
**Governor's Council on Workforce Investment
Employment/Training Working Group Meeting
Dairyland Power Co-op
La Crosse WI
Tuesday, February 18, 2020
9:15AM - 11:00AM**

MEETING MINUTES

Members Present: Barbara Nick; Dawn Pratt; Dan Mella; Ann Franz; Ruthie Johnson; Carolyn Stanford Taylor; Sheila Briggs; Ann Zenk; Sara Rogers, Scott Berschinger (via phone); Alan Petelinsek (via phone), rep for Sen. Andre Jacque (via phone).

Members Not Present: Andrew Disch; Terrence McGowan; Dave Brukartd.

Others Present: George Tervalon; Bruce Palzkill; Joshua Johnson; Cathy Crary;

- I. Welcome, Opening Remarks
 - a. Working Group Chair Dawn Pratt started the meeting with a review of items from the last working group meeting.
 - i. Main Focal Points
 1. Revisiting Priority I C1, Priority III A3 and B2
 - a. Bridging Apprenticeship programs
 - b. Marketing and communication of Apprenticeship programs
 - c. Marketing and communication of other career pathways
- II. Special Topic Presentations, Discussion
 - a. Lead by BAS Director Josh Johnson and Youth Apprenticeship (YA) Section Chief Cathy Crary
 - i. Breaking the Mold
 1. Pathways of Apprenticeship
 2. Future of apprenticeships
 - a. Pathways for informing underrepresented populations about Apprenticeship programs
 3. Gave an graphic breakdown of the active contracts over the past 20 years and numbers from last year (2019)
 - a. Participating employers
 - b. Active Sponsors
 - c. Industry breakdown of over 14,000 apprentices
 4. Innovation
 - a. New Branding

- b. Flexibility in sponsor structures and program delivery
- 5. Currently serving eight employment sectors
 - a. Biotechnology and Financial Services are new.
 - b. BAS is continuing to look into adding new sectors
 - c. Arborist program has been introduced along with IT and organic vegetable farming
- 6. Building pipelines through:
 - a. Youth Apprenticeship
 - b. Certified Pre-Apprenticeship
 - c. Department of Corrections (DOC)
- 7. Youth Apprenticeship Overview
 - a. Statewide school-to-work initiative since 1991
- 8. YA Program Implementation
 - a. Regional coordinators lead local activity in each area
 - i. Areas will work together in regional partnerships
- 9. Program Design
 - a. Dual enrollment explained and clearly defined by Cathy and Josh based on questions from the Working Group
- 10. Career Clusters
 - a. Over 55 unique pathways
- 11. YA program enrollment from 2015 – present
- 12. Discussion on apprenticeship in Germany from Josh and Secretary Frostman's travels
 - a. Differences in layoffs
 - i. Adults are laid off in the US
 - ii. Youth stay on until completion of enrolled program in Germany
 - iii. German apprenticeship programs are more designed for youth with ties to public education system
- 13. Discussion and definition of 'Dead end pathways'
 - a. Defined as non-sustainable
 - b. Potential solution to avoiding:
 - i. Working with DPI's academic and career planning resources
 - ii. Defining beneficial career pathways for youth and adults
 - c. Apprenticeships don't lead to dead end pathways when successfully implemented
 - d. DWD LMI staff are working with DPI on work-based learning guide
 - e. Xello is more accepted by students than Career Cruising had been for determining career pathways
- 14. 2019-2020 participation
- 15. Moving forward
 - a. Increasing participation
 - i. Statewide
 - ii. Minorities
 - iii. Females
 - b. Ann brought up mentoring programs for kids and DPI's training a trainer program
 - c. Dual-enrollment opportunities with additional funding
 - d. Ruthie - In some areas YA needs more of a presence
 - i. Potential solutions
 - 1. Coordinators working with area industries

2. More advertising and outreach to schools
 3. Outreach to parents would be helpful
 4. Local economic development group promotion of YA and RA programs
 5. Sheila: DPI promotion
- e. Question from Ann on Bridge to RA
- i. Rebranding currently taking place
 - ii. YA and RA are trying to match up clusters
 1. Only a few specific ones can be connected to each other
 - iii. Work is being done to find ways to create pathways that will connect YA to RA
 - iv. Role of dual enrollment would be a significant factor
16. Certified Pre-Apprenticeship
17. Department of Corrections (DOC)
- a. Ann – question about ex-offenders being released back to the location of where crime is committed
 - i. Discussion over having legislature work clear this up
 - b. Bruce mentioned that more job centers in the prisons will be opening up
 - i. Apprenticeship staff will be present at current and future prison job centers
18. Questions
- a. Barb – closing of coal plant and displacing folks laid off. Getting them connect with opportunities'
 - i. Bruce mentioned Rapid Response and On-the-Job Training (OJTs) as solutions
 1. Dan brought up that Rapid Response had been very helpful with a company in Plymouth
 - b. Additional plans for the future
 - i. Getting more apprenticeships that can lead to degrees and sustainable apprenticeships with no debt
 - c. Dawn said that the group could actively help with promoting Apprenticeship in the state.
 - i. Strong intentions of being a part of solutions and success of apprenticeship
 - d. Sara – Pre-Apprenticeship is short term and beneficial to the potential employers and businesses involved. Especially in Milwaukee Area. Wanted to know Crons' status of registered apprenticeship sponsorship.
 - i. Josh confirmed that they are. Haribo's future participation. They'll go through the same process as will others
 - e. Dawn – importance of having certification from group including length and attendance.
 - i. Josh says it's on the employer sometimes.

III. Other Business

- a. Next Meeting
 - i. Presentation on what's being built and resources being provided to students
 1. Sheila will lead with Dan covering pathways

- a. Everyone will share their experiences with career pathways and outreach
- ii. Meeting between now and May 19th meeting in TBD status
- iii. Identifying good actions for following
- iv. Bruce brought up having discussion on councils and committees in next meeting

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 (414) 874-1680 or by email at TierneyB.Gill@dwd.wisconsin.gov. Department of Workforce Development, Division of Employment and Training is an equal opportunity employer and service provider. If you have a disability and need assistance with this information, please call us through Wisconsin Relay Service (7-1-1). To request information in an alternate format, including language assistance or translation of the information, please contact us at (888)-258-9966.