
February 18, 2020

**Location:
Dairyland Power Co-Op
Conference Room South 2A/B
3200 East Avenue S
La Crosse, WI 54601**

Growing Workforce Opportunities Working Group Meeting

9:15 a.m.	Welcome, Opening Remarks
9:20 a.m.	Asset Mapping of State Workforce Systems – Update
9:35 a.m.	Special Topic Presentations, Discussion
10:35 a.m.	Deliverables Discussion
10:50 a.m.	Other Business
11:00 a.m.	Working Group Meeting Adjourns

All full Council, Working Group meeting materials will be available on the CWI webpage at <http://www.wi-cwi.org>

***In keeping with regulatory constraints, lunch is provided for CWI Board members and staff only**

Enclosed Meeting Packet Contents

Page 1	February 18, 2020 – Growing Workforce Working Group Meeting Schedule and Packet Contents
Page 3	February 18, 2020 – Growing Workforce Working Group Meeting Agenda
Page 4	November 19, 2019 – DRAFT Growing Workforce Working Group Meeting Minutes

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**Governor's Council on Workforce Investment
Growing Workforce Opportunities Working Group Meeting
Dairyland Power Co-Op
Conference Room South 2A/B
3200 East Avenue S
La Crosse, WI 54601
Tuesday, February 18, 2020
9:15AM - 11:00AM
AGENDA**

- I. Welcome, Opening Remarks
 - a. Working Group Co-Chair – Nora Roughen Schmidt

- II. Asset Mapping of State Workforce Systems – Update
 - a. DWD Division Administrator Chytania Brown

- III. Special Topic Presentations, Discussion
 - a. WEDC Programs, Outreaches, Updates
 - i. WEDC Talent Initiatives Director Rebecca Deschane

- IV. Deliverables Discussion
 - a. Next Steps
 - b. Report Out for afternoon Council meeting

- V. Other Business
 - a. Approval of the Minutes – **ACTION REQUIRED**
 - b. Next Meeting – Wednesday, May 19, 2020
 - i. Scheduled CWI meeting, but working group welcome to meet in between these meetings to accomplish their goals.
 - c. Public Comment
 - d. Closing Remarks

- VI. Adjournment

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.

**Governor's Council on Workforce Investment
Growing Workforce Opportunities Meeting
Dane County Job Center
1819 Aberg Avenue
Madison, WI 53704
9:15 a.m. – 11:15 a.m.
Tuesday, November 19, 2019**

DRAFT MEETING MINUTES

Members Present: Nora Roughen-Schmitt (Viroqua Chamber Mainstreet), Betsey Harries (Ashland Area Development Corporation), Kathi Seifert (Katapult, Retired from Kimberly Clark), Emilie Amundson (Secretary at DCF), Rodney Ferguson (CEO, Potawatomi Hotel and Casino), Corey Zetts (Menomonie Valley Partners), Rebecca Larson (Wisconsin Associates of Independent Colleges and Universities) filling in for Representative Rolf Wegenke (WAICU)

Others Present: Patricia Sugden (DWD), Shelly Weber (DWD), Travis Tichsin (didn't catch PR Group name), Edwin Huertas (Gov office in Milwaukee), Danielle Williams (DWD), Chytania Brown (DWD)

Meeting Facilitator, Shelly Weber called the meeting to order at 9:20.

Welcome and Announcements:

- Shelly asked everyone to introduce themselves and mention why they wanted to be on this committee.
- First noted a change to the meeting agenda; Executive Order 59 was discussed prior to the meeting in the welcome with the secretary so we did not discuss that much.
- In reference to the CWI Fact Sheet – This work group will have main focus on Priorities 2 and 5.
- Priority 2 is Increase Net Migration to Wisconsin
- Priority 5 is Improve Access and Understanding of Workforce Investment Assets
- In addition, this workgroup should keep in mind Priority 4, Serve Under-Represented Populations; however, the WIOA Compliance and Resource Alignment Working Group will also be working on that.

Discussion:

- Discussion began on what the group wants to work on in the next 6 months.
- Some Ideas were:
 - Rural Issues
 - Urban Issues
 - Housing
 - Child Care
 - Transportation
 - Barriers to entry to Wisconsin
 - Addiction in urban and rural areas

- Opioids and Meth specifically
- Mental Health
- Increasing net migration in Wisconsin
 - More residents are leaving WI in stead of coming to the state
 - Baby boomers are retiring and new workers are not able to take their place
- Rodney – Most employers are looking for workers, but they aren't available
- Kathi – Can we drive best practices across the state? Inspire people to stay here in WI, go to college here, be proactive
- Danielle – Talk to other colleges and ask how successful it is to recruit from other states
(Chytania would look into this)
- Where can we recruit people?
- Betsey – Consider sponsoring communities like in the military, show what each community has to offer. What are your interests? Connect to the correct person who will connect them to housing, work, hobbies, education, etc. Connecting the place, you want to live not the job you want to have.
- Emilie- People who left WI and lived somewhere else, they usually come back due to family, our schools, and communities. How do we get the kids to come back home, they know what it's like to grow up here? What brings Wisconsin born kids to come back if out of state.
- Betsey Harries is willing to be a point person to discuss some ideas regarding this.
- Priority 5 was discussed – Workforce Investment Assets
- Asset Mapping does not exist for the state. Who will own asset mapping? Question asked to committee.
- Chytania mentioned Data Initiative, DWD received data quality grant. Have conversations with state agencies, how do we track data from individuals, in the process of hiring team? WIOA State Plan, other agencies who have not been part of the state plan are now signed up.
- Was mentioned the WDQI Grant. Who would be responsible for maintaining this?
- Was mentioned the Workforce Transformation Task Force – creating an app or website. Who would be responsible for maintaining this so information doesn't get outdated and therefore unused? What about the financial aspect? How much would something like this cost?
- Available Workforce Investments – How large is it?
- Connect employees to employers in multiple different areas. Have other states done this? Learn from them instead of reinventing the wheel.
- Have a better position to start new and become robust in this.
- Priority 5 needs to tie into Priority 2 – Goal in Wisconsin is to have workers move here and not go somewhere else. Resources, childcare, transportation, etc.
 - There are 14,000 available workers in the state. Need more people looking for jobs in the state, not just in the Milwaukee area, but all over.
- Rodney mentioned that an asset map would help people from outside the state develop a clear picture of what WI has to offer.
 - Priority 5 asset map helps Priority 2.
 - Priority 5 asset map helps Priority 4
- Was mentioned about retirees to enter the workforce
 - On Flex time
 - Part-time
- Asset Map, Wisconsin Economic Development Council-
 - WEDC Portals for different people in different areas.
 - One singular location to find the information needed.
 - Need resources to make this happen

- Was asked how our job resources to the public (WisJobs, Job Centers of Wisconsin (JCW)) were fairing compared to other states. Chytania mentioned that Wisconsin is neck and neck with other states.
- It was mentioned that Priority 2 seems like more action steps and more manageable.
- It was mentioned to reach out to the people who created the Strategic Plan (2018-2022) and have them come in and speak. This may be a challenge.
- More information on how college kids decide where to live.
 - Idea was to pitch Wisconsin as a place as opposed to destination for a job.

Danielle Williams was in attendance and may be contacted for further details on the brainstorming session.

Chytania will post questions and will let group know when and answer is received.

Action Items:

- Get a speaker to come in and speak at the next meeting
 - Ideally from WDC, Veteran program, etc.
- Conduct research on Higher Education, connecting with alumni
- Chytania will talk to other states and see how easy it is to recruit.
- Possibility of having those creators of the Strategic Plan (2018-2022) to come in and speak to the group so people can ask questions
- Chytania will reach out to national organizations and see if other states councils have done something similar. National Association of State Work Agencies, making sure white and blue collar are represented. Need to be employer friendly and in return employee friendly.

Main focus in the next 6 months:

- Define the purpose, audience, uses, and requirement of "Asset Map". What is the benefit? What is the outcome? Accountability? Who will own this?
- Clearing house/asset map, defined, scope, and process
- Net Migration – Short term and midterm becoming more informed.

Leadership Decisions:

- Moving forward a Chair and Vice-Chair are needed for committee
- Kathi Seifert nominated herself for Chair
 - This was a unanimous vote that passed. Kathi named Chair.
- Nora Roughen-Schmidt nominated herself for Vice-Chair
 - This was a unanimous vote that passed. Nora named Vice-Chair.
- Counsel Coordinator – Who is the contact person regarding this counsel?
 - Patricia Sugden or Sarah Lincoln will be note taker for meeting
 - Tierney is the counsel coordinator and will report out what the needs are of the committee. She is also the contact with DWD.
- Kathi would like to meet again before February's meeting. This would take place via phone.
 - Talk about WDC, Veterans, Alumni, and other markets.
 - Who will come and talk about that?
- Nora will do report out this afternoon after lunch

Meeting was adjourned at 11:10 am.

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