

Presentation  
to the



# Special Committee on Building Wisconsin's Workforce

**SEPTEMBER 23, 2008**



# Introductions



**DR. ROBERT T. BORREMANS**  
**Southwest Wis. Workforce Dev. Board**

**LINDA STEWART**  
**Milwaukee Workforce Investment Board**

**MARI KAY-NABOZNY**  
**Northwest Wis. Workforce Investment Board**

# Overview



- ❖ **WISCONSIN'S WORKFORCE DEVELOPMENT SYSTEM**
- ❖ **WISCONSIN WORKFORCE DEVELOPMENT ASSOCIATION**
- ❖ **FEDERAL & STATE FUNDING**
- ❖ **THE TRANSITION FROM THE MILWAUKEE PIC TO MAWIB**
- ❖ **21<sup>ST</sup> CENTURY WORKFORCE NEEDS & CHALLENGES**

# Public Workforce System



- **Public Workforce System – 1930s**
- **Manpower Development and Training Act (MDTA) – 1962**
- **Comprehensive Employment and Training Act (CETA) – 1973**
- **Job Training Partnership Act (JTPA) – 1983**
- **Workforce Investment Act (WIA) – 1998**

# WIA Purpose Statement



... To provide workforce investment activities, through statewide and local workforce investment systems, that increase the employment, retention, and earnings of participants, and increase occupational skill attainment by participants, and, as a result, improve the quality of the workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the Nation.

# Workforce Investment Act



- Creates a coordinated workforce system
- Moves away from a human service model
- Makes employers the primary customer
- Creates a “One-Stop” platform for service delivery
- Values: Integration, Accountability, Universality, and Customer Choice
- Responds to changing economic realities
- Establishes partnership of state and local services
- Provides for a private sector driven system

# Workforce Investment Act



## Recognizes that the Economy has Changed...

- Increasing need for skilled, “knowledge” workers
- Technology changing at a breakneck pace
- Lifelong learning is an essential survival skill
- Global economy and global competition
- Pending retirement of the baby-boom generation
- Human resources increasingly important to economic development
- Workforce diversity

# WIA Vision

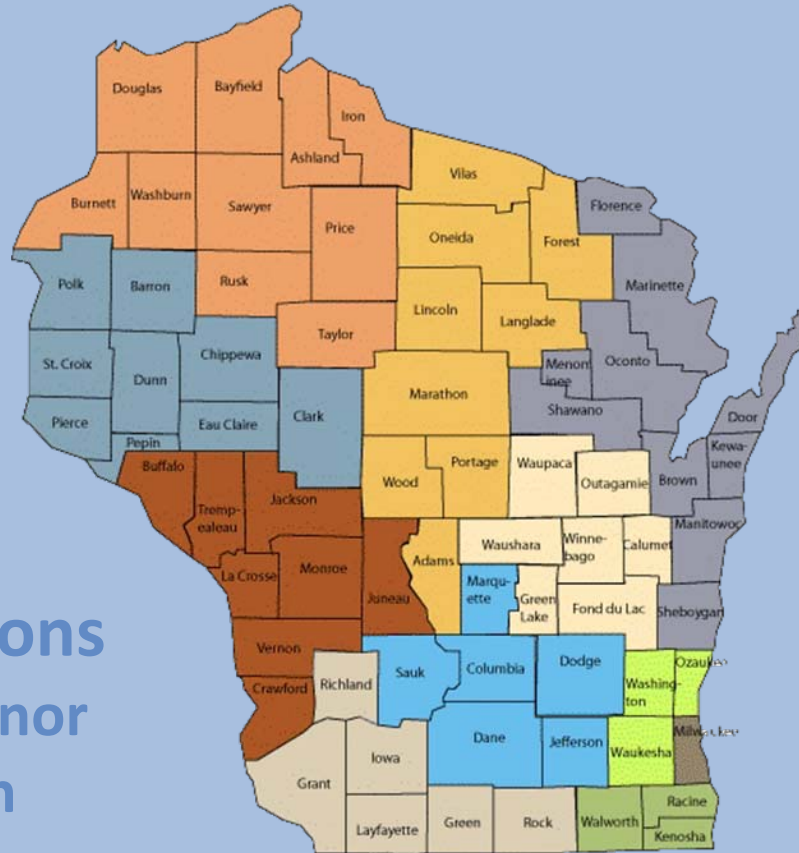


“The local board shall promote the participation of private sector employers in the statewide workforce investment system and ensure the effective provision, through the system, of **connecting, brokering, and coaching** activities, through intermediaries such as the one-stop operator in the local area or through other organizations, to assist such employers in meeting hiring needs.”

WIA Sec 117(d)(8)



# Wisconsin Workforce Development Areas



**11 Workforce Regions  
Designated by Governor  
in accordance with  
Federal Regulation**

# Workforce Development System



- **Governor's Council on Workforce Investment**
- **State Agencies:**
  - Workforce Development
  - Commerce
  - Corrections
  - Veterans Affairs
  - Health Services
  - Public Instruction
  - Wisconsin Technical College System
- **Wisconsin Workforce Development Association**

# Workforce Investment Act- Local Government



- Active role for Local Elected Officials
- Grant recipient – fiscally liable party for funds
- Appoints workforce development board members
- Approve budget of local workforce development boards
- Comprehensive oversight of the activities of the boards
- Ensure functionally effectively of partnerships

# Workforce Development Boards



- **Private Sector Business Leadership – Majority Role**
  - Board must be chaired by business representative
  - Business owners, chief executives, or employees with optimum policy-making or hiring authority
  - “Big thinkers” and community leaders
- **Required One-Stop Partners – 19 Organizations**
- **Non-business representatives**
  - Local educational entities
  - Labor organizations
  - Community based organizations
  - Economic development organizations

# Role of the Local Workforce Board



- Develop the local workforce investment plan and oversee workforce activities
- Select Job Center operator and conduct oversight of One-Stop system
- Identify youth service providers
- Identify providers for adult and dislocated worker
- Select training service providers
- Develop a budget to carry out duties

# Role of the Local Workforce Board



- Negotiate local performance measures
- Assist in developing the statewide employment statistics system
- Coordinate workforce activities with economic development strategies
- Develop employer linkages
- Promote private sector involvement in workforce investment system

# Workforce Investment Act



- Serves 3 population groups
  - Adults
    - ✦ Eligibility determine by income criteria
    - ✦ Eligibility criteria determined by regulation
  - Dislocated workers
    - ✦ Eligibility not income related
    - ✦ Layoff notice required
  - Youth
    - ✦ In- School Youth - 14 to 18 Years of Age
    - ✦ Out-of –school Youth - 18 - 21 Years of Age

# Job Centers



- Cornerstone of workforce delivery system
- Customer-driven serving job seekers and businesses
- One-stop centers are designed to provide a full range of assistance
- Resource rooms – free self-help public access areas
- Services organized into three levels:
  - Core
  - Intensive
  - Training





# WIA requires a coordinated service delivery system overseen locally by local Workforce Development Boards



Wagner-Peyser/Job Service

WIA Title 1 Programs

Veterans Services

Vocational Rehabilitation

Trade Adjustment Act

W-2/Food Stamps

Adult Education and Literacy

Senior Employment Services



Unemployment Insurance

Carl Perkins WTCS

Community Block Grants

Housing and Urban Development

Job Corps

Native American Programs

Migrant/Farmworker Programs

Welfare-to-Work

# Job Seeker Services



- Job search assistance and access to online job listings
- Workshops on job search strategies & skills – Resume preparation, Interviewing skills, etc
- Local labor market information and occupational data
- Assessment testing
- Career advising and counseling
- Access to resources including PCs and Internet

# Job Seeker Services



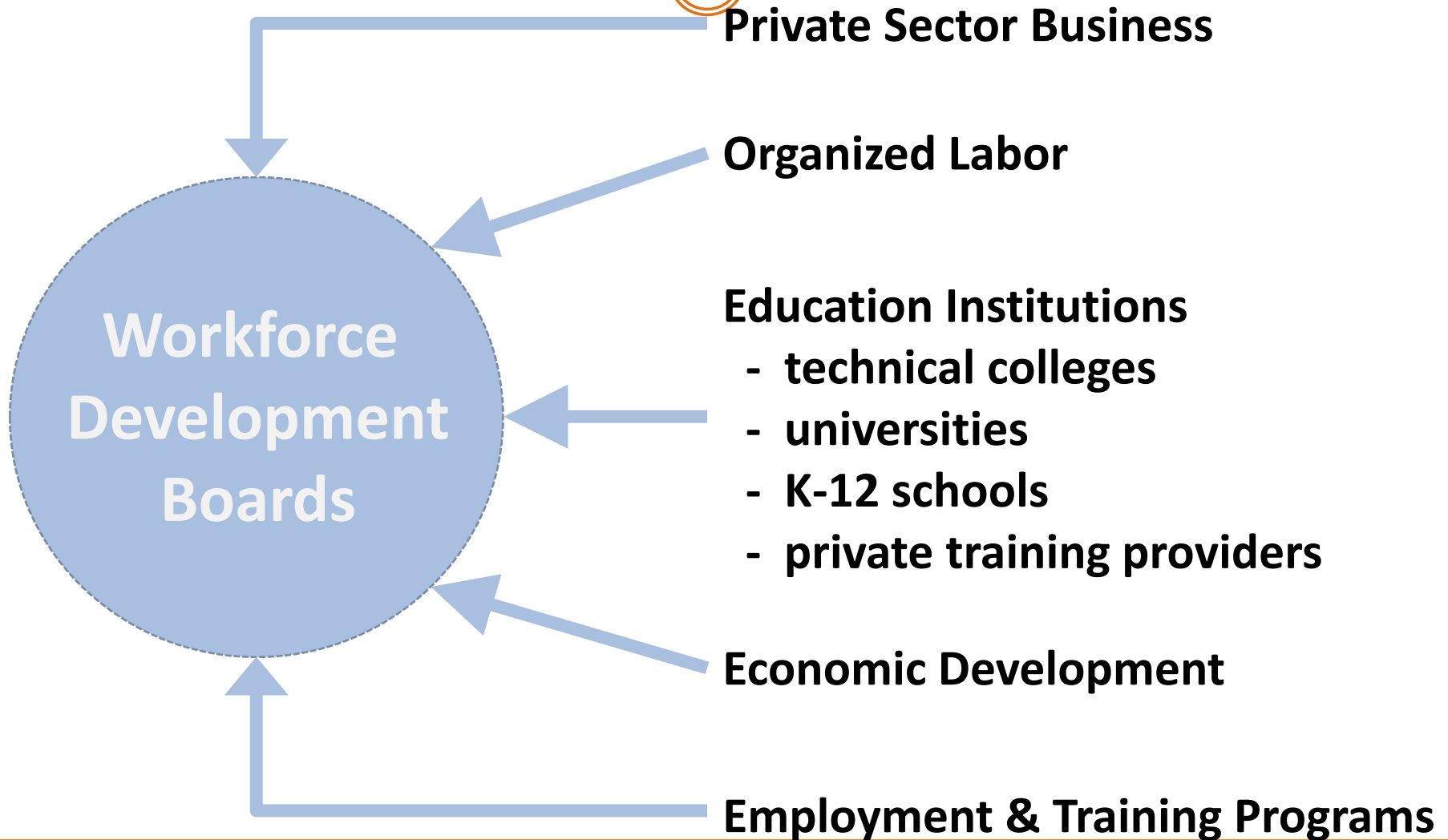
- On-site GED/HSED classes
- Training for demand occupations by approved training providers
- Address industrial clusters
- Funds for:
  - Tuition
  - Books
  - Childcare
  - Transportation

# Employer Services



- Applicant pre-screening
- Posting of jobs
- Assistance with small and large-scale recruitment activities
- Help planning job fairs
- Testing and assessment of job candidates
- Labor market information
- Workshops
- Customized training

# Putting It All Together



# Wisconsin Workforce Development Association (WWDA)



- Voice of Wisconsin's Local Workforce Development Boards (WDBs)
- Key leadership role
  - Improving the quality of Wisconsin's workforce
  - Supporting regional economic development
  - Maximizing the collective strength of the state's local workforce development boards.



# Wisconsin Workforce Development Association (WWDA)

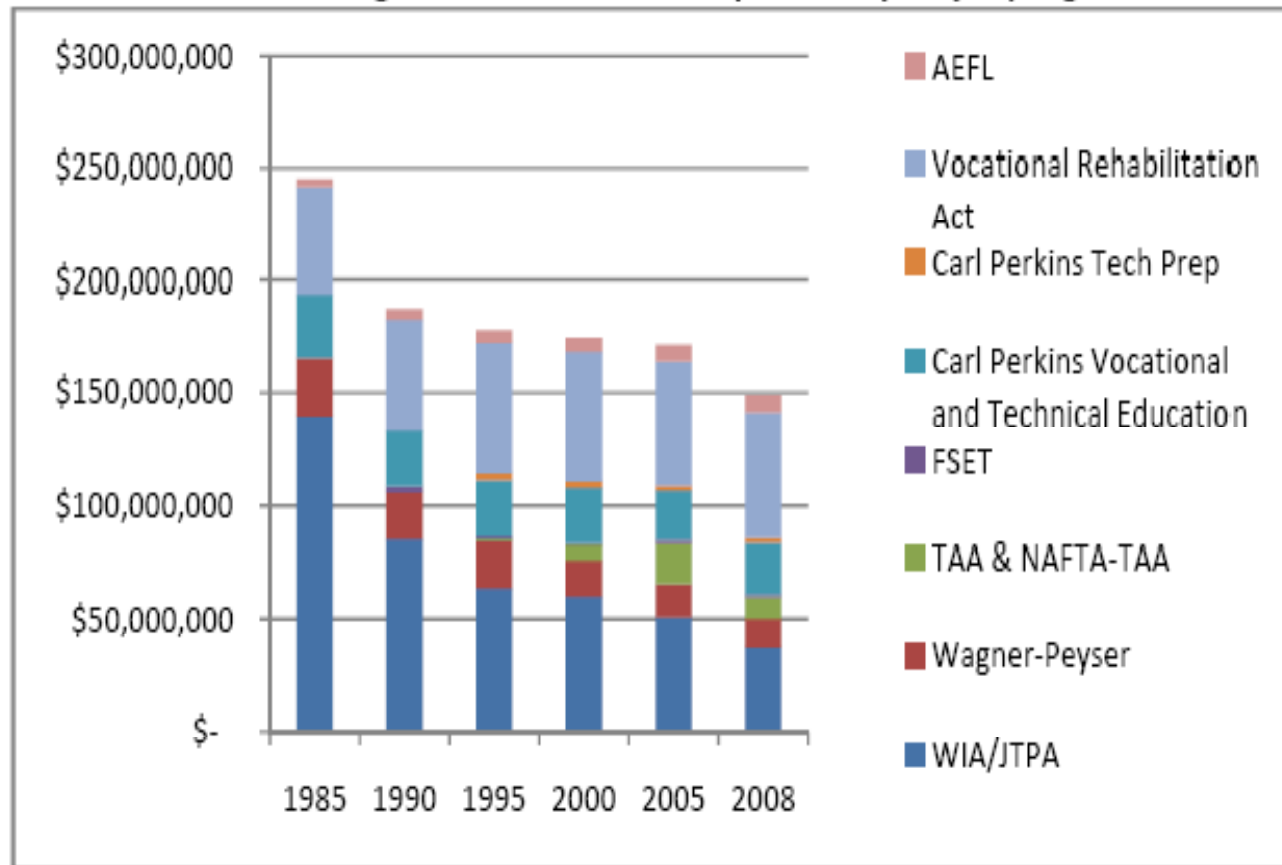


- **WWDA consists of 33 members:**
  - Chief Local Elected Officials representing local government
  - Private sector business WDB chairs
  - Chief executive office of local WDBs
- **WWDA represents**
  - Over 170 local businesses across the state
  - 72 city and county officials,
  - 11 WDB Executives Officers who carry out the strategic direction of the workforce development boards.

# Funding Challenge – 73% Loss



Chart 4: Federal funding for workforce development, by major program area, 1985-2008

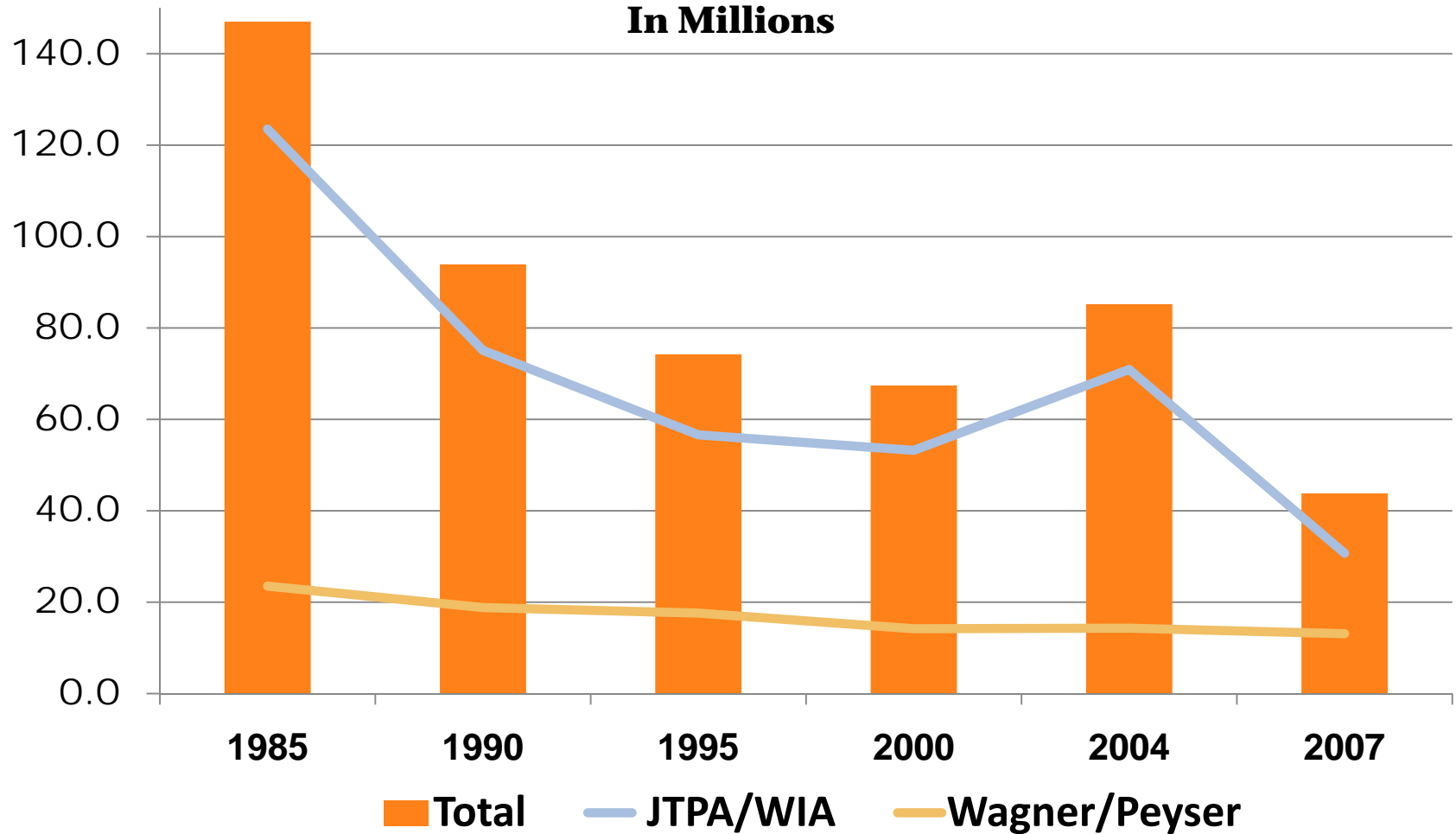


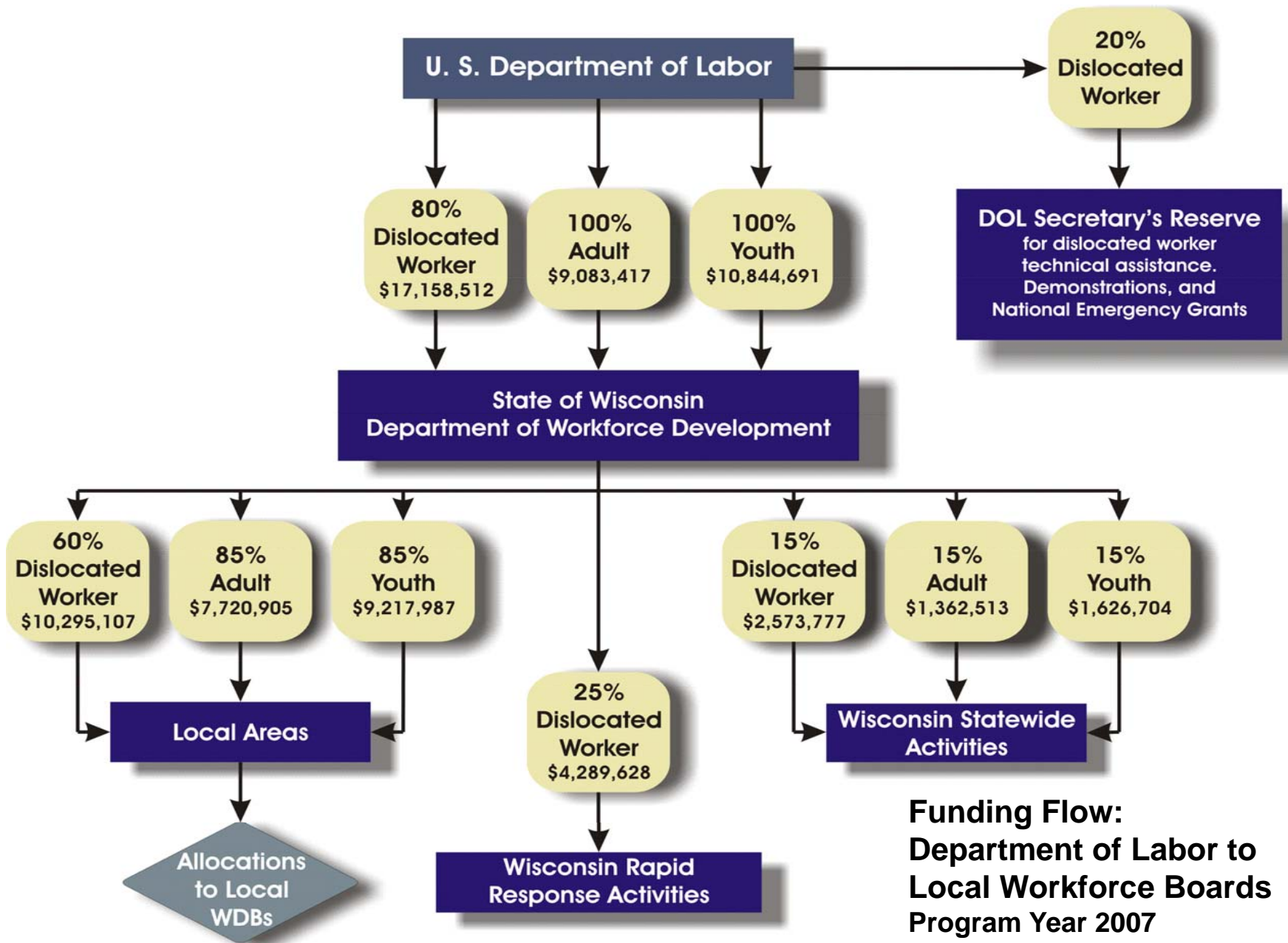


# Federal Workforce Funding History



**1985 to 2007**  
**In Millions**

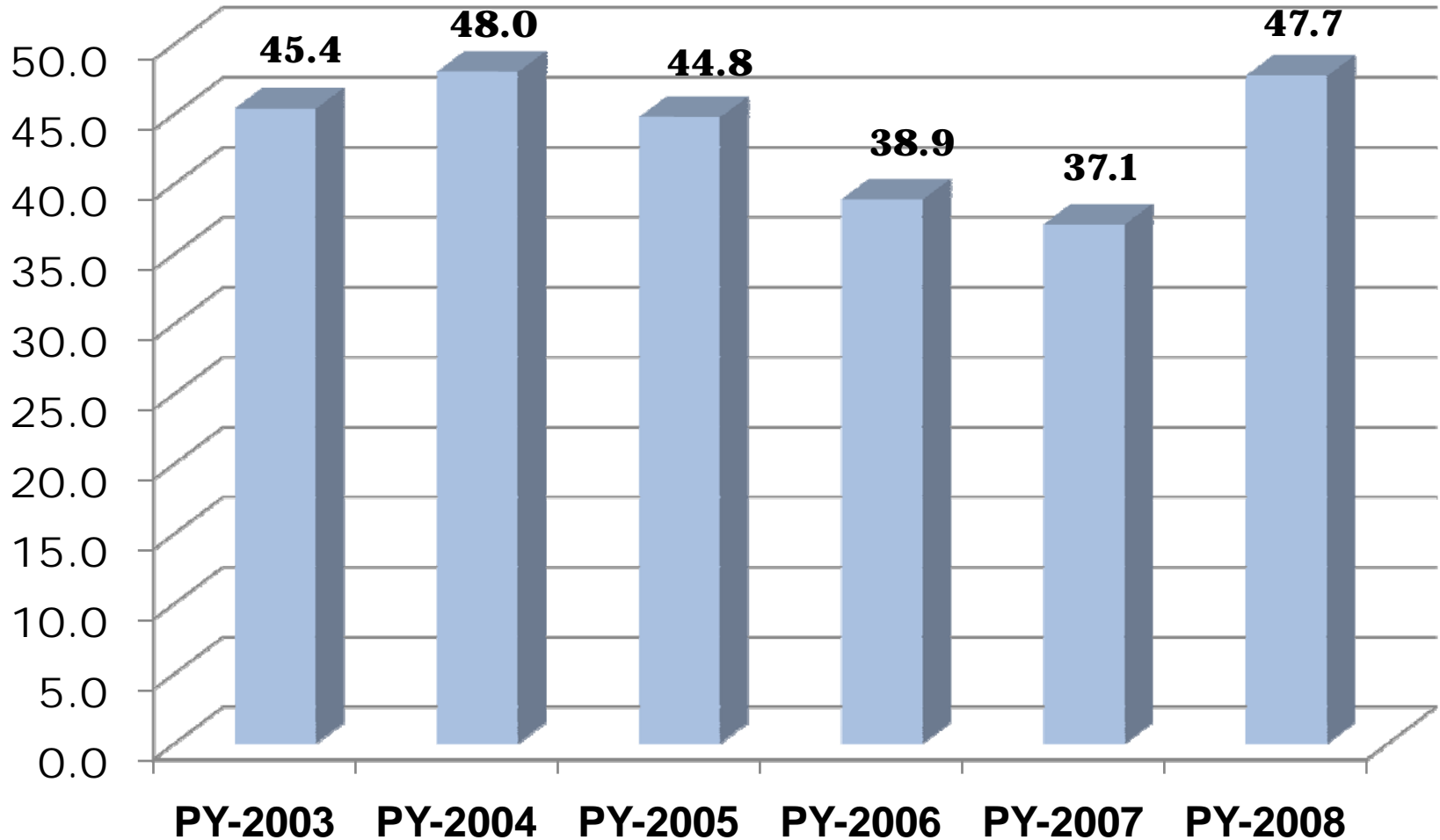




# Wisconsin WIA Funding History



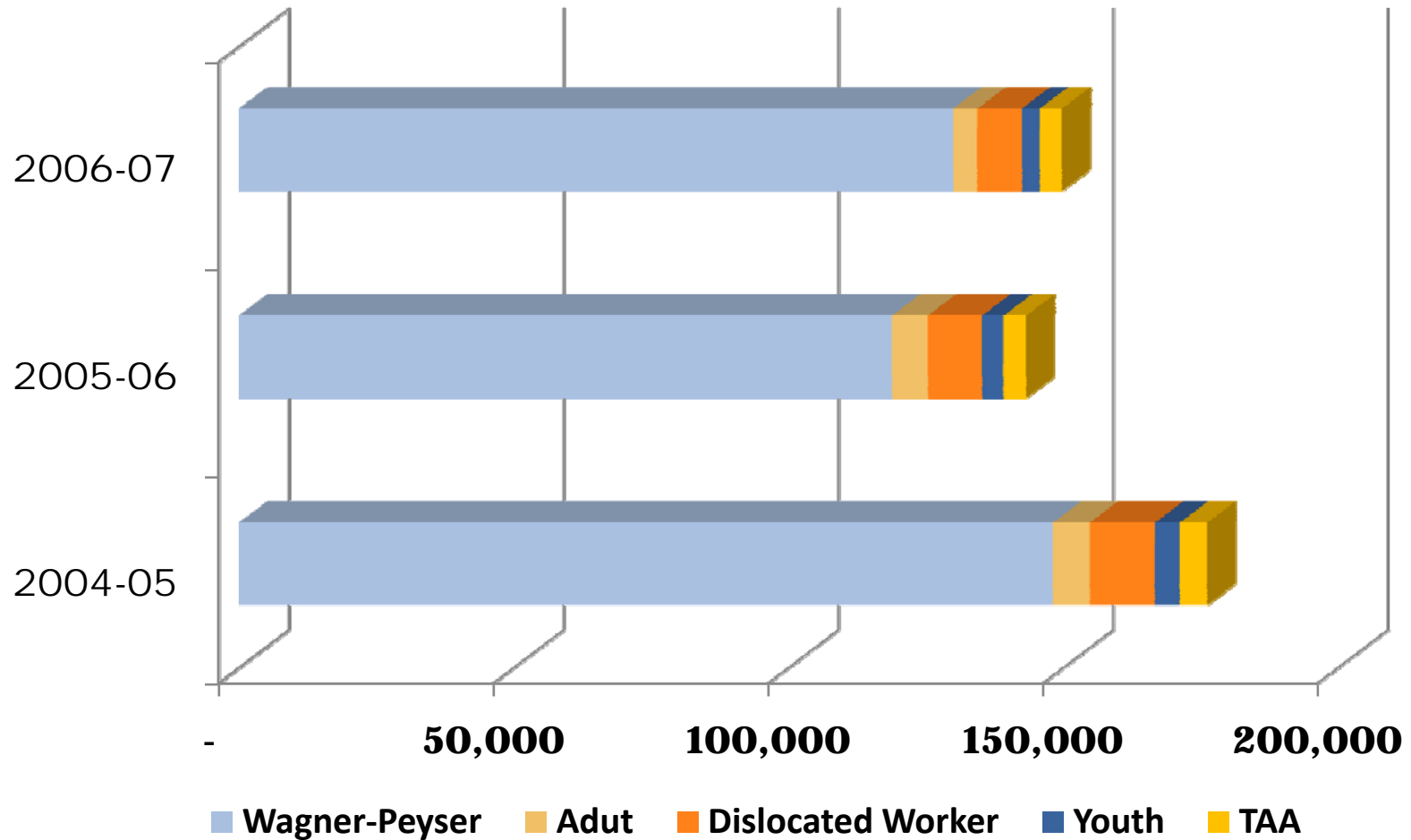
**Program Years 2003-2008  
(Millions)**



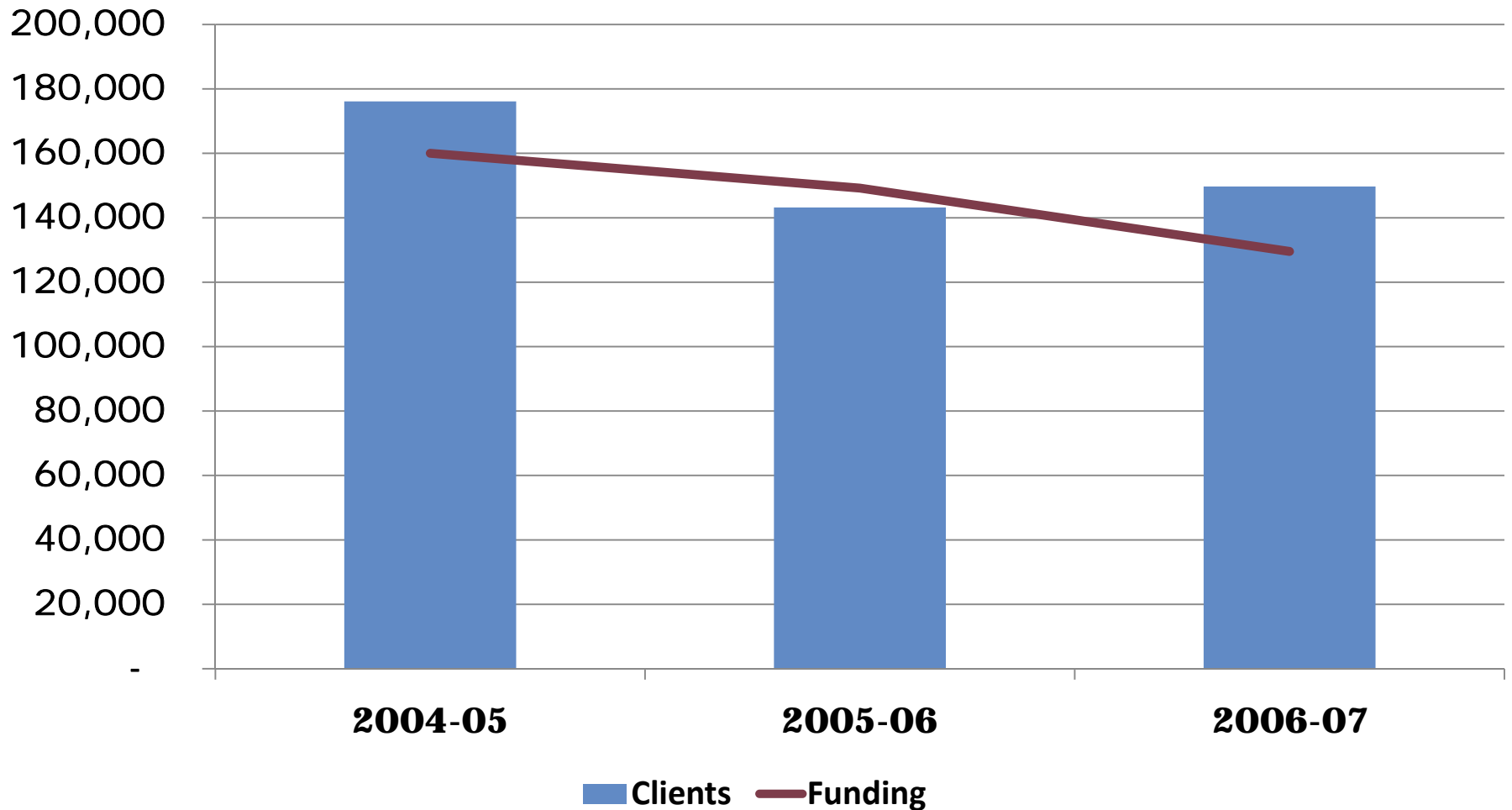
# Active Clients by Year



## Active Clients by Year



# Active Clients Compared to Funding



# State Investment into the Workforce System



	<b>Federal</b>	<b>State</b>
New York, FY03	55%	45%
Massachusetts, FY06	62%	38%
Minnesota, FY02	67%	33%
Tennessee, FY03	68%	32%
Illinois, FY02	69%	31%
Texas, FY02	71%	29%
Ohio, FY07	76%	24%
Wisconsin, FY08	83%	3%

## SUBTRACT-

- \$20,153,400 Badger Industries funding
- \$15,156,500 Division of Vocational Rehabilitation
- \$2,000,000 Worker Advancement Training Grants (tech colleges)
- \$10,180,800 General Purpose Revenue Grants to Technical Colleges

---

= \$10,723,352

# Funding Through Workforce Innovations



**Just a few examples of funding that has been applied for and awarded to workforce boards in the past year...**

**\$856,866 – Department of Labor Youth Build grant**  
(Western Workforce Development Board)

**\$5,000,000 – Department of Labor WIRED grant**  
(Milwaukee, WOW and Southeast Workforce Development Boards)

**\$5,000,000 – Department of Labor WIRED grant**  
(Southcentral and Southwest Workforce Development Boards)

**\$250,000 – Department of Labor NEG-Regional Innovations Grant**  
(Northwest Wisconsin Workforce Investment Board)

**\$1,214,252 – Department of Labor grant for X-treme Opportunities**  
(Western Workforce Development Board)

**\$35,000 – AT&T and Georgia Pacific grants for technology upgrades**  
( Bay Area Workforce Development Board)

# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- Transition from PIC to MAWIB
- Restructuring and realignment of staff and responsibilities
- Change from a WIA direct service provider to a strategic planning and development agency
- New Directions
- Shared goal of adding to the economic vitality of the Milwaukee region
- Guiding Principles



# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- **Who do we serve**
  - Milwaukee challenges
  - Employers
  - Job Seekers

# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- Coordinated strategy for serving the continuum of employers and building a pipeline
- Training is not the end/placement and gaining economic self-sufficiency
- Increase education and training
- Training that meets employer needs
- Pathways to advancement
- Develop worker skills for key industries
- Building talent pipeline
- Pathways for advancement

# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- ◉ Increase Coordination
- ◉ No wrong door/seamless service delivery
- ◉ Seamless service Delivery
- ◉ Responsive workforce development system
- ◉ Focus on partnerships with all participants in the workforce development system
- ◉ Community based organizations
- ◉ FBO
- ◉ Services to low income workers
- ◉ Key Partners

# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- **Outsource Services to partners**
- **Integration of Services**
- **Community Planning and Partnership Development**
- **Building Community Infrastructure to coordinate economic development and address poverty**
- **Developing workforce solutions**
- **Coordinates responses to workforce needs**
- **Alignment of services and resources**
- **Supply qualified workers to support business recruitment, expansion and retention**

# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- Regional Collaboration Essential
- Regional Connections Infrastructure---
- Connecting Economic Development and Workforce Development
- Capacity Building
- Proactive Approach
- Industry Sectors

# Milwaukee Area Workforce Investment Board (MAWIB) Overview



- ◉ Resource Development
- ◉ Current Funding Limitations
- ◉ Leveraging Resources
- ◉ Private Sector Resources
- ◉ Alignment of resources
- ◉ Monitoring
- ◉ Research
- ◉ Data Collection
- ◉ Impact/effectiveness

# 21st Century Workforce System



- **Global competition comes to Wisconsin workers and employers:**
  - Employer's need higher skilled, "knowledge" workers
  - Accelerated rate of change
  - Changing worker demographics
  - Workforce diversity

# 21st Century Workforce System



- Demand-drive, not supply side driven
- Business leadership, not business involvement
- Competencies, not completions
- Standards and benchmarks, not process
- Certification and credentials
- Universal access, not targeted populations
- Continuous improvement
- Long-term investment, not short-term fixes
- Community-based solutions, not top-down mandates





**Advanced  
Manufacturing ...  
Some Examples of  
Innovation**

- **Workforce Connections, Inc. X-Treme Opportunity Program**
- **New North Manufacturing Alliance**
- **Fox Valley Workforce Development Board Robotics Grant**
- **Southwest Wisconsin Workforce Development Board Advance Manufacturing Initiative**



## **Healthcare...** **Some Examples of** **Innovation**

- **West Central Workforce Development Board Healthcare Skills Career Academy**
- **Northwest Wisconsin Workforce Investment Board Healthcare Workforce Network grant**
- **North Central Wisconsin Workforce Development Board Healthcare Industry Cluster Initiative**



# **Skilled Trades...**

**Some Examples  
of Innovation**

- **Northwest Wisconsin Workforce Investment Board's Welding Boot Camp**
- **Southeast Wisconsin Workforce Development Board's Welding Boot Camp**
- **Western Wisconsin Workforce Development Board's Building Opportunities - A YouthBuild Program**
- **Southwest Wisconsin Workforce Development Board/United Alloy Welding Alliance**

# 21st Century Workforce Needs & Challenges



- Shrinking federal resources
- Dramatic demographic changes, soaring skills shortages
- Profound technological advances impacting skill needs
- Limited student, parent, school knowledge about labor force
- Poverty, drop out rates
- Employers lack skilled workers

# 21st Century Workforce Needs & Challenges



- Move low-wage, low-skilled workers onto career pathways to success
- Build strong families
- Prepare skilled workers for high value employers
- Grow Wisconsin's and regional economy
- Emphasis on work readiness and soft skills as well as hard skills

# A Best Practice: Minnesota's Workforce Development Fund



- Established in 1991, the workforce development fund is revenue collected from the workforce development tax paid by Minnesota employers (.10% of their payroll tax)
- Revenue from the workforce development tax totaled \$42.6 million in FY 2006 and is projected to reach \$42.9 million by FY 2007
- **Minnesota's Per Capita Personal Income Exceeds the U.S. Average by 6%!**
- **2<sup>nd</sup> in nation in percent of 16-64 employed (76.9%)**

# A Best Practice: Job Ready Pennsylvania



- A \$91 million investment to make Pennsylvania's workforce prepared for the challenges of the fiercely competitive 21st century economy
- Leveraged \$2 billion in the commonwealth's workforce and education systems
- \$5 million to create new industry partnerships in targeted sectors of the economy and \$15 million to train 6,300 workers already on the job.
- Fundamental restructuring of the Pennsylvania workforce development system

# Opportunities for the Future



- Clear vision and structure for workforce collaboration
- Private sector business as primary customer
- Partnership through sectors
- Adequacy of funding
- Regional focus, local response
- Competency versus credentials
- Career pathways and lifelong learning
- Workforce academies



# THANK YOU!



## Questions?

**Dr. Robert  
Borremans**

[r.borremans@jobcenter.org](mailto:r.borremans@jobcenter.org)

**Linda  
Stewart**

[Linda.Stewart@milwaukeeewib.org](mailto:Linda.Stewart@milwaukeeewib.org)

**Mari  
Kay-Nabozny**

[mkay@nwcep.org](mailto:mkay@nwcep.org)