



# Governor's Task Force on Workforce and Artificial Intelligence



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Governor's Task Force on Workforce and Artificial Intelligence  
Oct. 30, 2023  
Concourse Hotel and Governor's Club, 1 W. Dayton St., Madison, WI 53703

## MEETING NOTES

### Main Session

#### Task Force Members in Attendance:

Meeting Notes:

- 1:00 – 1:05 p.m. Welcome and housekeeping, Wisconsin Department of Workforce Development Assistant Deputy Secretary Jenny Sereno
- 1:05 – 1:15 p.m. Task Force Overview
- 1:15 – 1:25 p.m. Agency perspectives on AI
- DWD Secretary Amy Pechacek
    - UI backlog (2020) – hundreds of thousands of claims, administering billions of dollars in benefits using 1970s technology, with mail or fax, manual data entry.
      - Used AI technology (Google) to help clear the backlog of claims. The AI adjudication tool (Judy) used previous claims experience to "learn" the rules, then processed the backlog. Claims with questions or flagged for rejection were sent to humans.
    - Customer service Mattie Moo (online JCW)
    - Worker quantity challenge
      - Low birthrates, boomer retirement, negative migration, record unemployment, record jobs
      - Labor force participation rate higher than national average, still can't fill all jobs. Investment in workforce development helping to sustain state's economic strength.
      - Workforce Solutions Initiative
        - Barriers to employment – childcare, transportation, etc.
        - Digital divide – equal access and opportunities.

- AI – to move forward.
- Wisconsin Economic Development Corporation CEO and Secretary Missy Hughes
  - AI happening everywhere in WI (e.g., Rockwell Automation)
    - Breakthroughs – curriculum, nursing, entrepreneur (social worker – criminal justice), use Chat GPT to ask what will happen next? (e.g., truancy issues)
    - Bio health industry
      - Medical College of WI, MRI scans – remove prostate tumor – likelihood to return?
      - Accuray – radiation treatment submillimeter level (limit radiation to only where needed, avoid damaging health tissue)
      - Wisconsin Biotech Hub
    - Manufacturing survey, most small and medium sized manufacturers not thinking about/considering AI (might be left behind).

1:25 – 1:35 p.m. AI Task Force Member Introductions in Brief

1:35 – 1:45 p.m. Wisconsin Labor Market Overview

- Dennis Winters, DWD Chief Labor Market Economist
  - Increased jobs, employment flat (low levels of unemployment)
  - Labor force quantity challenge, Wisconsin labor force flat (based on demographic data); (supply gap)
  - Automation vs. AI – Skill exposure, AI from highest potential skill exposure to less potential) Farming, Architecture and Engineering, Science, Math, Finance, Production, Transportation, Management, Building Maintenance, Health, etc.

1:45 – 1:55 p.m. Accelerating Workforce and Business Transformation Responsibly with AI

- Caroline Yap, Managing Director, Google Global AI Business
  - AI augmentative intelligence – allows people to focus on other tasks
    - 85% of employment growth over the last 80 years is driven by new technologies (National Bureau of economic Research, August 2022)
    - People want to use technology before rules and regulations are developed.
    - Government and employers – safe and secure environment to use AI.
    - Can improve citizen services (chatbot; process claims, etc.)
    - Common theme – save time – ethical
    - How do we understand human behavior and drive changes – personal, societal, business
    - Human centric – feedback loops, reinforcement

- Cultural background (improve usability)
- Have people help define what is needed and would be useful.
- 66% increase in operational efficiency, 57% increase in customer service, 48% increase in production, 35% improved strategic decision making.
- Driven by limitation of systems (e.g., use different apps)
- What would we ask? What should we ask? – help deliver services and improve systems?
- Future state of AI for WI: Efficiencies, growth, future
  - Examples: Improve the experience of someone looking for health coverage? People part of the process (e.g., focus groups)
- Open source – adoption of principles
  - Needs to be fairness in ways AI is used.

1:55 – 2:05 p.m.

#### The Future of Work and Workforce Transformation with AI

- Emily Rose McRae, Senior Director Analyst, Gartner
  - Understand What GenAI Can Actually Do
    - Depends on good quality data, written content augmentation/creation, text simplification, tone, summarization, question answering, etc.
  - Hype cycle for workforce transformation
    - AI as an assistant or co-pilot, variation, AI and customer service – what will happen? Depends on customization, internal/external data, etc.
  - Skill need: Prompt engineering is a new paradigm
    - Need people who are good at writing prompts. This enables: creation, delegation, summarization, synthesis. Also requires: everyday AI (office suites), internal proprietary AI, Vendor AI, Aptitude for systems thinking
  - Skill need: Information skepticism
    - Enables: trustworthiness, accuracy, compliance, risk reduction; requires: generative AI output, access to trusted sources, investigative skills, expertise; what if tool is biased?
  - Rolling out AI will impact the workforce
    - If people think AI can replace their job, more likely to leave/quit the job
  - Digital technologies go through phases of responsible use
    - What phase are we in? – learn by making mistakes phase
  - Stated promise of AI – increase productivity
  - Friction against productivity (org, work, and digital friction)
    - Examples – approvals, multiple sign ins, multi-step processes, etc.

- Scale up
  - Example – Generative AI for software development: AI helps, but sometimes can't do what we wish it would do (technology limitations, internal data not sufficient)
    - Productivity expectations unrealistic, requirements and testing roadblocks, burnout risk increases
- Key challenge: understand talent impact of new technology
  - Can't generalize
  - Questions top HR teams ask business leaders: What new technology are you are going to be investing in? What will help you reach strategic goals? How will workforce and roles need to change to get the most out of this? How will our performance expectations and incentives need to adjust to support these new roles? How do we prepare workforce?
- Building expertise in new and redesigned roles
  - Developing current or existing workforce: Apprenticeships, job shadowing, mentoring, rotational programs
  - Hiring new employees with specific expertise
  - Contracting with contingent labor with specific expertise
  - Talent sharing with other employers.
- Key talent considerations for generative AI
  - Opt in or universal?
  - What does good performance look like if only some people have augmentation?
  - What impact will this have on time spent?
  - Do expectations change?
  - Who is responsible for invalid or problematic content?
  - Augment tasks in existing processes or adapt operations?
  - How will know if we need to adjust our approach?
  - What does success look like?
  - What will the impact be on our long-term talent (and business) strategy by)?
  - How to incent the right behavior?

2:05 – 2:15 p.m.

State of the States: Strategic Workforce and Policy Directions with AI

- Tyler Clark, U.S. Government Affairs Industry Director, Microsoft
  - Digital skilling
  - Joined Green Bay Packers – Tiletown Tech
  - Tech Sparks – NEW North and Generator
  - Help unemployed and underemployment.
  - New Manufacturing Alliance – develop digital technology skills.
  - Support digital transformation.

- Growing demand cloud and AI
- Optimistic – help people, industry, and society.
- AI – power to accelerate technology growth.
- Increasingly being used
- AI – information integrity?
- Built and used responsibly – serve society broadly.
- Microsoft's AI principles: Fairness, reliability and safety, privacy and security, inclusiveness, transparency, accountability
- 2023 work trend index annual report
  - What people want that AI can deliver.
  - 64% struggle with having enough time.
  - 70% would delegate as much as possible to AI.
- LinkedIn – 75% increase in adding AI as a skill.
- AI skills initiative: Certificate available for free
- Prepare next generation: NYC banned AI (didn't go well); now partnering by incorporating AI in classroom
- Accessibility innovation toolkit: Assistive technology for people with disabilities; improve inclusion of people with disabilities in the workforce.
- Preparing for AI: Improve labor market data to track AI impact and opportunities; support education providers such as community colleges; vastly expand skilling and opportunities and awareness.

2:15 – 2:25 p.m.

Charge of the Task Force, timeline, subcommittees

- DWD Assistant Deputy Secretary Jenny Sereno
  - Recommend policy around education and workforce.
  - Action plan and subcommittees
    - Industries, occupations & skills
    - Equity & economic opportunity
    - Workforce development and educational solutions
      - Policy, educational, budget solutions (based on work from other two committees).
      - Economy that works for everyone.
  - Timeline
    - Dec 4, 2023 (Milwaukee): Report outs from first two subcommittees.
    - Jan 22, 2023 (Virtual): Specific recommendations/ideas.
    - March: Use recommendations/ideas from subcommittees and other states as examples to determine what needs to be done; identify training needs.
    - May: Initial summary of findings.
    - July: Action
  - Workgroup activities occur in subcommittees.

2:25 – 2:35 p.m.

Break and move into subcommittee meetings

2:35 – 3:30 p.m.

Subcommittee group discussions

- 3:30 – 3:40 p.m. Reconvene
- 3:40 – 4:25 p.m. Subcommittee reports
- 4:25 – 4:30 p.m. Agency perspectives on AI
- Wisconsin Department of Administration Secretary Kathy Blumenfeld
    - AI will take all of us working together.
    - Revolutionary implications
    - Goal: economy works for all
    - Serve many state employees and provide guidelines to local government.
    - Set informed pathway forward, resting on values.
    - Vision 2030 – innovation, digital transformation of workforce.
    - DOA major employer and partner to Wisconsin businesses and residents.
    - May impact in many ways but do not know how it will impact.
    - Hopefully save taxpayer money.
    - Information and access questions.
    - Work together – very considerate and careful path so can reap benefits equitably.
- 4:30 p.m. Next steps, upcoming meetings, and adjournment
- Nov. 20, 2023, Virtual subcommittee meetings for Industries, Occupations and Skills and Equity and Economic Opportunity.
    - Times and Webex links to be sent.
  - Dec. 4, 2023, Milwaukee, full Task Force meeting
  - Jan. 22, 2024, Virtual, full Task Force meeting
  - Public comments (via forum or email):  
<https://dwd.wisconsin.gov/ai-taskforce/>
  - Photos and Thank You!

## **SUBCOMMITTEE MEETING NOTES:**

### **Subcommittee 1: Industries, Occupations, and Skills**

Members present:

- Kristin Storhoff: Google (sub for Chris Hein)
- Keyanna Connor: Managing Director, Deloitte Consulting LLC
- Jack Salzwedel: AFI former CEO & Board Chair
- Trina Zanow: DOA CIO
- Karl Reichenberger: CIP, ITC Johnson Controls
- Missy Hughes: Secretary WEDC
- Levi Felling: CTO Elite EXTRA

Facilitation: Breakout Room I

Leadership: WEDC CEO and Secretary Missy Hughes; Facilitator: Linda Preysz; Project manager and slide creator: Beng Yeap; Researcher and note taker: Alex Verink

1. What is your experience with AI? 10 minutes.
  - a. Task force members shared their experiences with AI.
2. How should Wisconsin prepare the workforce to advance equity, economic opportunity, and a thriving economy? Please share your top five ideas to help prepare Wisconsin's workforce. 10 minutes.
  - a. Change management, identify goals in WI for the state and individual employers.
  - b. Identify disadvantaged population.
  - c. What can we do for education – prompt education, skepticism, skilling up?
  - d. How to maximize GDP growth
  - e. We need to educate employers, what is the process for their process ROI?
3. What challenges do you foresee? Please share the top five challenges you foresee to preparing Wisconsin's workforce. 10 minutes.
  - a. Security
  - b. Trust / Fear / Social responsibility
  - c. Equity / Digital access
  - d. Cost – Investment
  - e. Need for critical thinking.
4. Headline writing exercise: What is your vision for the future of AI in Wisconsin as it relates to workforce and economic development? 15 minutes.
  - a. A modernizing workforce that supports the growth and development of workers and drives a growing economy that provides life sustaining wages and societal benefits.
  - b. Wisconsin GDP growth is within top 10 due to investment on AI education and innovation.

## **Subcommittee 2: Equity and Economic Opportunity**

Members present:

- Greg Cisewski: Dean Agriculture – Northcentral Technical College
- Dave Mickelson: Wisconsin Farmers Union
- Tim Fiocchi: Wisconsin Farm Bureau Federation
- Stephanie Bloomingdale: AFL-CIO - union rep
- Jeri Koester: CIDO Marshfield Clinic Health System
- Tyler Clark: Microsoft US Government Affairs Industry Director
- Nadiyah Johnson: Founder/CEO Milky Way Tech Hub

Facilitation Breakout Room CD

Leadership: DOA Secretary Kathy Blumenfeld; Deanna Schultz; Project manager and slide creator: Megan Martin; Researcher and note taker: Ellie Hartman

1. What is your experience with AI? 10 minutes.
  - a. Task force members shared their experiences with AI.
2. How should Wisconsin prepare the workforce to advance equity, economic opportunity, and a thriving economy? Please share your top five ideas to help prepare Wisconsin's workforce. 10 minutes.
  - a. Prepare students for the future of AI.
  - b. Investing in community-based tech hubs.
  - c. Establish expectations around economic security for the workforce.
  - d. Identify opportunities for small businesses to implement AI.
  - e. Use data analysis to prepare the workforce.

3. What challenges do you foresee? Please share the top five challenges you foresee to preparing Wisconsin's workforce. 10 minutes.
  - a. Investment in training, tech hubs, public outreach.
  - b. Slow adoption
  - c. Overcoming mental barriers (fears), i.e., AI will take jobs.
  - d. Organizational change management
  - e. Ensuring equity of AI.
4. Headline writing exercise: What is your vision for the future of AI in Wisconsin as it relates to workforce and economic development? 15 minutes.
  - a. Wisconsin leverages AI to create an economy that works for everyone and provides AI opportunities to marginalized communities.

### **Subcommittee 3: Workforce Development and Educational System Solutions**

Members present:

- Amy Pechacek: Secretary DWD
- Jay Rothman: President Universities of Wisconsin
- Charles Isbell: Provost UW-Madison
- Israel Squires: Managing partner Midpoint Ventures
- Ann Franz: Executive Director NEW Manufacturing Alliance
- Kaushal Chari: IT Management Professor / Vice Provost Lubar College of Business UW-Milwaukee
- Morna Foy: President Wisconsin Technical College System
- Brian Foster: COO Jeff Foster Trucking
- Xuedong (David) Ding: Associate Dean UW-Stout
- Jeff Morin: President Milwaukee Institute of Art and Design
- Mark Tyler: Founder / President OEM Fabricators, Inc.
- Tom McCarthy (designee for Jill Underly, Superintendent DPI)
- Troy Streckenbach: Brown County Executive

Facilitation Breakout Room AB: Leadership: DWD Secretary Amy Pechacek; Facilitator: Kevin Schneider; Project manager and slide creator: Cory Rammer; Researcher and note taker: Patrick Lonergan

1. What is your experience with AI? 10 minutes.
  - a. Task force members shared their experiences with AI.
2. How should Wisconsin prepare the workforce to advance equity, economic opportunity, and a thriving economy? Please share your top five ideas to help prepare Wisconsin's workforce. 10 minutes.
  - a. Rethinking general education (high school, college).
  - b. Easy access to skill attainment.
  - c. Affordability
  - d. Effective communication of the value proposition.
  - e. Make certain policy makers and executives (leadership) understand AI.
3. What challenges do you foresee? Please share the top five challenges you foresee to preparing Wisconsin's workforce. 10 minutes.
  - a. Fear of the unfamiliar; new technology
  - b. Lack of funding to invest in educational advancements.
  - c. Resistance to change.
  - d. Zero sum thinking
  - e. Access to high-speed internet / computing resources in the home



4. **Headline writing exercise:** What is your vision for the future of AI in Wisconsin as it relates to workforce and economic development? 15 minutes.
  - a. From Dairyland to AI land