Talent Development

Partnership with the UW System to Grow Wisconsin’s Talent Pipeline around Employer Demand

Reggie Newson
Secretary
Department of Workforce Development
New Realities: The “New Minimum”

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT

Defining the Problem:
Increasing Need for More Education in Current Economy

Addressing Quality: Projected Mismatch in WI’s Talent Pipeline

Tomorrow's Demand
Projected industry educational requirements for all new and replacement jobs in 2030

- 48% *
- 11%
- 41%

Today's Supply
Educational attainment of individuals over 25 in 2010.

- 64% *
- 10%
- 26%

Less Than an Associate Degree  |  Associate Degree  |  Bachelor Degree or More

* Includes an unknown number of workforce certificates with labor market value that are part of the new minimum.

** The state's current educational attainment is based on the U.S. Census Bureau's *American Community Survey, 2010*. Projected demand estimates are based on Moody's Analytics forecasts of output by industry and related employment in 2030 multiplied by the state's 2010 post-secondary attainment rate for each industry and summed to produce the projected educational attainment level needed for the state's economy.
DWD’s Five Value Drivers – Demand Focused

- Talent Development: Career Pathways, Relevant Job Support, Access to Skill Development, Future Worker Education, Integration, Analysis & Research, Job Readiness
- Client Services: Employment Readiness, Skills Assessment, Job Matching
- Customer Services: Personalized Services, Career Expos, Broker, Research, Coordinated Business Services
- Economic Development: WFF, Business Retention, Business Development
- Economic Research, Data Analysis & Forecasting: Economic Modeling, Forecasting, Labor Market, Program Evaluation
Wisconsin Fast Forward

Wisconsin Department of Workforce Development – Wisconsin Fast Forward Visualization Map - for policy level discussions only


Office of Skills Development (OSD)

Desired Outcomes for workforce development purposes:

- Parent and counselor engagement – academic and career pathway support
- Student engagement – general career exploration
- Academic skills at level for reading, math and science with introduction to technology trade careers
- Introduction to technical-trade programs (e.g. PLTW)
- Academic and Career Plan formation (ACP)
- Begin employability skill development – financial literacy, leadership, communication

Existing Programming: NOTE: not an exhaustive list

- STEM programs
- "Take daughter to work" programs
- Clubs/Organizations
- Competitions/Events
- Financial literacy programs
- Reading clubs
- Mentoring networks
- On-line tutoring programs
- Parent outreach programs
- Field trips
- Guest speakers
- Video programming

Funding requirements may not be appropriate for WFF grants

My First Job – consider OSD initiative partnership with DPI, school districts, CBOs, etc., to promote desired career planning outcomes

Knowledge & Training Levels:

K-8 Education Goals and Objectives

- Parent and counselor engagement – academic and career planning
- Provide work based learning opportunities for students
- Career exploration and "world of work" experiences
- Leverage time to credential/degrees
- Explore post-secondary and technical training opportunities
- Continue employability skill development

5-12 Grade Education Goals and Objectives

- Parent and counselor engagement – academic and career planning
- Provide work based learning opportunities for students
- Career exploration and "world of work" experiences
- Leverage time to credential/degrees
- Explore post-secondary and technical training opportunities
- Continue employability skill development

"Skills Gap" Wisconsin Fast Forward

Skills Gap Characteristics:

- Skill or competency based deficiency identified in talent pipelines (incumbent, unemployed, underemployed workers)
- Industry/workforce credentials required
- Aging workforce – skilled replacement needs
- Emerging market workforce opportunities
- Innovation and technology upgrades
- Sector based growth opportunities
- Employer recruitment – Rapid Response

Target Audience for WFF Training Programs:

- Unemployed workers
- Under-employed workers
- Incumbent workers
- Post-secondary students for certain cohorts

WFF Principles:

- Demand driven – need identified by employers or economic development
- Skill specific – occupation, competency, etc.
- Data supported – SLS, DWD, WDI, WITCS
- Collaboration Based – business alliances, economic development agencies, workforce development boards, post-secondary institutions, trade associations, etc.
- Transparent administrative processes
- Stato GPTR supported with employer match
- Sustainable/transportable training modality

WFF Grant Procedures:

- Competitive grants (short and long-term)
- DWD Grant Program Announcements
- Rapid Response Grants
- Accountable to Governor’s Office and Legislature with DPI oversight

13 - 16 Grade Education and Workforce Training Programs – Goals and Objectives

- On-line degree completion (2 and 4-year) with flexible scheduling options for students
- Reasonable program costs with loan/grant options
- More internship and apprenticeship opportunities
- Market relevant curriculum with industry advising
- Customizable workforce solutions for employers
- Minimize need for remediation coursework
- Complete remaining "employability" skills training
- Expanded research programming and funding
- WITCS – Applied Associate degree, technical diplomas, industry certification, bootcamps, workforce certificates, contracted services
- Colleges and Universities – Degree programs, research projects, internships, industry credentials
- Workforce agencies – Title I and III programs, youth, veterans, GED, re-entry programs, etc.
- Employer – On the job training, customized training programs, contracted training services, tuition reimbursement, continuing education credits, etc.
- Collaborations – by sector, industry, workforce strategy, shared needs, pipelines development, aging workforce, regional clusters, etc.

Incumbent and Emerging Workforce

- Perpetual inventory of skilled and educated workforce to meet market demand
- Rapid response training programs with continual learning capabilities
- Ability to shape and influence curriculum (technical and employability outcomes)
- Effective training "price points" for workers
- Broad network of training partners
- Shared risk/ownership models

Existing State Models:

- Georgia Quick Start
- Louisiana Fast Start
- Mississippi SET
- South Carolina READY
- Delaware DEEO
- Iowa "New Jobs Training Program"
- Minnesota "Job Skills Partnership"
- Texas Skills Development Fund
- Florida Quick Response Training
Wisconsin Talent Driver Strategies

- Expand demand driven workforce models at the state, regional and local level
- High-demand CTE programming & credentialing in K-12 schools and tech colleges
- Further align partners, resources & networks to support economic development, business expansion/attraction strategies
- Enhance workforce strategies and funding models
Strengthened Network Collaborations

**Workforce/Talent**
- Workforce Development Boards
- Partner Agencies
- Apprenticeship Councils
- Youth Apprenticeship Consortia
- Staffing Agencies
- Talent Developers

**Economic Development**
- WEDC
- Grow Regions
- County Economic Development
- Export Strategies
- Business Retention/Attraction
- Site Locators

**P-20 Education**
- K-12
- Technical Colleges
- 2 and 4 Year institutions
- Credentialing Agencies
- School Counselors
- Parents!!!

**Employers**
- Chambers of Commerce
- Business Alliances
- Trade Associations
- Professional Associations
- Small and Independent Businesses
- Entrepreneurs
- Start up companies

**Demand Driven Programming**

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Department of Workforce Development
Education, Workforce & Economic Development Align Around Specific Industries to Meet Demand

Adapted with permission from the National Governor’s Association
Collaborations Built – DWD, WEDC, & WTCS

Alignment of Education, Economic & Workforce Development-Collaborations Built

August 3, 2013 – Governor’s Conference Room
1) Validation of the projects in the queue? 1, 3, 5, 7, 10 years out?

2) Where are the new actionable plans? Region and geography?

3) When will new initiatives be executed? Schedule and timeline?

April 22, 2014 - Janesville
MOU between DWD and 11 Workforce Boards

Wisconsin Talent Development Driver Strategies

- Defines roles, responsibilities, vision and operating principles
- Defines talent development will be executed with evidenced based outcomes

Signed by: DWD Secretary Reggie Newson, CWI
Chairperson Mary Isbister, CWI
Vice Chairperson Mike Laszkiewicz, WWDA Executive Committee Chair Pat Schramm, and WWDA Interim Executive Director Sue Gleason

June 25, 2014 - Madison
Talent Development – K-12 Partnerships
New Holstein High School

Wisconsin Fast Forward
Blueprint for Prosperity

New Holstein High School
Certified Nursing Assistant Project

Testimonials
September 9th, 2014
Wisconsin Fast Forward Tech College Wait List Reduction Grants

Lt. Governor Rebecca Kleefisch & DWD Secretary Reggie Newson visiting Madison College promoting their $5 million WFF Blueprint for Prosperity grant and celebrating Manufacturing Day. (October 3, 2014)
Wisconsin Talent Development: Demand-Driven Model

Wisconsin Fast Forward – Targeted Demand Driven Training Around Specific Regional Industries, Sectors, Clusters
# Ideas for a UW System & DWD Partnership

<table>
<thead>
<tr>
<th>Convene UW Chancellors</th>
<th>• Is there a comprehensive list of projects regionally?</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEDC Regional Account Managers</td>
<td>• Access to projects, plans, initiatives</td>
</tr>
<tr>
<td>DWD Convenes and facilitates talent development</td>
<td>• CWI uses project lists, plans and data to align</td>
</tr>
<tr>
<td></td>
<td>• Wisconsin Fast Forward to incentives partnerships</td>
</tr>
</tbody>
</table>
Wisconsin Talent Development: Demand-Driven Model

Current Models: UW-Stout, UW-Eau Claire, UW-Milwaukee, UW-Parkside, Gateway Technical College

DWD Secretary Reggie Newson during a stop at W.S. Darley & Company in Chippewa Falls. An $87,149 WFF grant was awarded for Darley workers to take part in a stimulation for the Lean Program, aiming for the fire equipment manufacturer to better compete globally.

DWD Secretary Reggie Newson with CEAS Dean Brett Peters signed the ceremonial transfer agreement with Snap On Tools, UW-Milwaukee, UW-Parkside and Gateway Technical College as part of the Technology Pathway Partners Program.
Questions?

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http://dwd.wisconsin.gov
Information Slides
Wisconsin’s Future Employment

Super Sector by Percent Change

- Construction: 18.36%
- Professional and Business Services: 14.54%
- Education and Health Services: 11.10%
- Financial Activities: 9.79%
- Leisure and Hospitality: 9.24%
- Other Services (except Government): 5.01%
- Trade, Transportation and Utilities: 4.34%
- Manufacturing: 2.02%
- Government: 1.49%
- Information: 1.22%
- Natural Resources and Mining: -1.59%
Wisconsin’s Future Employment

**Major Groups by Percent Change**

- Legal: 16.12%
- Construction and Extraction: 15.02%
- Healthcare Practitioners and Technical: 14.75%
- Healthcare Support: 13.27%
- Personal Care and Service: 12.81%
- Building and Grounds Cleaning and Maintenance: 12.52%
- Computer and Mathematical: 11.67%
- Business and Financial Operations: 8.53%
- Management: 8.38%
- Life, Physical and Social Science: 8.32%
- Food Preparation and Serving Related: 7.87%
- Arts, Design, Entertainment, Sports and Media: 7.45%
- Community and Social Service: 6.62%
- Education, Training and Library: 6.08%
- Transportation and Material Moving: 5.97%
- Office and Administrative Support: 4.60%
- Protective Service: 4.55%
- Architecture and Engineering: 4.27%
- Sales and Related: 4.16%
- Production: 3.16%
- Farming, Fishing and Forestry: -4.18%
Major Groups Annual Total Openings

- Office and Administrative Support
- Food Preparation and Serving Related
- Sales and Related
- Production
- Transportation and Material Moving
- Healthcare Practitioners and Technical
- Education, Training, and Library
- Personal Care and Service
- Business and Financial Operations
- Management
- Building and Grounds Cleaning and Maintenance
- Installation, Maintenance, and Repair
- Construction and Extraction
- Healthcare Support
- Farming, Fishing, and Forestry
- Protective Service
- Computer and Mathematical
- Arts, Design, Entertainment, Sports, and Media
- Architecture and Engineering
- Community and Social Service
- Life, Physical, and Social Science
- Legal

Due to Growth
Due to Replacements
Partners in Workforce Development

Wisconsin's Workforce Development Areas

with the 26 Comprehensive Job Centers
Partners in Workforce Development
## Investments to Date

**SKILLED WORKERS. SMART BUSINESS. STRONG WISCONSIN.**

<table>
<thead>
<tr>
<th>Program</th>
<th>Act 9 Allocation</th>
<th>Available Funds</th>
<th>OSD Intent to Award</th>
<th>Applicant Contracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 1</td>
<td>$2,700,000</td>
<td>$2,604,943</td>
<td>$2,599,158</td>
<td></td>
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<tr>
<td>Round 2</td>
<td>$7,500,000</td>
<td>$3,429,005</td>
<td>$3,374,041</td>
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<tr>
<td>Round 3</td>
<td>$8,000,000</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Technical College Wait List</td>
<td>$31,000,000</td>
<td>$28,021,052</td>
<td>$27,713,315</td>
<td></td>
</tr>
<tr>
<td>High School Pupil</td>
<td>$1,500,000</td>
<td>$2,126,239</td>
<td>$2,125,939</td>
<td></td>
</tr>
<tr>
<td>Persons with Disability</td>
<td>$1,850,000</td>
<td>$850,000</td>
<td>$0</td>
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<tr>
<td>Administration (2.97%)</td>
<td>$1,050,000</td>
<td>$1,050,000</td>
<td>$1,050,000</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$50,400,000</strong></td>
<td><strong>$53,600,000</strong></td>
<td><strong>$38,081,239</strong></td>
<td><strong>$36,862,453</strong></td>
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</table>
## Skilled Worker Investments

**SKILLED WORKERS. SMART BUSINESS. STRONG WISCONSIN.**

<table>
<thead>
<tr>
<th>Program Summary</th>
<th>Contracted Students</th>
<th>Technical College/Agency</th>
<th>Total Funding Contracted</th>
<th>Total Programs Contracted</th>
<th>Contracted # of Students to be Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wisconsin Fast Forward</strong></td>
<td></td>
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</tr>
<tr>
<td>Round 1</td>
<td>1,920</td>
<td>Blackhawk Technical College</td>
<td>$419,524</td>
<td>2</td>
<td>38</td>
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<tr>
<td>Round 2</td>
<td>4,691</td>
<td>Chippewa Valley Technical College</td>
<td>$1,223,540</td>
<td>9</td>
<td>196</td>
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<tr>
<td>Round 3</td>
<td>196</td>
<td>Fox Valley Technical College</td>
<td>$3,602,392</td>
<td>19</td>
<td>856</td>
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<td>Round 4</td>
<td>196</td>
<td>Gateway Technical College</td>
<td>$1,894,531</td>
<td>14</td>
<td>756</td>
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<tr>
<td><strong>Blueprint for Prosperity</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical College Wait List</td>
<td>4,890</td>
<td>Lakeshore Technical College</td>
<td>$1,384,530</td>
<td>8</td>
<td>352</td>
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<tr>
<td>High School Pupil</td>
<td>949</td>
<td>Madison Area Technical College</td>
<td>$5,009,710</td>
<td>9</td>
<td>934</td>
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<tr>
<td>Persons with Disabilities</td>
<td></td>
<td>Mid-State Technical College</td>
<td>$348,743</td>
<td>3</td>
<td>68</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>12,450</strong></td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>$27,713,315</strong></td>
<td><strong>99</strong></td>
<td><strong>4,890</strong></td>
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</tbody>
</table>
## Technical College Wait List

### SKILLED WORKERS. SMART BUSINESS. STRONG WISCONSIN.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Total Funding Awarded</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>$45,450</td>
</tr>
<tr>
<td>Apprenticeship</td>
<td>$47,628</td>
</tr>
<tr>
<td>Business</td>
<td>$408,545</td>
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<tr>
<td>Construction &amp; Architecture</td>
<td>$1,898,089</td>
</tr>
<tr>
<td>Education</td>
<td>$1,206,433</td>
</tr>
<tr>
<td>Health Care</td>
<td>$4,916,744</td>
</tr>
<tr>
<td>Information Technology</td>
<td>$1,194,261</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$13,212,719</td>
</tr>
<tr>
<td>Public Safety &amp; Law</td>
<td>$550,224</td>
</tr>
<tr>
<td>Transportation</td>
<td>$4,233,222</td>
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<tr>
<td>STEM</td>
<td>$307,737</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$28,021,052</strong></td>
</tr>
</tbody>
</table>
Job Openings Requiring BA Degree or Higher

- Registered Nurses: 3,482
- Software Developers, Applications: 3,206
- Sales Representatives, Wholesale and Manufacturing, Except Technical: 2,842
- Medical and Health Services Managers: 2,758
- Computer Systems Analysts: 2,128
- Sales Managers: 1,848
- Accountants: 1,783
- Mechanical Engineers: 1,703
- Human Resources Specialists: 1,698
- First-Line Supervisors of Retail Sales Workers: 1,621
- Managers, All Other: 1,522
- Marketing Managers: 1,377
- Financial Analysts: 1,215
- Management Analysts: 1,124
- Electrical Engineers: 1,119
- Nurse Practitioners: 1,101
- Market Research Analysts and Marketing Specialists: 1,047
- General and Operations Managers: 979
- Postsecondary Teachers, All Other: 979
- Customer Service Representatives: 951
- Retail Salespersons: 945
- Personal Financial Advisors: 919
- Civil Engineers: 890
- Financial Managers, Branch or Department: 842
- First-Line Supervisors of Production and Operating Workers: 830
## Long-term Occupational Employment Projections 2012-2022

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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Employment</td>
<td>Percent</td>
<td>Due to Growth</td>
<td>Due to Replacements</td>
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<tr>
<td>1</td>
<td>111021</td>
<td>General and Operations Managers</td>
<td>33,213</td>
<td>36,045</td>
<td>2,832</td>
<td>8.53</td>
</tr>
<tr>
<td>2</td>
<td>132011</td>
<td>Accountants and Auditors</td>
<td>21,917</td>
<td>23,527</td>
<td>1,610</td>
<td>7.35</td>
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<tr>
<td>3</td>
<td>151121</td>
<td>Computer Systems Analysts</td>
<td>11,737</td>
<td>14,326</td>
<td>2,599</td>
<td>22.08</td>
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<tr>
<td>4</td>
<td>252022</td>
<td>Middle School Teachers, Except Special and Career/Technical Education</td>
<td>12,254</td>
<td>13,244</td>
<td>990</td>
<td>8.08</td>
</tr>
<tr>
<td>5</td>
<td>131161</td>
<td>Market Research Analysts and Marketing Specialists</td>
<td>9,062</td>
<td>11,484</td>
<td>2,402</td>
<td>26.45</td>
</tr>
</tbody>
</table>

*Occupations with most projected openings, projected to grow faster than state average, and pay wages above the state median wage.*
# Hot Jobs for MA Graduates

## Long-term Occupational Employment Protections 2012-2022

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</thead>
<tbody>
<tr>
<td>1</td>
<td>119033</td>
<td>Education Administrators, Postsecondary</td>
<td>4,437</td>
<td>4,902</td>
<td>465</td>
<td>10.48</td>
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<tr>
<td>2</td>
<td>211022</td>
<td>Healthcare Social Workers</td>
<td>3,050</td>
<td>3,409</td>
<td>359</td>
<td>11.77</td>
</tr>
<tr>
<td>3</td>
<td>291071</td>
<td>Physician Assistants</td>
<td>1,756</td>
<td>2,410</td>
<td>654</td>
<td>37.24</td>
</tr>
<tr>
<td>4</td>
<td>291171</td>
<td>Nurse Practitioners</td>
<td>1,986</td>
<td>2,546</td>
<td>560</td>
<td>28.20</td>
</tr>
<tr>
<td>5</td>
<td>251072</td>
<td>Nursing Instructors and Teachers, Postsecondary</td>
<td>1,833</td>
<td>2,385</td>
<td>552</td>
<td>30.11</td>
</tr>
</tbody>
</table>

*Occupations with most projected openings, projected to grow faster than state average, and pay wages above the state median wage.*
### Long-term Occupational Employment Projections 2012-2022

<table>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Employment</td>
<td>Percent</td>
<td>Due to</td>
<td>Replacement</td>
</tr>
<tr>
<td>1</td>
<td>231011</td>
<td>Lawyers</td>
<td>9,330</td>
<td>10,740</td>
<td>1,410</td>
<td>15.11</td>
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<td>2</td>
<td>251071</td>
<td>Health Specialties Teachers, Postsecondary</td>
<td>5,314</td>
<td>6,959</td>
<td>1,645</td>
<td>30.96</td>
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<td>3</td>
<td>291051</td>
<td>Pharmacists</td>
<td>5,410</td>
<td>6,035</td>
<td>625</td>
<td>11.55</td>
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<td>4</td>
<td>291123</td>
<td>Physical Therapists</td>
<td>4,324</td>
<td>5,028</td>
<td>702</td>
<td>16.23</td>
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<td>5</td>
<td>251199</td>
<td>Postsecondary Teachers, All Other</td>
<td>3,800</td>
<td>4,131</td>
<td>331</td>
<td>8.71</td>
</tr>
</tbody>
</table>

*Occupations with most projected openings, projected to grow faster than state average, and pay wages above the state median wage.*
Job Prospects for Liberal Arts Graduates

Analysis of 955,000 available jobs identified 8 skill sets

All 8 can be acquired with a minor degree or internship:

- Marketing
- Sales
- Business,
- Social Media
- Graphic Design
- Data Analysis
- Computer Programming
- IT Networking

Graduates with one skill set nearly double job prospects

Added job opportunities offer roughly $6,000 more per year