivity and efficiency among Wisconsin people and companies
- #4 Increase awareness of career opportunities in WI and expand internships and apprenticeships to retain and attract talent
- #5 Focus on serving under-represented populations with differentiated, targeted strategies including reducing barriers to employment and increasing labor force participation

- Role of SIC to develop, monitor, communicate a dashboard of key common indicators which infers that we are managing goals

Closing Remarks

Overall, the group agreed that the conversation was productive and that the right people were in the room to build the process and continue the important work of the CWI. Many were still unsure about the expectations of the committees and wanted to ensure that tangible, meaningful goals were being set. It was clear that additional focus was needed, although many left the room with more clarity than when they entered. If the group begins with the end in mind they will keep goals maintainable and focused, realistic, manageable and measurable. Everyone was excited about the indicator dashboard. These subcommittees can help keep the strategies simple, realistic to build success and recognize existing strategies/opportunities. It was prescribed that 2 to 3 strategies or opportunities for each of the 5 priorities was sufficient for the committees. Groups can revisit and revise opportunities and strategies as successes happen.

The committee voted to accepted the priorities as written and approved their committee assignment. ACTION

Motion to approve: Bob Meyer

Second: David Brukardt

Motion approved. 3:37pm

- VI. Other Business - Consultant Discussion
 - VII. Next Meeting
 - VIII. Adjournment 3:38pm
- Motion made by Alan Petelinsek
Second: Robin Kroyer-Kubicek