

Wisconsin's Workforce Major Initiatives and Partnerships
U.S. Department of Labor Request
November 5, 2012

DOL's Suggested Exemplary Practices: Activities and Partners

Regional Industry Skills Education

Regional Industry Skills Education (RISE) is the umbrella initiative name for multi-faceted activities forged between the Department of Workforce Development (DWD) and the Wisconsin Technical College System (WTCS). RISE delivers bridge and career pathway programs for low-skill workers needing skill advancement. The **Career Pathway** is a new way of organizing technical college occupational training as a sequence of credentials that leads adult learners in attainable steps toward better jobs via a degree or technical diploma. A **Bridge** helps adults in need of basic skills or English language succeed in a career pathway by providing courses that link basic skills development with occupational skills development to accelerate the transition from pre-college to college level attainment.

Career Pathways and Career Pathways Bridge programs are supported by funding from the Joyce Foundation and partnership between DWD, WTCS (available through all local technical colleges with the number of program offerings varying by location), the Workforce Development Boards (WDBs) and the University of Wisconsin-Center on Wisconsin Strategy. As a result of this partnership, Wisconsin has received national attention for its innovations in skills training for high demand occupations. Over the next three years, efforts will be channeled to further local level implementation and data collaboration. Examples are: (a) Partnerships are currently being built with Temporary Assistance for Needy Families, Division of Vocational Rehabilitation, Veterans, Dislocated Worker and other employment and training stakeholders; and, (b) A data pipeline strategy was developed for matching Unemployment Insurance wage records, WTCS student enrollment and WIA enrollment. The pipeline data will determine whether or not career pathway's participants demonstrate a similar or higher rate of learning and connection to self-sufficient jobs compared with traditional students.

In 2012, DWD received a third round of funding from the Joyce Foundation. With this grant, DWD and its partners intend to support 115 total career pathway programs and help 2,700 individuals earn a credential with at least 12 college credits. In addition, WTCS received an Accelerating Opportunity Planning Grant, a portion of which will support strategies for local collaboration among employment and training stakeholders. That collaboration is intended to result in Career Pathway and Bridge program enrollments across employment and training programs beginning in the fall of 2012. In addition, WTCS received \$18 million in Trade Adjustment Assistance grant funding that will support career pathways in manufacturing utilizing the WDBs as key players in the implementation of this new effort.

http://dwd.wisconsin.gov/dwd/newsreleases/2012/120920_wtcs_grants.pdf

Funding:

\$ 579,000 Joyce Foundation Shifting Gears Grant

\$ 22,000 WTCS Accelerating Opportunity Planning Grant

UW Madison- Center on Wisconsin Strategy

Career Pathway/WTCS General Purpose Revenue (GPR) State Funds

Apprenticeship: Cross-Program Initiative

DET continues to integrate apprenticeship information and opportunities into Job Center (JC) and WIA-funded services. Apprenticeship training representatives, primarily located at technical colleges, coordinate with WIA and JC partners on a regular basis. Apprenticeship is integrated via presentations to WDBs, JC staff trainings, desk aids and materials, workshops, and employer and business services. In addition, the recent federal energy grant is administered by WDBs and JC partners in most areas of the state with dual enrollment into other programs strongly encouraged.

A major new effort to replicate on a statewide basis is the **Youth to Adult Apprenticeships in Manufacturing Program**. In a continued effort to address the workforce skill shortage needs of Wisconsin manufacturers, DWD will build upon the Youth to Adult Apprenticeships in a Manufacturing Program that was previously piloted in two apprenticeship training areas: 9-Calumet, Fond du Lac, Manitowoc, and Sheboygan counties and 10-Dodge, Ozaukee, and Washington counties. These apprenticeship programs are being aligned and this career pathway is being expanded to establish linkages on a statewide basis between Youth Apprenticeship (YA) participants to registered Apprenticeship employers in advanced manufacturing.

There are currently 21 local YA Consortia that offer training and work-based learning experiences in manufacturing. DWD plans to make this collaborative effort available to any YA consortium and apprenticeship work area with the capacity to replicate the Youth to Adult Apprenticeship in manufacturing career pathway. The youth apprentices who successfully complete the two-year Manufacturing YA Program will receive credit toward the registered Adult Machine Tool Trades Apprenticeship requirements in terms of the number of work hours completed, college credit or advanced standing for related instruction, and training areas completed for the Skill Standards Checklist competencies.

In addition, industry-recognized and nationally portable skill credentialing and certification opportunities will be integrated into the program, such as the National Association of Manufacturing (NAM) endorsed skills certifications system. Included in the NAM advanced manufacturing competency model is the MSSC System with five credential modules: Safety, Quality Practices & Measurements, Manufacturing Processes and Production, Maintenance Awareness, and Green Production.

Funding:

GPR Youth Apprenticeship

Registered Adult Apprenticeship

Sector Convening Grants

Since 2009, DWD has supported Sector Strategy efforts throughout the state using WIA discretionary funding. Grants were issued for both convening local stakeholders and for training the workforce to meet industry-specific needed skills. Employers with existing high-growth industries or in emerging sectors are the focus for the regional grant activities. In May 2012, funding was provided to WDBs for their efforts to engage employers to assess their hiring needs and develop training strategies related to specific sector skills. The attachment lists the WDB's targeted sectors along with their current grant focus.

The long-term goal of Wisconsin's efforts is to develop sustainable regional Industry Partnerships across the State that enhance the competitive position of key industries and enhance self-sufficiency and career opportunities for employees. Sector strategies include representation from industry and trade associations, organized labor, workforce development organizations, educational institutions, training providers, economic development groups, community-based organizations, local government agencies and private foundations.

Funding:

\$275,000 WIA State Set-Aside

Veterans In Piping (VIP)

In 2011, Wisconsin pursued a more direct connection between veterans and employers by piloting the VIP training program to employ veterans in work-based training in the pipe trades industry. VIP is a unique partnership that combines government, military, union and private sector training expertise, all focused on equipping Veterans with three practical areas of assistance: 1) real-world trade-specific skills; 2) transition training and support services; and, 3) a guaranteed job offer as a registered apprentice in the piping industry. In the VIP model, industry investment in both program oversight and real funding is significant. For example, the United Association of Plumbers, Pipefitters and Sprinklerfitters costs for the three 2011 pilot classes held in Wisconsin is estimated at more than \$1 million and includes two 50-foot welding trailers. [The Association pays for the training including the instructors, supplies and equipment; DWD pays for the training room, internet hook-ups and staff support]. In addition, the Wisconsin Regional Training Partnership provides the Apprenticeship Accuplacer testing for the trainees.

Hands-on collaboration includes partners with DWD Office of Veterans Services staff, Unemployment Insurance (UI), the WDBs, Division of Vocational Rehabilitation (DVR) and Veteran's Affairs [provides case management assistance when requested by the Bureau of Apprenticeship Standards.]. Also, stakeholders promote VIP training services through as many possible resources and services available to eligible veterans. Thus far, of the 39 graduates, 16 individuals have stayed in Wisconsin to pursue their career and are also approved for GI Bill benefits for their apprenticeships. DWD recently submitted a grant proposal to expand the VIP program and to add HVAC and Electrical apprenticeship training.

Funding:

\$50,000 WIA 10% State set-aside

DOL Veterans' Employment and Training Services

Stamp grant (discussed below)

GI Bill

Labor Union

Other Veteran's Partner Efforts

Governor Walker appointed a Special Council on Economic and Workforce Investment, led by Lieutenant Governor Rebecca Kleefisch, to develop innovative partner solutions for economic stability and growth. As a result of the Special Cabinet's work, Governor Walker directed DWD to implement the following actions:

Double the number of job fairs held in 2012. This will result in at least 100 job fairs occurring throughout the state this year. The re-branding of these job fairs as Career Expo events will have a renewed focus on matching UI claimants to open jobs, prioritizing veterans and will enhance the pre-screening process for both job seekers and employers.

Hire 14 positions to assist in re-employment services; bringing the total to 37 at Job Centers throughout Wisconsin. In addition, the Governor supports DWD extending 23 current project employee positions to maintain and expand service to UI claimants. With these additional staff, DWD will serve approximately 1,000 UI claimants per week with training sessions, skills assessments enhanced job matching, career assistance and follow up services aimed at matching unemployed individuals to jobs.

Partner with the Wisconsin Economic Development Corporation (WEDC) in outreach efforts to employers expanding in Wisconsin. Proactively work to align UI claimants with the skills needed to fill these employers' labor needs.

In addition, DVR and DET worked together to re-design a state form for a state-funded training program administered by Veteran's Affairs in order to coordinate resources and expedite required sign-offs from the JC staff on individual applications. Since the Governor ramped up multi-support efforts for veterans, the number of recently separated veterans who entered employment increased by 15% over the previous year.

Lay-Off Aversion: Wisconsin Economic Development Corporation (WEDC) and DWD

In an effort to spark cross-program and resource sharing, the Dislocated Worker and Job Service staff have been meeting regularly with staff from WEDC to develop a more comprehensive and functional layoff aversion strategy. Over the next 12 months, the workgroup plans to devise an early warning system including relevant partners -- state and local, public and private -- to ensure that troubled companies are better identified and with extended assistance in an effort to completely avoid or reduce the number of layoffs. Or, if unavoidable, to better assist the company and workers with layoff transition services. The work-group is looking at mass lay-off statistics, unemployment/lay-off data and other indicators of business difficulty that will create the early warning system. This will be the State's lay-off aversion approach in an effort to be pro-active prior to the official lay-off triggers.

As is it now, DWD receive notices of workforce reductions after those decisions have been made and there is little change of averting the lay-off. On November 12, 2012, WEDC and DWD will sponsor a meeting of stakeholders from the economic development and several business sectors to determine existing resources, gaps, and establish a next-steps plan for this early warning system.

Job Service (JS) and Unemployment Insurance (UI)

DWD's labor exchange system, Jobcenterofwisconsin.com (JCW), and the UI Claimant system have been nationally recognized by the National Association of State Workforce Agencies as an innovative service delivery resource. In recent years the number of eligible UI claimants has increased. To address this challenge, DWD now requires UI claimants to register on JCW and create a résumé when they apply for UI benefits. This strategy provides a timely connection to work search requirements and initiates compliance at the beginning of benefit awards. With the increased demand for reemployment services, DWD is expanding services to UI claimants by automating universal data collection and assessment, allowing staff to concentrate their time on appropriate service interventions. In addition, DWD is expanding JCW offerings by adding job matching enhancements, introducing customized résumé uploads, initiating case management features and other developments to maximize the system's ability to better match unemployed job seekers to available jobs.

Wisconsin also has a labor exchange **call center**, accessible via toll free number at 888.258.9966. The JS Call Center includes the following services: general job seeker, general employer, job order processing, re-employment services, TAA, and WorkKeys scheduling. Services are offered in English, Spanish, and Hmong. Both online and phone-based services exist primarily to provide alternative means of access to both business and job seeker customers, and to ensure a "no-wrong-door" approach to accessing services. The tools serve to link customers back to workforce system resources aligned across programs.

Funding:

Wagner-Peyser (15-20 FTE on the call center at any one time and a statewide coordinator)

Wisconsin Regional Training Partnership (WRTP)/ Big Step

The WRTP, a nationally-recognized workforce intermediary, has developed innovated industry partnerships in the manufacturing and construction sectors. The WRTP/BIG STEP utilizes a high road approach to supporting industry, targeting high wage, high skill occupations and supporting employers and initiatives working to create regional competitive advantage and developing long-term sustainable economic growth. As intermediary, WRTP/BIG STEP coordinates with area technical colleges and schools, workforce investment boards, community- and faith-based organizations, and employers and unions. WRTP/BIG STEP is an Industry-Led approach to workforce development, with a focus on the continual assessment of sector needs, a worker-centered philosophy, the development and implementation of short-term training programs, and the

placement, follow up, retention, and advancement of workers. WRTP has been engaged with DWD and the WDBs on a number of efforts. Examples include:

The **Skilled Trades Apprenticeship Mentoring Program (Stamp)** goal is to recruit apprentices and mentors in Southeast Wisconsin to increase the number of minorities and women in the construction trades. The project, in coordination with the Bureau of Apprenticeship Standards (BAS), will increase recruitment efforts at the high school level, and offer tutoring, guest speakers and introduction to Construction workshops. The project will also address training needs of the employers on how to retain a diverse workforce. The geography covered by this project encompasses six workforce development areas with the following WDBs: Milwaukee Area, W-O-W, Southeast Wisconsin, South Central Wisconsin, Bay Area and Fox Valley.

Program goals are:

- Serve 250 existing apprentices/applicants.
- Serve 500 New Applicants
- Number of existing mentors who will serve – 21
- Recruit new mentors who will serve – 40

Funding:

\$60,000 WIA State set-aside

The Manufacturing Technician Apprenticeship is a newly created, innovative apprenticeship designed to provide manufacturing workers an industry recognized credential based on skills, knowledge, and competencies needed to work and grow in the advanced manufacturing economy. The WRTP/BIG STEP staff worked with the BAS to establish an apprenticeship committee to develop the required classroom and on the job related training instruction components. The Apprenticeship was rolled out for the fall semester of 2012.

In partnership with the Milwaukee Area Workforce Investment Board (MAWIB), DWD and BAS, WRTP/BIG STEP provided regional manufacturing and construction employers with the skilled workforce necessary to compete globally, and job seekers with the skills and competencies needed to enter high-skill high-demand occupation. WRTP/BIGSTEP facilitates a **Manufacturing Skills Committee** of 42 regional manufacturing employers and labor organizations and a **Construction Skills Committee** comprised of industry contractors, associations, and labor organizations of who meet regularly to develop workforce development strategies and refine career pathways needed to meet current and future workforce needs. Through these Committees, the WRTP/BIG STEP has developed a number of pre-employment training projects based on Industry need and transitioned

Project Based Funding	
Local WIA Training Vouchers	\$103,960
DWD / BAS (STAMP)	\$50,000
DWD (Energy Career Link)	\$284,000
DWD (SAGE Grant)	\$50,000

BEST PRACTICES PROGRAMS

WRTP/BIG STEP worked with several local Manufacturing Companies to develop and implement a series of **Entry Level Manufacturing Skills CNC (ELMS-CNC) occupational training programs**. Working with a number of regional manufacturing companies including Milwaukee Gear, Herker, Industries, and Trace-o-Matic, WRTP/BIG STEP operated three projects that assisted in the implementation of a recruitment strategy to identify unemployed community residents who didn't necessarily have the skills required to immediately step into a production role. The programs included industry essential skills training at WRTP/BIG STEP, hands-on CNC skills training at the local technical college, and job shadowing at a local employer. The flexibility in this training allowed the employer to customize the program to their specific production needs, thereby

increasing the value of the graduates and future workers The partnership trained and placed 52 individuals into employment at average wage over \$15.00.

As a part of the **Entry Level Construction Skills (ELCS) training, the Unindentured Electrical Certificate Program (UECP)** is a pre-apprenticeship program with the sponsorship of the National Electrical Contractors Association and its affiliates and in partnership with several local electrical contractors including Venture Electrical and Pieper Power. The classes taught 17 people basic apprenticeship readiness skills including obtaining basic certifications such as essential work skills, OSHA 10, First Aid/CPR, COIN with asbestos awareness and tool recognition and to-date has placed 13 of them in positions with local electrical contractors.

The Energy Career Link (ECL) program was developed to meet the needs of the Construction Industry in Southeastern Wisconsin, with an emphasis on the Green Energy sector of the economy. The program targeted training and employment opportunities in the green construction trades for low-income unemployed adults, unemployed apprentices and unemployed skilled trade individuals who lack critical skills into careers and employment in the green construction trades. In this program we served 142 employers, in 8 trades including painters, bricklayers, sheet metal/HVAC, cement masons, laborers, electricians and heat & frost. The average participant wage was \$26.48/hour and 54% of the workers were incumbent and 46% were unemployed. To facilitate the program, WRTP/BIGSTEP staff communicated the goals of the grant and resulting benefits for the industry to area contractor associations, the Associated General Contractors of Greater Milwaukee, the National Electrical Contractors Association, the Milwaukee Building and Construction Trades Council and the various trade unions. Following these conversations, staff worked with the Joint Apprenticeship Committees in order to ensure the goals and objectives of the grant were aligned with their needs. The program provided local contractors the skilled workforce needed to bid on work, and without the program support those opportunities would have been won by non-Wisconsin companies.

Overall 2011 Outcomes: 197 employers served, 219 youth served, 691 individuals trained, 235 apprenticeship preparations, 1,258 total individuals served and 246 individuals placed at an average of \$18.28 per hour.

Other Key Workforce Initiatives and Partnerships

DWD and Wisconsin Housing and Economic Development Authority (WHEDA)

In April 2012, Governor Walker announced a \$100 million “Transform Milwaukee” initiative, intended to draw businesses to Wisconsin’s largest city by fixing up blighted areas and providing economic incentives. Milwaukee’s economy has been especially troubled in recent years. While the state unemployment rate is 6.8 percent, unemployment in Milwaukee has remained at or above 10 percent.

A key step in pushing ahead with the plan was the enactment of Governor Walker's proposal allowing the [Wisconsin Housing and Economic Development Authority](#) to issue up to \$150 million in bonds for economic development. The agency has agreed to commit \$100 million to “Transform Milwaukee,” by offering federal tax credits, business-development loans and residential mortgage loans. The five-part plan includes developing vacant business properties and improving transportation infrastructure. It also involves building new systems to carry away storm-water runoff; an effort that will help businesses avoid flooding that has plagued the area in recent years. The plan is expected to create 2,000 jobs in construction and other long-term jobs, in addition to other secondary jobs that come with economic growth.

Division of Vocational Rehabilitation (DVR) and JobCenterofWisconsin

DVR has committed approximately \$100,000 of their program resources to support JCW enhancements. Enhancements include:

Résumé Upload – Allows job seekers to upload their own resumes instead of, or in addition to, using the resume builder in JCW

Display Full Résumé – Makes résumé with job seeker contact information and name viewable by employers (still giving job seekers the option not to show personal information)

Skills Matching – Enhances skills matching to add skills inventory to job seeker side and improve matching logic between employer job orders and job seeker skills

Counselor Role – Adds the ability for career counselors, VR counselors, and some DWD staff to log on as a counselor to assist employers and job seekers with job searches, posting jobs, etc.

Wisconsin Workers Win (W3)

This pilot program, signed into law by Governor Walker will serve 500 eligible UI claimants in three regions of the state from June 1, 2012 – May 31, 2013. The program allows individuals receiving UI benefits to receive training and demonstrate their skills to potential employers. Coordination with on-the-job training, WIA co-enrollment and other employment programs is a key strategy for fulfilling employer demand for workers. Participants may volunteer to participate in up to six weeks of on-the-job occupational skills training with an employer who has a full time job opening. While in this specialized occupational training program, the UI claimant receives \$75 per week, not to exceed six weeks, to offset expenses such as transportation, work apparel, etc. The employer training site agrees to provide an occupational skills training plan, trainee supervision and worker’s compensation coverage for UI trainees in their worksite. Program graduates are expected to be hired by the employer training worksite. <http://dwd.wisconsin.gov/wiworkerswin/default.htm>

Funding:

\$ 611,824 WIA State Set-aside

\$ 225,000 General Purpose Revenue for stipends

Task Force on Minority Unemployment

The Governor created this Task Force to coordinate efforts across agencies and programs with the ultimate goal of reducing minority unemployment in the Milwaukee area. They have been meeting on a regular basis and developing solutions to the multi-faceted challenges. Lieutenant Governor Kleefisch and State Representative Elizabeth Coggs serve as the Co-Chairs. The membership includes an array of vital players for effective implementation efforts:

David Karst, BuySeasons and Seasonal Workforce Coalition; State Representatives Jason Fields and Mark Honadel; Gerard Randall, CWI Youth Committee Chair and Vice-Co-Chair; Department of Children and Families Secretary Elois Anderson; Earl Buford, WRTP/Big Step; David Bechthold or Dawn Pratt, Payne and Dolan; Tony Kearney Northcott Neighborhood House; Hattie Daniels Rush, Holy Redeemer; Dorothy Buckhanan, Goodwill Industries; Tina Koehn, United Migrant Opportunity Services; Donald Sykes, Milwaukee Area Workforce Investment Board; Charles Vang, Hmong Chamber of Commerce; Wyman Winston, WHEDA; Richard Harris, Southwest WDB; Shelly Jurewicz, Milwaukee Metropolitan Area of Commerce; Scott Jansen, Greater Milwaukee Committee; Kathryn Dunn, Greater Milwaukee Foundation; and Sean McDowell, McDowell Construction.

Comprehensive School Counseling Model

K-12 re-designs were infused in several of the Governor's key workforce investment priorities (attached). The Department of Public Instruction's (DPI) Counseling Model is an effective tool along with the workforce's effort to "rebrand" manufacturing as a career for implementing one of the priorities. The implementation of Wisconsin's Comprehensive School Counseling Model throughout school districts combined with DPI's efforts to promote career pathways/programs of study for all students is another effort that can align with workforce investment priorities. The model is an effective tool for helping districts provide career education to all students through a comprehensive delivery system that includes the involvement of all stakeholders including students, teachers, counselors, administrators and parents and other community/business mentors. Career education links students to their futures through curriculum and structured activities that help them learn about themselves and the world of work. DPI works collaboratively with the WTCS to develop programs of study to ensure that students can seamlessly transition from secondary to post-secondary education and training programs. The Wicareerpathways.org website is a recently developed career development resource used by school districts to help students navigate career pathways. This website links to job opportunities in students chosen pathways. Engaging and involving parents in the career planning process is an important step in career education for all students.

Funding:

Combination of Local School District funds and Carl D. Perkins

College and Workforce Readiness Council

The Governor signed an Executive Order creating a "College and Workforce Readiness Council." This Council has been tasked with and report to the Governor on:

- Reducing dropout and remediation rates as well as income and racial achievement gaps;
- Increasing the number of degrees and certificates awarded by educational institutions;
- Designing shorter, less costly degree programs aimed at filling high need positions while promoting and supporting technical career pathways for students beginning at a young age;
- Encouraging students to pursue trades and professions in high demand or of particular importance to the State of Wisconsin;
- Easing transitions between systems and institutions, specifically through the transfer of credits and the awarding of credit for prior work or other experience; and
- Expanding dual enrollment and dual credit opportunities to elementary and secondary students statewide.

Other On-Going Partnering

DWD's Division of Employment and Training Managers meet monthly with the WDB Directors and staff to the Wisconsin Workforce Development Association.

DWD's Secretary meets regularly on collaboration efforts with the Department Secretaries of Children and Family, Health Services, and the Wisconsin Economic Development Corporation and Wisconsin Housing and Economic Development Authority.

Some current spin-offs of the WIA State Plan partnering:

DET's Bureau of Workforce Training (BWT) met with the Department of Health Services Senior Community Services Employment Coordinator to agree on collaboration of upgrading incumbent worker/older adult's skills to meet the needs of employers and possible participation in the Senior-funded on-the-job training program.

BWT staff are collaborating with the Agricultural Outreach Advocate to discuss coordinating services to migrant and seasonal farmworkers and responsibilities for monitoring those services.

**Targeted High-Demand Industry Sectors
By Workforce Development Area**
Source: Workforce Investment Act (WIA) Local Plans November 2011

✓ **May 2012 Targeted Sector Employer Convening Grants WIA State Set Aside Funds**

Southeast Wisconsin Workforce Development Board (WDB)

Advanced Manufacturing (including sub-targets such as food processing, medical equipment, and fresh-water related manufacturing) **Manufacturing Alliance: "Dream it, do it" national model**

Health Care

Retail, Hospitality and Tourism

Agriculture/Food & Consumer Products

Milwaukee Area Workforce Investment Board (WIB)

Manufacturing ✓

Health Care

Construction

Energy (Water; Power Controls)

Retail Hospitality Tourism

Waukesha-Ozaukee-Washington WDB

Manufacturing ✓

Health Care ✓

Fox Valley WDB

Advanced Manufacturing

Health Care **Health Care Alliance Partnership**

Construction

Modernized Agriculture

Logistics and Business Services/Call Centers

Bay Area WDB

Advanced Manufacturing ✓

Health Care ✓

Transportation

North Central Wisconsin WDB

Manufacturing (including agricultural processing)

Health Care **Health Care Information Technology**

Information technology

Transportation

Northwest Wisconsin WIB

Advanced Manufacturing

Health Care and Social Assistance **Health Care**

Construction

Retail

Government

Transportation/Logistics **Transportation with another Workforce Development Area**

West Central WDB

Manufacturing **Gold Collar Careers**
Health Care
Customer Service Industries including Retail Trade, Accommodation and Food Service
Finance and Insurance
Agriculture
Transportation and Warehousing

Western Wisconsin WDB

Advanced Manufacturing **STEMS (science, technology, engineering & mathematics)**
Health Care
Agriculture/Food Processing.

WDB of South Central Wisconsin

Manufacturing ✓
Health Care
Information Technology/ Business Technology
Construction and the Trades
Biotechnology

Southwest Wisconsin WDB

Industrial Machinery Manufacturing (Machinery Manufacturing including advanced manufacturing processes)
Health Care (Ambulatory Health Care Services, Hospitals and Nursing and Residential Care Facilities)
Construction of Buildings
Food Processing (Food Manufacturing) **Dairy emphasis**
Agriculture and Agribusiness
Plastics
Non-store Retail Trade (Administrative and Support Services and Transportation, Distribution and Logistics)
Finance and Insurance (Securities, Commodity Contracts, and Other Financial Investments and Related Activities and Credit Intermediation and Related Activities)
Professional, Scientific, and Technical Services

Wisconsin's Workforce Priorities

In June 2011, Wisconsin's Council on Workforce Investment presented Governor Scott Walker with proposed key workforce investment priorities for Wisconsin. The Governor embraced the following key workforce priorities that are being used as the cornerstone of the many initiatives and collaborative efforts described in this Plan:

The Governor's vision is to create a flexible statewide workforce system that:

- Anticipates employer labor needs while building and strengthening Wisconsin's workforce;
- Supports the development of a highly qualified labor force; and
- Empowers individuals to pursue and retain good paying careers.

In order to achieve this, the Governor's key workforce investment priorities include:

- Improving the alignment between the skills needed by private sector employers and the education and job training systems that provide the pipeline of workers;
- Coordinating federal and state economic and workforce development funds to target resources more effectively, and to explore options such as federal waivers that support innovative solutions;
- Designating specific employment sectors for priority spending based on regional sector strategy priorities and sufficient evidence of labor demand;
- Allocating funds to regions where business, the K-12 system, post secondary education and training systems (technical colleges/universities) and other key stakeholders and regional sectors are aligned in purpose, and have a pathway in place to develop skilled workers in demand while still providing local regions with the ability to make spending decisions; developing a collective strategy that leads to a pathway;
- Improving sector alignment of mutual purposes by requiring each Economic Development Board to have a Workforce Development Board representative;
- Aligning school system curricula with the education and training needed for successful job placements, including basic education requirements for all systems along with the ability to tailor programming to reflect the needs of a local area; local regions would be able to modify their curricula based on regional employer's skilled worker pipeline needs;
- Improving accountability and transparency in order to measure success and prioritize future funding based on outcomes; and
- Researching and incorporating best practices from other states to support an effective, well-coordinated programming system that is in line with federal requirements.