
October 13, 2020

Zoom/Conference Call Meeting

Meeting Link: <https://us02web.zoom.us/j/82377467382>

Meeting ID: 823 7746 7382

11:00a.m. - 12:00p.m.

Growing Workforce Opportunities Working Group Meeting

11:00 a.m.

Working Group Meeting

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

Enclosed Meeting Packet Contents

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**Governor's Council on Workforce Investment (CWI)
Growing Workforce Opportunities Working Group Meeting
Zoom Virtual Conference Call**

Meeting Link: <https://us02web.zoom.us/j/82377467382>

Meeting ID: 823 7746 7382

Tuesday, October 13, 2020

11:00AM - 12:00PM

AGENDA

- I. Welcome, Opening Remarks
 - a. Kathi Siefert
- II. Workforce Updates – Bruce Palzkill
- III. Asset Mapping Presentation – Pravin Raikar
- IV. Discussion on Committee Efforts to Help Move Things Forward
- V. Other Business
 - a. Approval of the May 8, 2020 Meeting Minutes – **ACTION NEEDED**
 - b. Next Meeting – TBD
 - 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 (CWI)
Growing Workforce Opportunities Working Group Meeting
Skype/Conference Call
Participant Dial In: (608) 316-9000
Passcode: 82398150#
Friday, May 8, 2020
11:00AM - 12:00PM**

DRAFT MEETING MINUTES, PENDING OFFICIAL APPROVAL

Members Present: Kathi Siefert, Rolf Wegenke, Emily Conklin (for Rep. Shankland), Nora Roughen Schmidt; Corey Zetts, Pravin Raikar, Emilie Amundson.

Members Not Present: Betsey Harries; Cedric Ellis; Saul Newton.

Others: Steve Laesch, Tierney Gill

- I. Welcome, Opening Remarks
 - a. Kathi Siefert

Kathi thanked everyone for participating today and expressed hope that they were all safe and healthy. She thanked Tierney G and the DWD team for their work coordinating and setting up the meeting and advised the working group that the work they discussed would be relayed to the Executive Committee at their upcoming meeting on the 19th, so she was hoping to hear some engaged feedback from members.

- II. Discussion of Working Group Strategic Priorities, Looking Forward

Kathi opened up the group for discussion on the working group's priorities looking forward in light of the COVID19 pandemic. Discussion points and questions centered around themes such as focusing on short term, medium term, and long term goals and challenges in moving forward around fields such as healthcare, addressing the shortages of critical occupations, migration, etc (Rolf W); how to best interact with and work alongside the tech colleges in their aims of retraining and re-educating the large numbers of recently unemployed workers into in demand fields such as IT (Kathi S); adjusting priorities to focus on those that are already in the state and needing assistance over attracting those from outside of the state (Kathi S); preparing employees for fields that didn't exist recently, like retraining employees in the hospitality industry with skills in sanitation, regulations, chemicals, etc., and understanding that there are many who would be fearful of doing this "lower skilled" sort of work now, so there is need for additional education moving forward not just over the next couple months but perhaps years (Rodney F); of the need to have a workforce that is trained and ready for a world of remote work, as businesses won't want to spend time training them while on payroll when they can find employees already possessing those skills of working remotely (Pravin R); anticipating reshoring manufacturing needs and how that will change needs and training (Corey Z); and evolution of business going forward, such as saving on overhead and expenses of sending employees on trips, requiring employees to work in cubicles in centralized buildings (Kathi S).

Steve Laesch provided an update on the status of operations at DWD/DET, including how they are redeploying staff to assist with the backlog of UI claims, looking at redeployment plans right now for getting staff into the field going forward, managing federal dollar inputs and training funding opportunities, Fast Forward grant funding opportunities, and working with the local boards throughout the whole process.

III. Deliverables Discussion

a. Next Steps

The group decided that they would focus on short/medium/long term goals, prioritizing taking care of Wisconsin residents first (short term) that need training/support to get back into the workforce over attracting more workers to Wisconsin (short to medium term), but able to do both simultaneously if possible. They also want to ensure that there are training dollars that are made available to the tech colleges to help with retraining as quickly as possible in coordination with identifying the key areas that are on their list of in demand occupations and fields. From an asset mapping standpoint, the group will want to know what resources are available to help the unemployed/under employed that will help them get back into the workforce: while past discussions on asset mapping deemed it too expensive an undertaking to do with specificity, perhaps it would be something the group would want to consider with a different scope in a long term goal format, such as "Here Are 5 Things To Do If You Are Looking For A Job" or an outreach that is short and sweet and direct. Pravin R and Rolf W discussed the level of technical difficulty in creating and maintaining an asset map, but that there are potentially ways to wrap it into marketing outreaches instead, depending on who the target audience would be. Steve L agreed that they are very complex by nature so that if there is a narrowing of focus on one it could perhaps be more doable.

A question was raised about being able to hit both priorities (asset mapping, attracting talent) with a diverse messaging platform, like podcasts, social media, etc., to allow for hitting both instead of pitting one against the other. Nora R indicated that she had a meeting in the coming days with WEDC Secretary Hughes, and that she would be able to ask them what plans they were working on and relay it to Tierney G and Kathi S before the Exec Committee meeting on the 19th.

b. Report Out for May 19, 2020 Exec Committee Meeting

Kathi S thanked everyone for their feedback so far, and asked if there were any concerns about the direction the conversation was headed or anything additional to add to the agenda. Kathi, Tierney, and Nora will discuss the notes and follow-up from WEDC meeting and prep notes for the Executive Committee meeting on the 19th.

IV. Other Business

a. Approval of the 2.18.2020 Meeting Minutes – **ACTION REQUIRED**

Corey Z. made a motion to approve the minutes, Nora S seconded. The minutes were approved as presented.

b. Next Meeting – TBD

Feedback on next meeting will be forthcoming after the CWI Executive Committee Meeting.

c. Public Comment

There were no public comments.

d. Closing Remarks

Secretary Admundson jumped on to say hello, made sure to be recognized as present.

Kathi thanked everyone again for their input and engagement, thanked the team for their assistance with the meeting and wished everyone safety and health.

V. Adjournment

Meeting materials will be posted on the CWI web site at <http://www.wi-cwi.org/>.

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