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# LOREN OLDENBURG

STATE REPRESENTATIVE • 96<sup>th</sup> ASSEMBLY DISTRICT

## Assembly Bill 220

Relating to: providing information about educational options offered in a school district

**Assembly Committee on Workforce Development**

**May 5, 2021**

Good afternoon, Chairman Petryk and committee members. I want to thank you for your willingness to hear Assembly Bill 220.

Last session it was my honor to work with members of this committee and my local CESA's to increase the funding for Wisconsin's Youth Apprenticeship Program. This increase was needed so that we could meet the demand of the students who wanted to participate in the youth apprenticeship program.

The Youth Apprenticeship program in Wisconsin is continuing to grow. It is so important that we allow high school students to have access to this hands-on career experience. Assembly Bill 220 requires each school district to provide information about the Wisconsin Department of Workforce Development's Youth Apprenticeship Program. The information about the Youth Apprenticeship program will be provided in the packet of information that school districts are already required to provide students who attend their school.

Assembly Bill 220 is an easy way to be sure that high school students of Wisconsin are aware that the youth apprenticeship program can offer them hands-on career experience. This bill was written with an exception: only schools or school boards that operate a high school are required to provide the information on the youth apprenticeship program to their students.

Thank you again for hearing Assembly Bill 220, a simple bill that will allow more students to be made aware of the youth apprenticeship program.



## PATRICK TESTIN

STATE SENATOR

DATE: May 5, 2021

RE: **Testimony on Assembly Bill 220**

TO: The Assembly Committee on Economic and Workforce Development

FROM: Senator Patrick Testin

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I'd like to begin by thanking Chairman Petryk both for holding a hearing on Assembly Bill 220 (AB 220) and for being a co-author of the bill.

Wisconsin's Youth Apprenticeship (YA) program has helped high school juniors and seniors from across Wisconsin since its inception in 1991. Through this program, students are able to pursue their diploma while getting hands on training with a local employer in one of eleven different career clusters. Students are able to put their passion to work and see first-hand the opportunities that are available in their communities.

While the YA program has grown, it remains unknown to far too many. AB 220 will increase awareness of the opportunities that come from YA by adding the program to the list of educational options that must be provided to parents of high school students.

I think that this bill is particularly important to rural districts, like the one that I represent. For years, we've been fighting the false perception that insists that opportunity only exists in urban areas. Increased awareness of local career opportunities will help us retain talented young people and will contribute to the stability and prosperity of our communities.

Thank you for your attention to this testimony, and I ask that you join me in supporting AB 220.



May 4, 2021

To: Assembly Workforce Committee  
Chippewa Valley Area Legislators

Re: AB 220 requiring Youth Apprenticeship to be included in schools' list of educational options

The Eau Claire Area Chamber of Commerce, along with the other organizations listed below, encourages the adoption of 2021 Assembly Bill 220, which requires the Youth Apprenticeship Program administered by DWD to be included in the list of educational options that a school provides to parents and guardians.

The Youth Apprenticeship program fulfills an important role in bringing together students, their families, schools, and employers to provide a practical introduction to careers for young people available within their own communities. With ongoing workforce challenges for employers, it can play a critical role in providing valuable career options for young people, creating a win-win opportunity.

One of the greatest challenges in expanding YA participation is the awareness of its existence and availability. Therefore, this bill provides an additional avenue to ensure families are aware of this option.

Sincerely,

A handwritten signature in black ink, appearing to read "David W. Minor".

David W. Minor  
President & CEO

Also on behalf of  
Altoona School District  
Eau Claire Area School District  
Chippewa Valley Home Builders Association  
Chippewa Valley Technical College  
Royal Credit Union  
The Pablo Center at the Confluence

Delivered to:  
Assembly Workforce Development Committee  
Chippewa Valley area legislators

Senators Kathy Bernier, Jeff Smith, and Rob Stafsholt; Representatives Dave Armstrong, Jodi Emerson, Jesse James, Warren Petryk, Treig Pronschinkse, Donna Rozar, and Rob Summerfield.

8800 US Highway 61  
Lancaster, WI 53813  
May 4, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of Orchard Manor, Lancaster, WI, we grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
- 3) The purpose of education – YA should be in our opinion as prominently displayed as the best athletic team, fine arts, club, etc. in the school. The purpose of education in our opinion is to prepare students for life. Life for nearly all of us is work and when students conduct the proper preparation and training that leads to a YA, one wonders why its not promoted more?

So in closing our company gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at in our minds, the true purpose of education, thank you.

The Management of Orchard Manor

Melisa Hansen, Director  
St Croix Valley Youth Apprenticeship Consortium  
818 Cemetery Road  
River Falls, WI 54022

April 30, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the St Croix Valley Youth Apprenticeship Consortium, representing six high schools in St Croix and Pierce Counties, we give our full support for the passage of Assembly Bill 220 based on the following:

- 1) **Equitable exposure** – when demographic groups plead for equity, AB 220’s timing makes perfect sense in that it too ensures that the state’s best kept secret, the Wisconsin State Youth Apprenticeship (YA) Program is equitably marketed equally in front of every Wisconsin student and their parents/guardians.  
Youth Apprenticeship prior to COVID 19 was dramatically increasing enrollment at a 19% rate for three years and yet still didn’t have 6,000 total students. When AB 220 becomes law, districts that may have been lukewarm about YA must now prominently have YA in all of its academic and career planning materials, including those web-based sources. As a consortium we envision steady growth as a result.
- 2) **Opportunities** – When students haven’t been made aware of YA and as a result, do not academic and career plan accordingly, then YA most likely doesn’t become a part of what they pursue. AB 220 again recalibrates the focus from YA as a possible option to the goal of a student’s four years.
- 3) **Understanding** – Even in our consortium, we still have districts that don’t truly grasp the impact YA can make on the student, their family, their district, the employer and the community. We buy a great deal into the concept of economic gardening. YA is a key economic and workforce strategy we deploy here to keep our best and brightest in the area.

So for reasons of equitable exposure, which then will result in more opportunities leading to an awareness of YA, we do hereby give our full support to AB 220.

Laura Osterberg  
Courtesy Corporation  
4410 Golf Terrace  
Eau Claire, WI 54701

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the business membership of Courtesy Corporation, I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
- 3) The purpose of education – YA should be in our opinion as prominently displayed as the best athletic team, fine arts, club, etc. in the school. The purpose of education in our opinion is to prepare students for life. Life for nearly all of us is work and when students conduct the proper preparation and training that leads to a YA, one wonders why it's not promoted more?

So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Kaydi Sobottka  
First National Bank of River Falls  
104 E Locust St  
River Falls, WI 54022

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the business membership of First National Bank of River Falls , I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
- 3) The purpose of education – YA should be in our opinion as prominently displayed as the best athletic team, fine arts, club, etc. in the school. The purpose of education in our opinion is to prepare students for life. Life for nearly all of us is work and when students conduct the proper preparation and training that leads to a YA, one wonders why it's not promoted more?

So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Lori Hoeft  
Hoeft Management, McDonalds  
155 Rocky Branch Ct  
River Falls, WI 54022

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the business membership of Hoeft Management/McDonalds , I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
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So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.



Maria Schmitt  
WESTconsin Credit Union  
1207 N Main St  
River Falls, WI 54022

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the business membership of WESTconsin Credit Union of River Falls , I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
- 3) The purpose of education – YA should be in our opinion as prominently displayed as the best athletic team, fine arts, club, etc. in the school. The purpose of education in our opinion is to prepare students for life. Life for nearly all of us is work and when students conduct the proper preparation and training that leads to a YA, one wonders why it's not promoted more?

So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Russ Korpela, Director  
River Falls Area Chamber of Commerce  
215 E Maple St  
River Falls, WI 54022

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the business membership of the River Falls Area Chamber of Commerce, I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
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So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Rob Kreibich, Director  
New Richmond Chamber of Commerce  
245 S Knowles Avenue  
New Richmond, WI 54017

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the business membership of the New Richmond Chamber of Commerce , I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
- 3) The purpose of education – YA should be in our opinion as prominently displayed as the best athletic team, fine arts, club, etc. in the school. The purpose of education in our opinion is to prepare students for life. Life for nearly all of us is work and when students conduct the proper preparation and training that leads to a YA, one wonders why it's not promoted more?

So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Kurt Krueger  
Frontier Ag & Turf  
730 Deere Drive  
New Richmond, WI 54017

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of Frontier Ag & Turf, I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
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So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Kristie Knops  
Christian Community Homes  
1320 Wisconsin St  
Hudson, WI 54016

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of Christian Community Homes, I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
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So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

Cindy Croes  
Countryside Plumbing & Heating  
321 Wisconsin Drive  
New Richmond, WI 54017

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of Countryside Plumbing and Heating, I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
- 2) Promotion – AB 220 is the necessary marketing piece we see needed in some of our schools to get YA in front of students and more importantly, their parents/guardians. We love and support area athletics, our incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. We need all schools to promote YA as much as we promote our schools. Such a relationship then becomes a mutual give – give and not give-take.
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So in closing our consortium gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at, in our minds, the true purpose of education, thank you.

# Grant County Economic Development

The Honorable Representative Petryk  
Wisconsin State Assembly  
Madison, WI

May 3, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of our company, I grant full support to AB 220 for the following reasons;

- 1) Talent draw – for us, if more kids prepare and show interest in what we have for them, then we have more choice when it comes to human capital. Talent, even with people coming back to work, is still hard to find, so promoting Youth Apprenticeship is huge for us.
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So in closing our corporation gives its full support to AB 220 for the purpose of increasing the talent pool, which when promoted prominently gets at in our minds, the true purpose of education, thank you.

Sincerely,



Ron Brisbois  
Exec Director





DEVELOPMENT, INC.  
WORKING HARD TO MAKE LIVING EASY

May 3, 2021

Assemblyman Petryk  
P.O. Box 1472  
EauClaire, WI 54702

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

I am writing in support of Wisconsin AB220 (2021-2022). This assembly bill is important for the following reasons:

- 1) **Talent Draw** – If more kids prepare and show interest in the career opportunities that are available to them, then we have more choice when it comes to human capital. Talent is often difficult to find. Youth Apprenticeship programs that increase our talent pipeline are crucial for economic development of our communities.
- 2) **Promotion** – AB 220 identifies promotion of YA as a necessary marketing piece to increase the awareness of YA for our students and their parents/guardians. We love and support academic excellence, area athletics, incredible fine arts programs, etc. but the reason we can do that is a qualified workforce. Similar to all school programs, YA needs to be an integral part of promotion within all of our schools.
- 3) **Purpose of Education** – The purpose of education is to prepare students for life. Life for nearly all of us includes the world-of-work. YA can be the conduit for many of our students into a productive life.

This is why Driftless Development Inc., gives its full support to AB 220 for the purpose of increasing the talent pool, developing a better equipped workforce, and preparing students for life.

Sincerely,

*Carol J. Roth*

Carol J. Roth  
Executive Director (Interim)  
Driftless Development, Inc.

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700 East Blackhawk Avenue, Suite 28, Prairie du Chien, WI 53821

[www.driftlessdevelopment.com](http://www.driftlessdevelopment.com)

[info@driftlessdevelopment.com](mailto:info@driftlessdevelopment.com)

[www.facebook.com/DriftlessDevelopment](https://www.facebook.com/DriftlessDevelopment)

608.279.2293 (Cell)



1300 Industrial Drive  
Fennimore, WI 53809  
May 5, 2021

Dear Chairperson Petryk and members of the Wisconsin Assembly Committee on Workforce Development:

On behalf of the Southwest Wisconsin Youth Apprenticeship Consortium, we give our full support for the passage of Assembly Bill 220 based on the following:

- 1) Equitable exposure – when demographic groups plead for equity, AB 220's timing makes perfect sense in that it too ensures that the state's best kept secret, the Wisconsin State Youth Apprenticeship (YA) Program is equitably marketed equally in front of every Wisconsin student and their parent/guardians.  
Youth Apprenticeship prior to COVID 19 was dramatically increasing enrollment at a 19% rate for three years and yet still didn't have 6,000 total students. When AB 220 becomes law, districts that may have been lukewarm about YA must now prominently have YA in all of its academic and career planning materials, including those web-based sources. As a consortium we envision steady growth as a result.
- 2) Opportunities – When students haven't been made aware of YA and as a result, do not academic and career plan accordingly, then YA most likely doesn't become a part of what they pursue. AB 220 again recalibrates the focus from YA as a possible option to the goal of a student's four years.
- 3) Understanding – Even in our consortium, we still have districts that don't truly grasp the impact YA can make on the student, their family, their district, the employer and the community. We buy a great deal into the concept of economic gardening. YA is a key economic and workforce strategy we deploy here to keep our best and brightest in the area.

So, for reasons of equitable exposure, which then will result in more opportunities leading to an awareness of YA, we the do hereby give our full support to AB 220.

Chuck Keller & Tom Martin  
Career & Life Ready Coordinators  
Southwest Wisconsin YA Consortium