

WISCONSIN



DWD

Department of Workforce Development

University of Wisconsin System

Board of Regents Meeting

November 6, 2014

Talent Development

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



Reggie Newson

Secretary

Department of Workforce Development

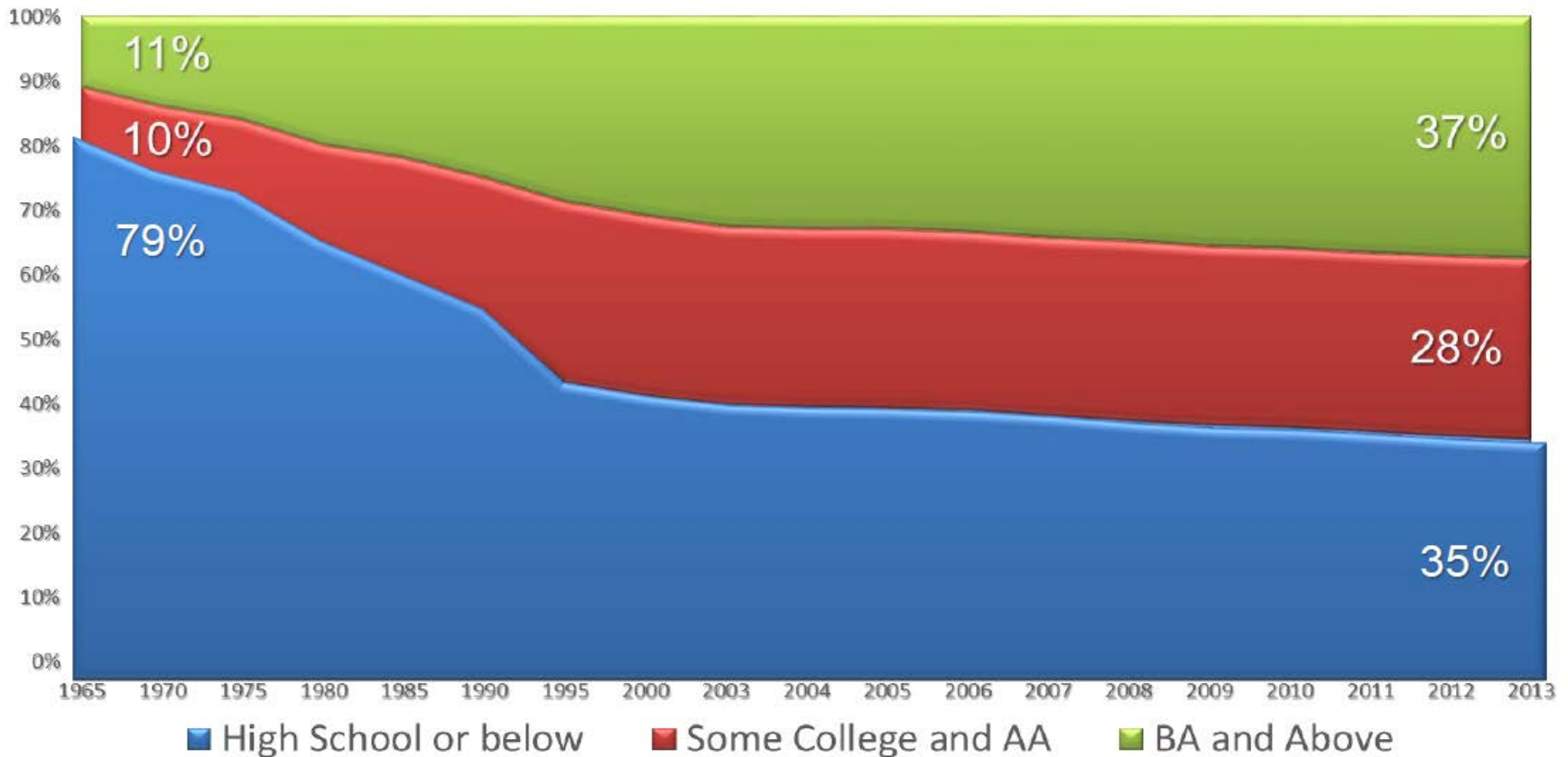
New Realities: The “New Minimum”



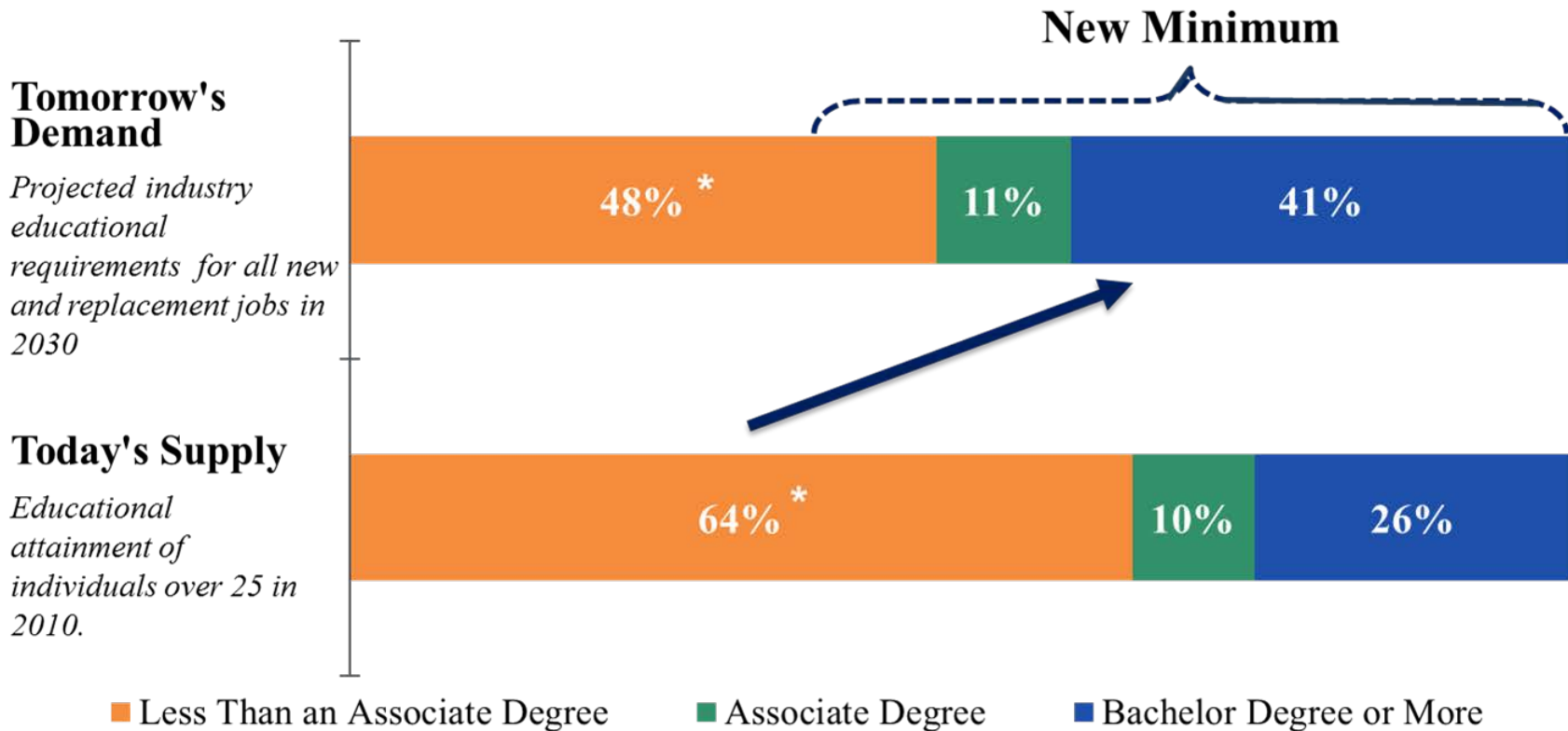
EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT

Defining the Problem:

Increasing Need for More Education in Current Economy



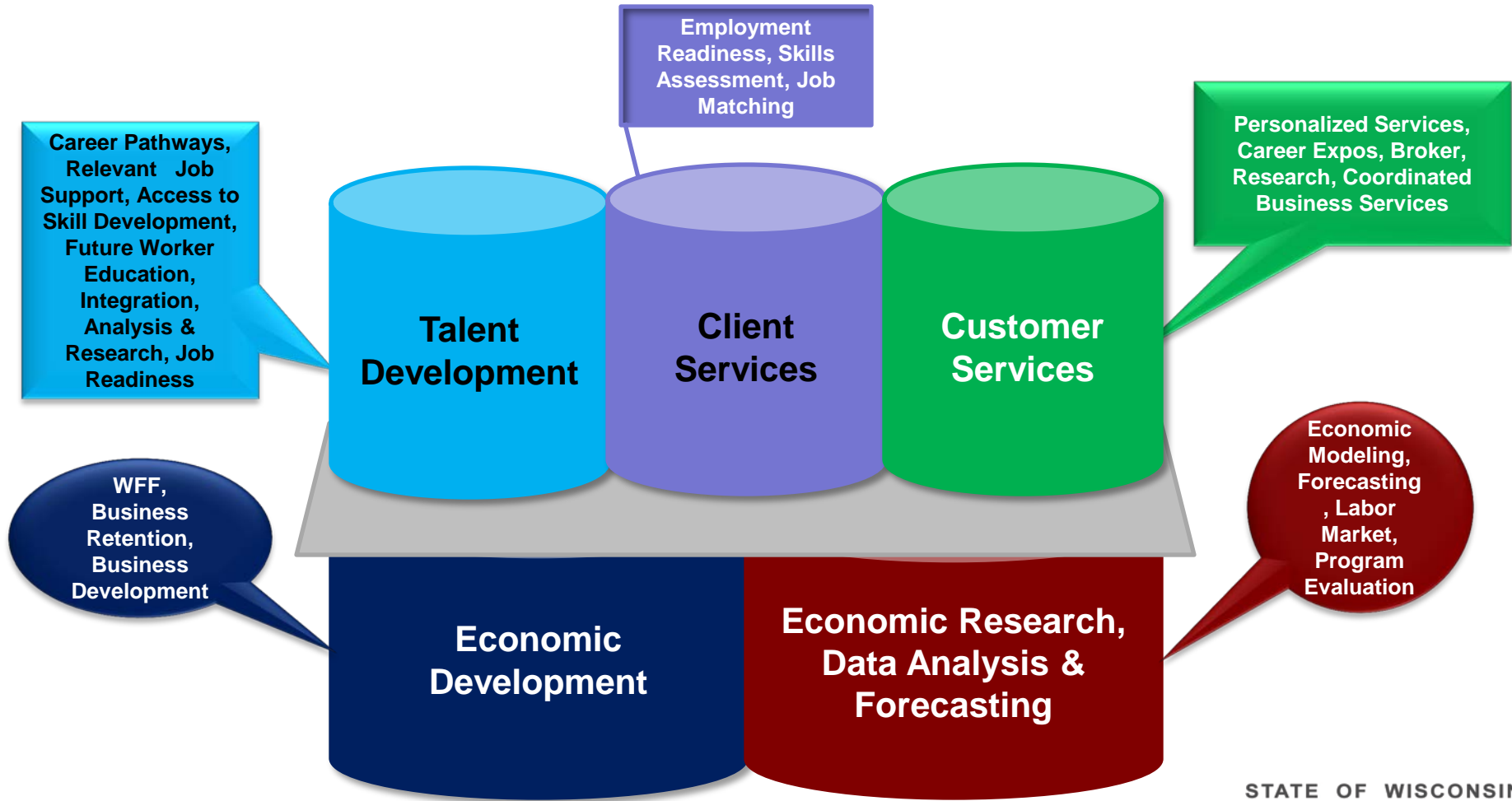
Addressing Quality: Projected Mismatch in WI's Talent Pipeline



* 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



Wisconsin Fast Forward

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

Version 2: June 17, 2013

Office of Skills Development (OSD)

Education & Training Level:

K-8 Education Goals and Objectives

9-12 Grade Education Goals and Objectives

"Skills Gap" Wisconsin Fast Forward

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

Incumbent and Emerging Workforce

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 (ACPs)
- Begin employability skill development – financial literacy, leadership, communication

- 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 credentials/degrees
- Explore post-secondary and technical training opportunities
- Continue employability skill development

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 – BLS, DWD, WDB, WTCS
- Collaboration Based – business alliances, economic development agencies, workforce development boards, post-secondary institutions, trade associations, etc.
- Transparent-Auditable processes
- State GPR supported with employer match
- Sustainable/transportable training models

WFF Grant Procedures

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

- On-time 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 advisement
- Customizable workforce solutions for employers
- Minimize need for remediation coursework
- Complete remaining "employability" skills training
- Expanded research programming and funding
- **WTCS** – Applied Associate degrees, 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 need, pipeline development, aging workforce, regional cluster, etc.

- 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 DEDO
- Iowa "New Jobs Training Program"
- Minnesota "Job Skills Partnership"
- Texas Skills Development Fund
- Florida Quick Response Training

Existing Programming:

NOTE: not an exhaustive list

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

- Youth Apprenticeship
- STEM programs
- Dual Enrollment
- Transcribed Credit
- Advanced Placement
- Industry Credentials
- Programs of Study
- Mentoring networks
- Job Shadowing
- Clubs/Organizations
- Competitions/Events
- Occupational Academies

Wisconsin Fast Forward:

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

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

Demand Driven Programming

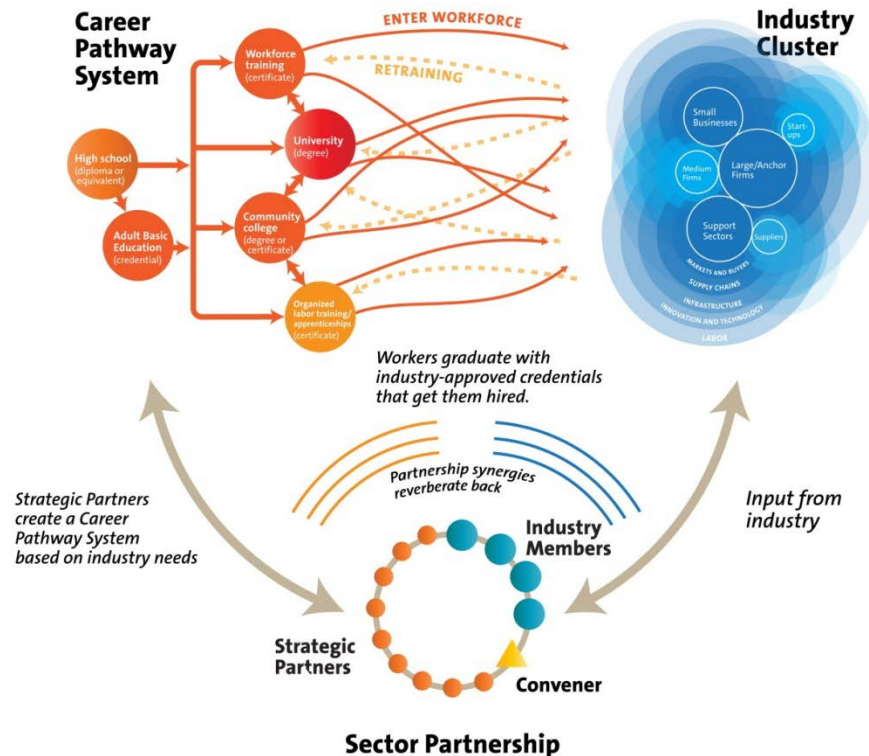
P-20 Education

- 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

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



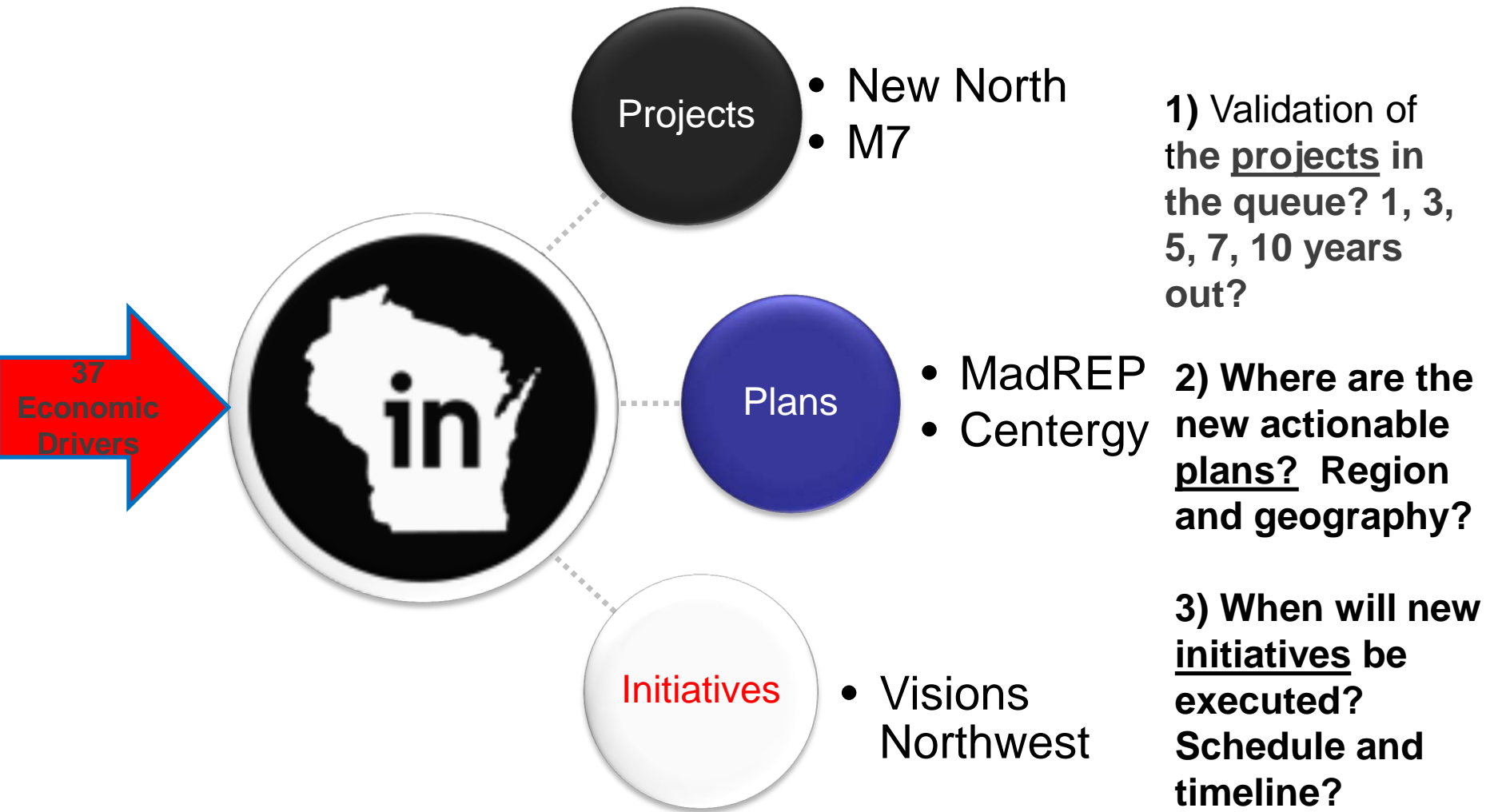
Alignment of Education, Economic & Workforce Development-Collaborations Built



August 3, 2013 – Governor’s Conference Room



Joint Meeting of WEDC & CWI – Talent Development Intelligence-Alignment & Integration



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



Market Demand

Skill Requirement

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



Convene UW Chancellors	<ul style="list-style-type: none">• Is there a comprehensive list of projects regionally?
WEDC Regional Account Managers	<ul style="list-style-type: none">• Access to projects, plans, initiatives
DWD Convenes and facilitates talent development	<ul style="list-style-type: none">• CWI uses project lists , plans and data to align• Wisconsin Fast Forward to incentives partnerships

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.



Today @ UWM, 6/2/14

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?

Reggie Newson

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<http://dwd.wisconsin.gov>

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Information Slides



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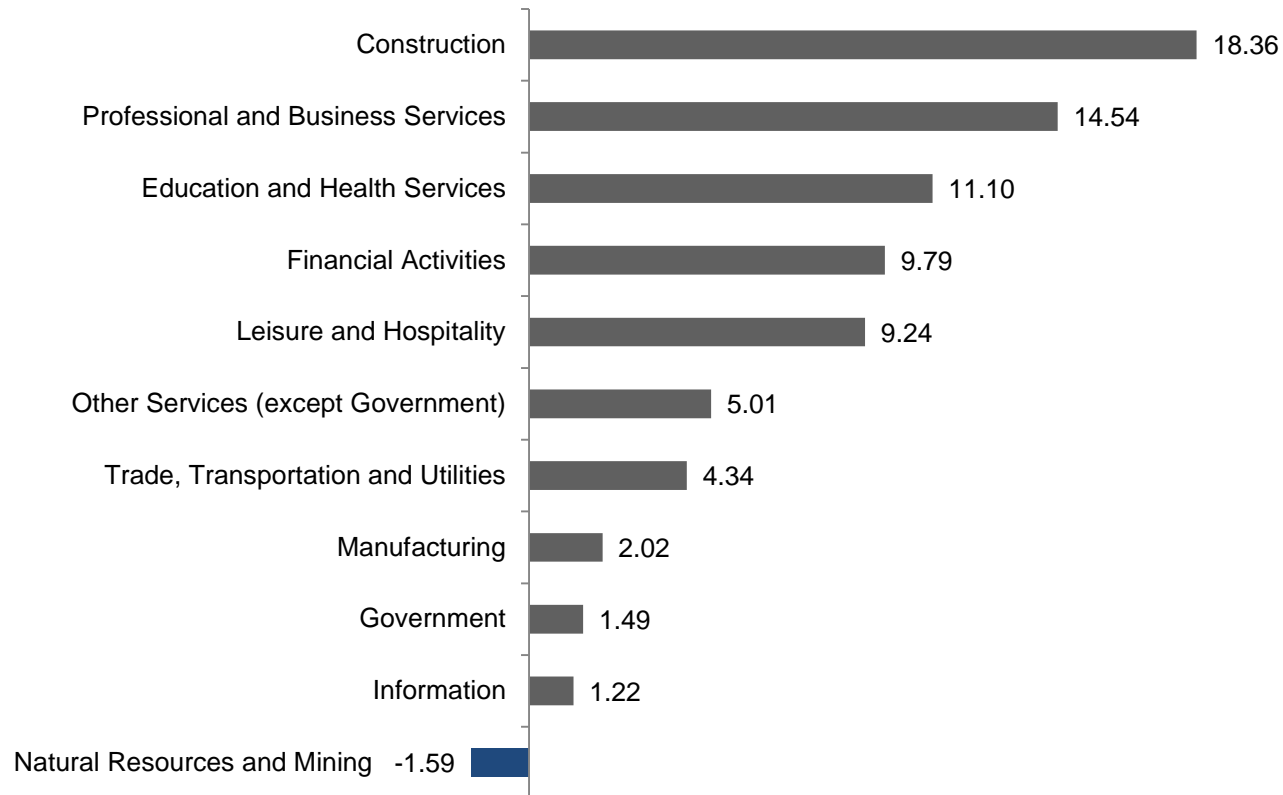


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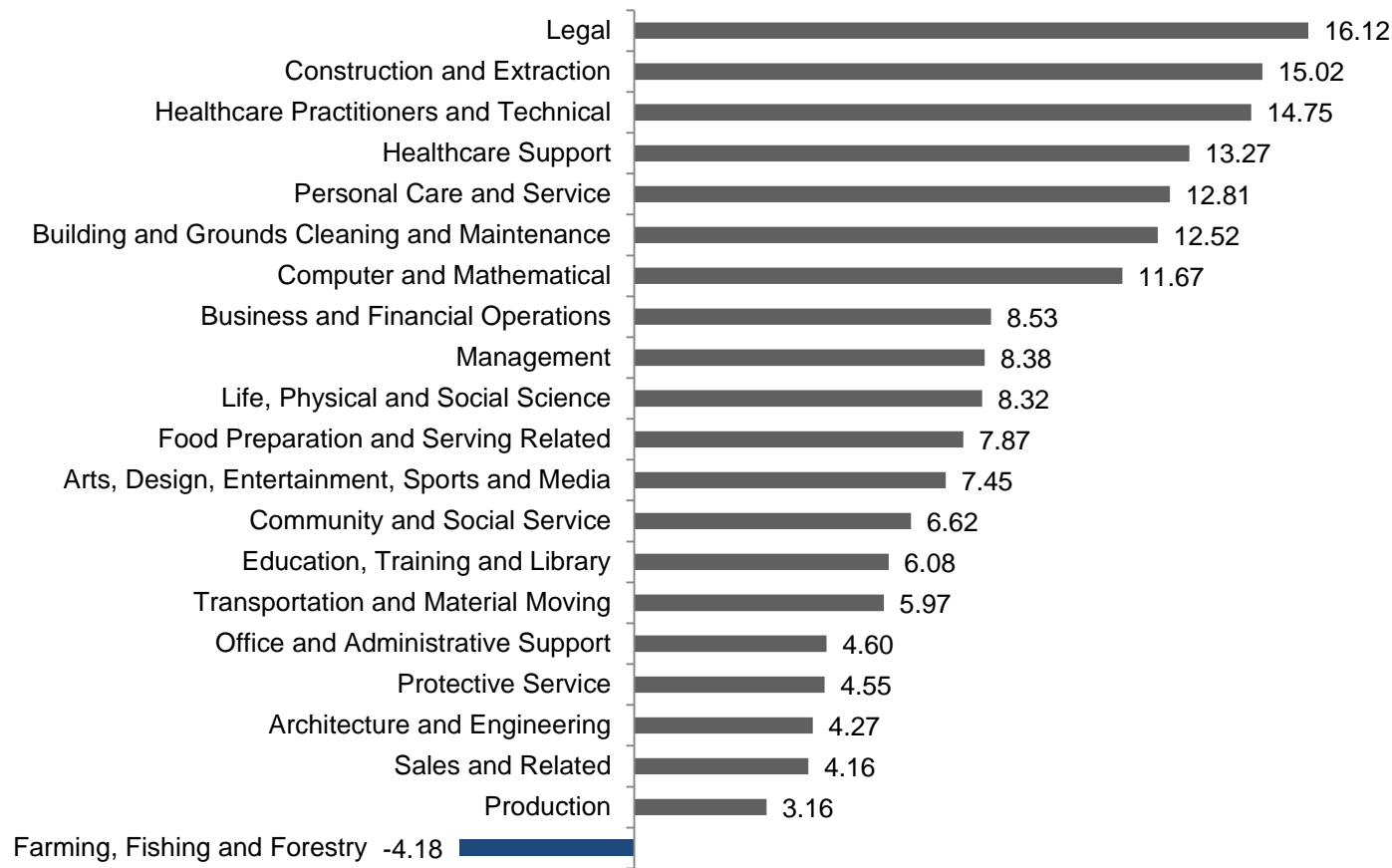
Wisconsin's Future Employment

Super Sector by Percent Change



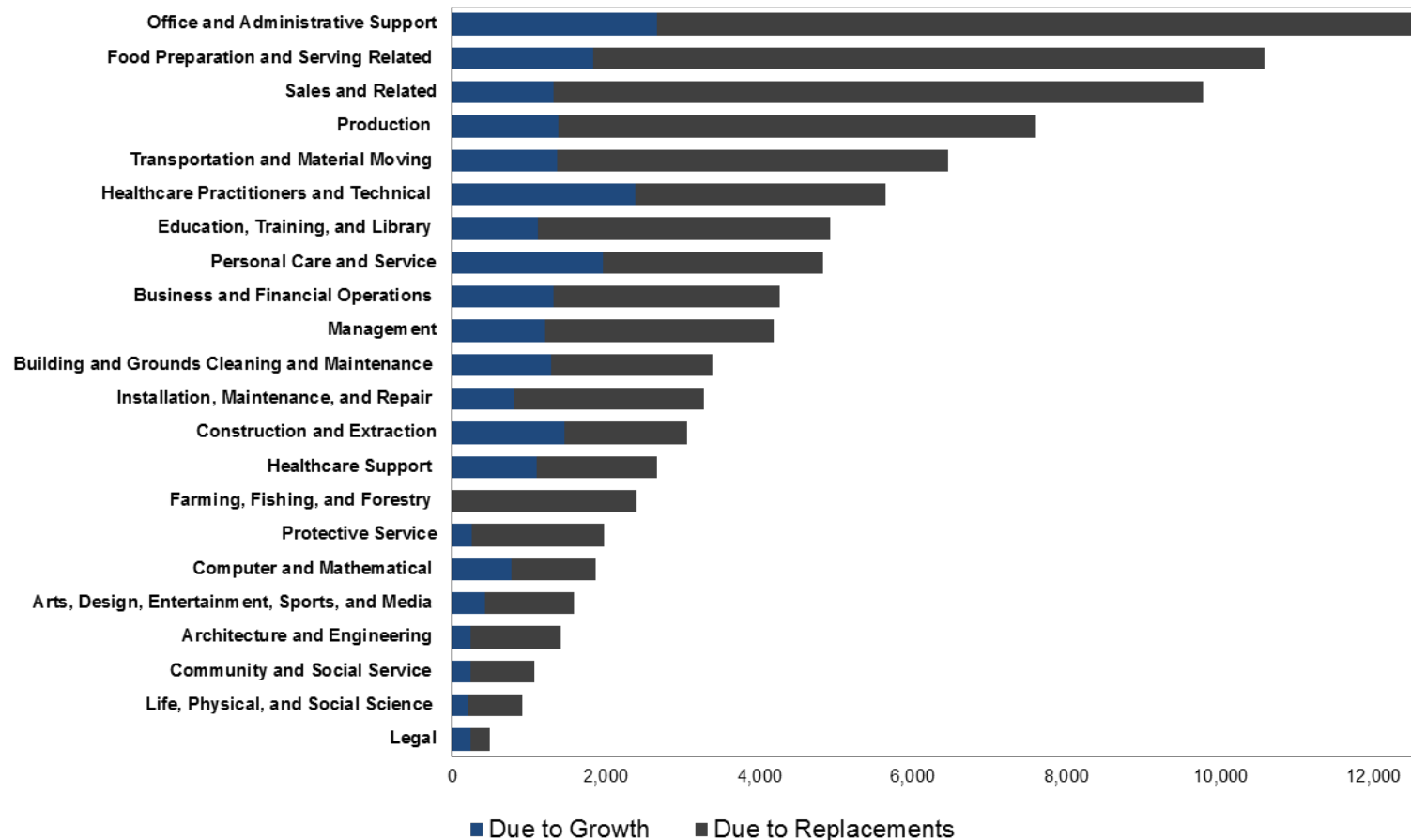
Wisconsin's Future Employment

Major Groups by Percent Change

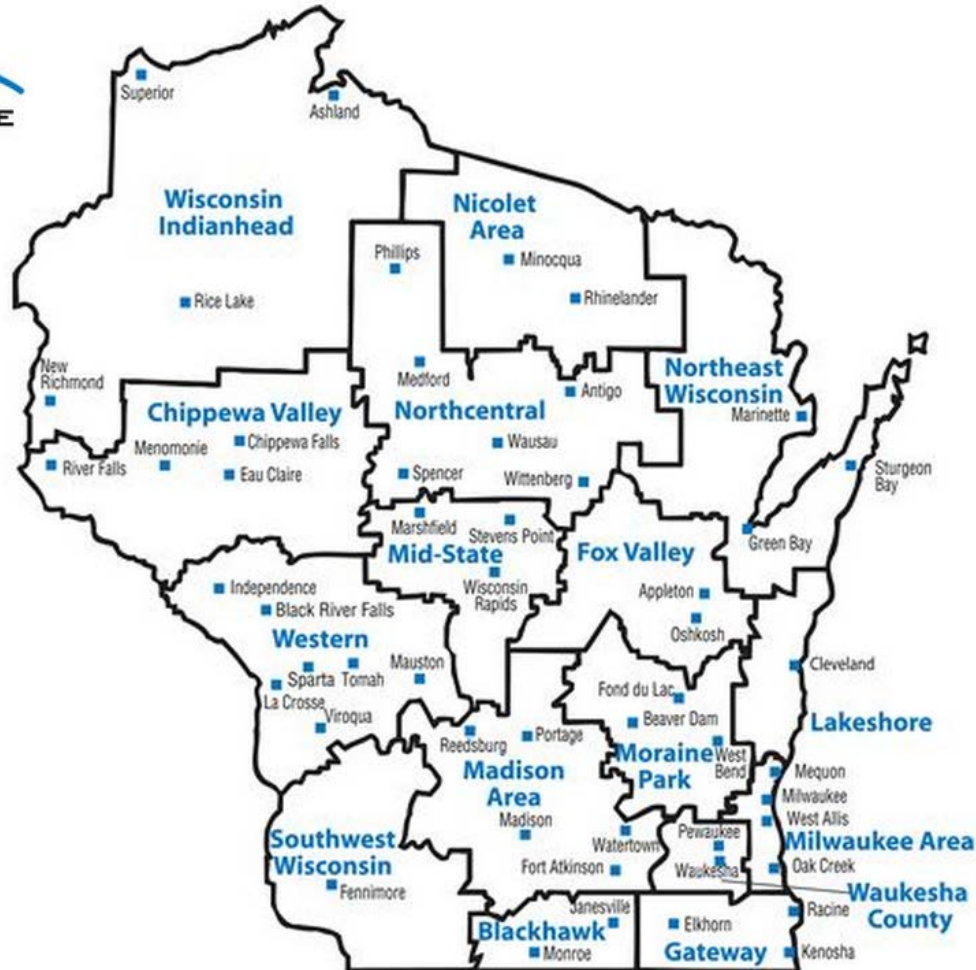


Wisconsin's Future Employment

Major Groups Annual Total Openings



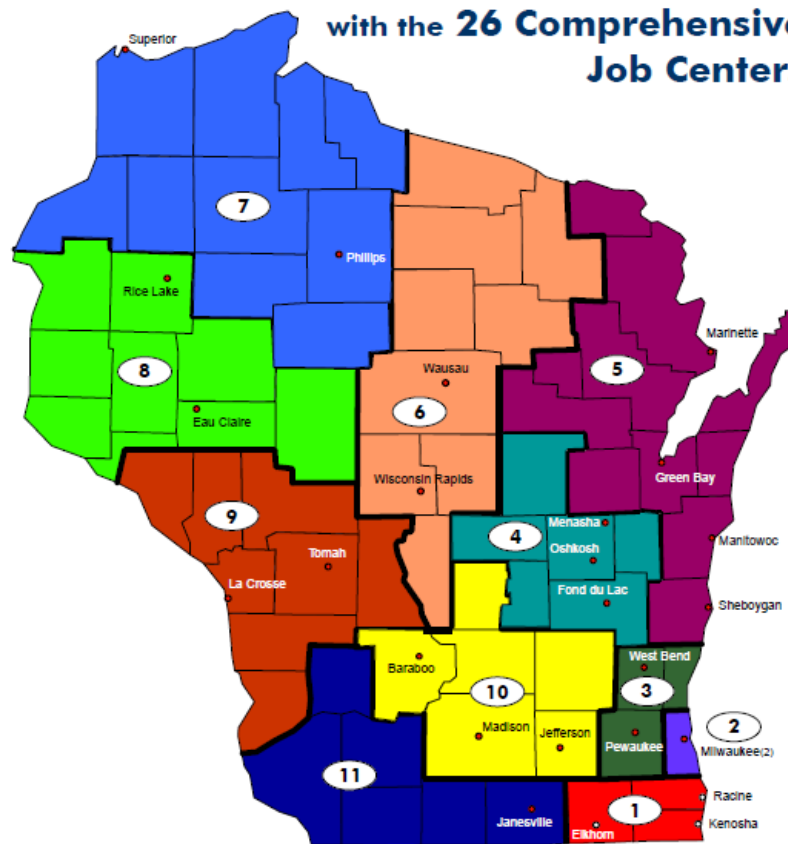
Partners in Workforce Development



Partners in Workforce Development

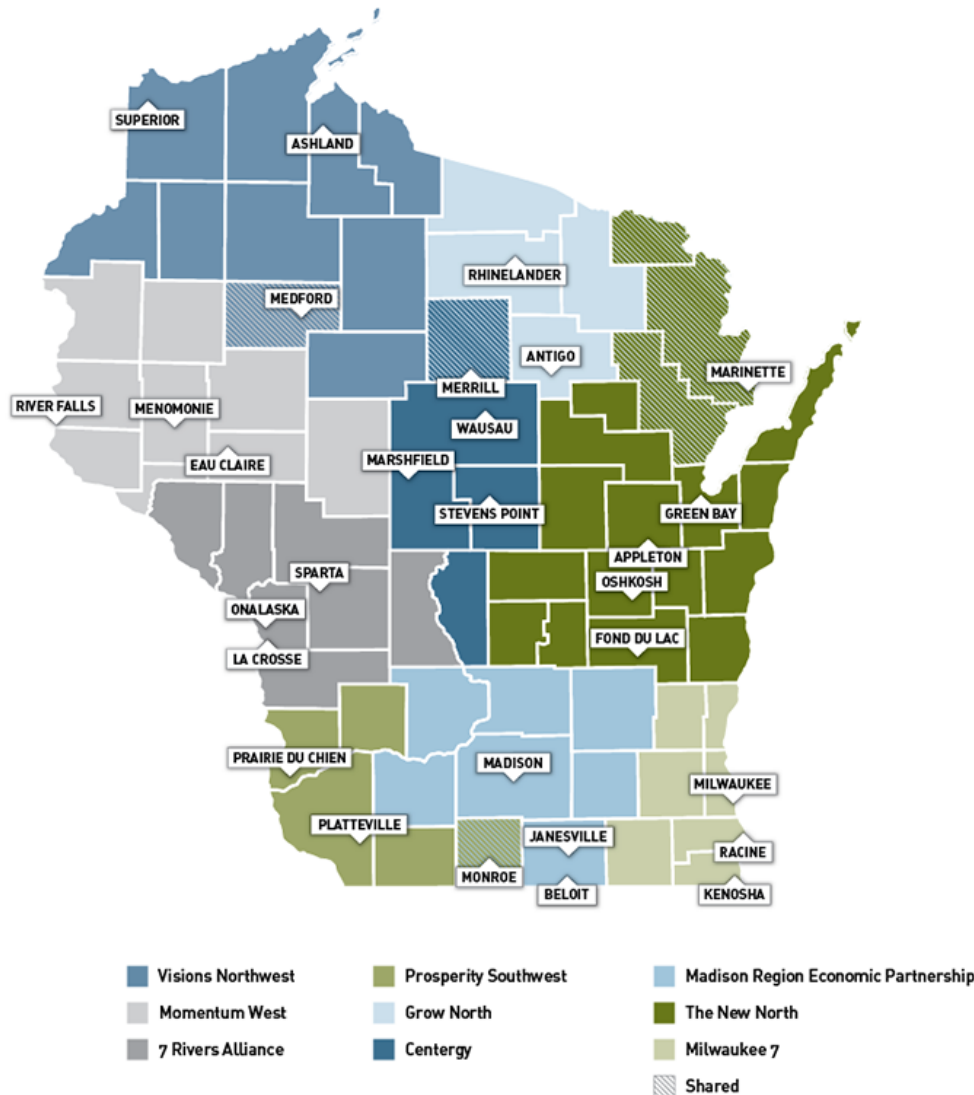
Wisconsin's Workforce Development Areas

with the 26 Comprehensive Job Centers



1	■ Southeast	5	■ Bay Area	9	■ Western
2	■ Milwaukee County	6	■ North Central	10	■ South Central
3	■ Waukesha-Ozaukee-Washington	7	■ Northwest	11	■ Southwest
4	■ Fox Valley	8	■ West Central		

Partners in Workforce Development



Investments to Date



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

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



➔ BLUEPRINT FOR PROSPERITY

Skilled Worker Investments



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

Program Summary	Contracted Students	Technical College/Agency	Total Funding Contracted	Total Programs Contracted	Contracted # of Students to be Trained
<i>Wisconsin Fast Forward</i>					
Round 1	1,920	Blackhawk Technical College	\$419,524	2	38
Round 2	4,691	Chippewa Valley Technical College	\$1,223,540	9	196
Round 3		Fox Valley Technical College	\$3,602,392	19	856
Round 4		Gateway Technical College	\$1,894,531	14	756
		Lakeshore Technical College	\$1,384,530	8	352
		Madison Area Technical College	\$5,009,710	9	934
		Mid-State Technical College	\$348,743	3	68
<i>Blueprint for Prosperity</i>					
Technical College Wait List	4,890	Milwaukee Area Technical College	\$2,590,518	4	546
High School Pupil	949	Moraine Park Technical College	\$1,217,997	4	126
Persons with Disabilities		Nicolet Area Technical College	\$1,921,544	6	303
		Northcentral Technical College	\$2,264,812	4	163
		Northeast Wisconsin Technical College	\$1,082,653	4	72
TOTAL	12,450	Southwest Wisconsin Technical College	\$910,622	4	78
		Waukesha County Technical College	\$1,393,608	4	150
		Western Technical College	\$1,564,229	3	192
		Wisconsin Indianhead Technical College	\$884,362	2	60
		TOTALS	\$27,713,315	99	4,890



➔ BLUEPRINT FOR PROSPERITY

Technical College Wait List



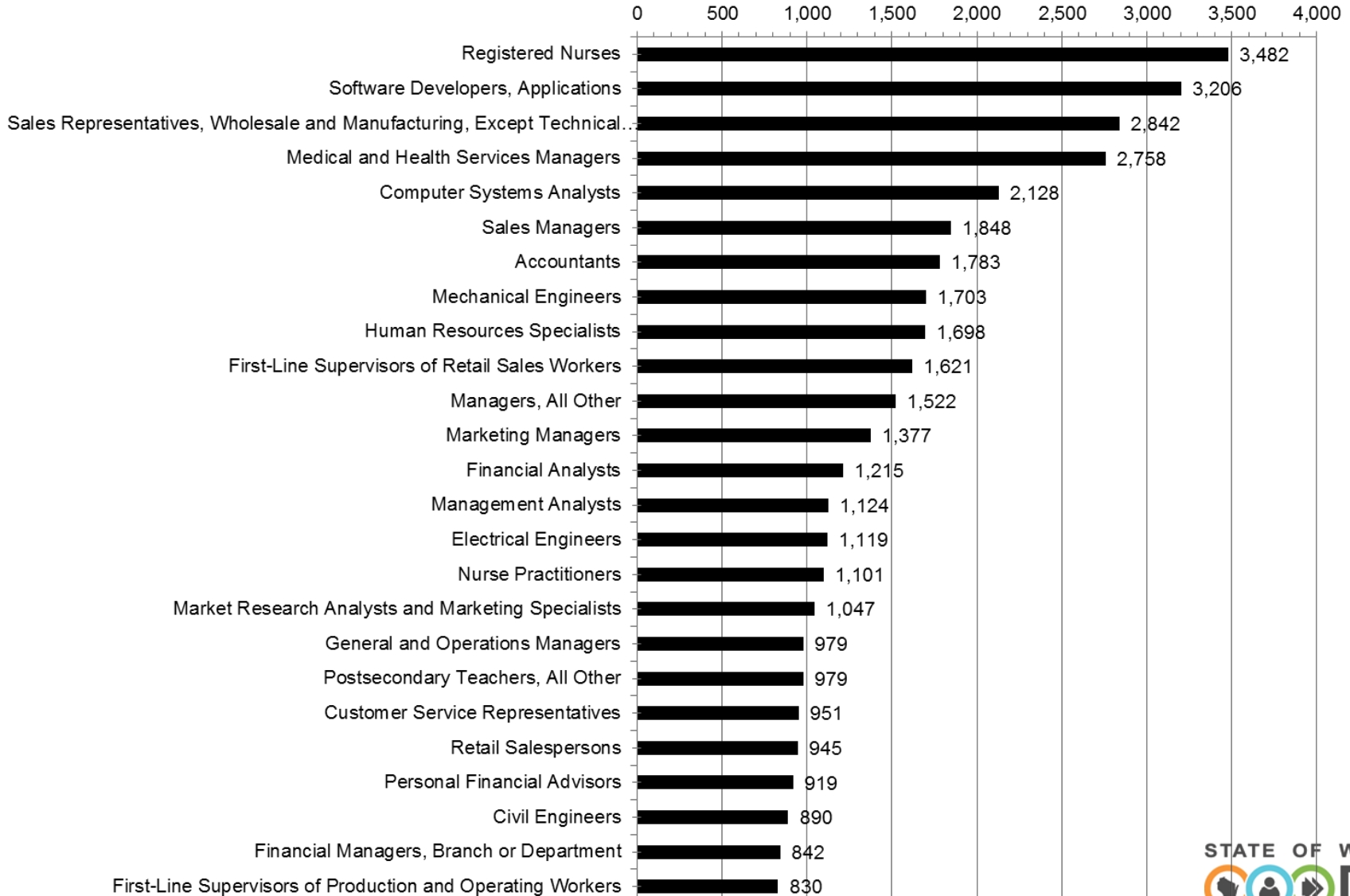
➔ SKILLED WORKERS. SMART BUSINESS. **STRONG WISCONSIN.**

Sector	Total Funding Awarded
Agriculture	\$45,450
Apprenticeship	\$47,628
Business	\$408,545
Construction & Architecture	\$1,898,089
Education	\$1,206,433
Health Care	\$4,916,744
Information Technology	\$1,194,261
Manufacturing	\$13,212,719
Public Safety & Law	\$550,224
Transportation	\$4,233,222
STEM	\$307,737
TOTAL	\$28,021,052



➔ BLUEPRINT FOR PROSPERITY

Job Openings Requiring BA Degree or Higher



Hot Jobs for BA Graduates

Long-term Occupational Employment Protections 2012-2022

Rank	SOC Code	Occupation SOC Title	Employment 2012 (1)	Projected Employment 2022	Change (2012 - 2022)		Average Annual Openings		
					Employment	Percent	Due to Grow th	Due to Replacements (2)	Total (3)
1	111021	General and Operations Managers	33,213	36,045	2,832	8.53	283	621	904
2	132011	Accountants and Auditors	21,917	23,527	1,610	7.35	161	649	810
3	151121	Computer Systems Analysts	11,737	14,326	2,589	22.06	259	184	443
4	252022	Middle School Teachers, Except Special and Career/Technical Education	12,254	13,244	990	8.08	99	270	369
5	131161	Market Research Analysts and Marketing Specialists	9,082	11,484	2,402	26.45	240	124	364

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

Rank	Occupation			Change (2012 - 2022)		Average Annual Openings			
	SOC Code	SOC Title	Employment 2012 (1)	Projected Employment 2022	Employment	Percent	Due to Growth	Due to Replacements (2)	Total (3)
1	119033	Education Administrators, Postsecondary	4,437	4,902	465	10.48	46	118	164
2	211022	Healthcare Social Workers	3,050	3,409	359	11.77	36	65	101
3	291071	Physician Assistants	1,756	2,410	654	37.24	65	32	97
4	291171	Nurse Practitioners	1,986	2,546	560	28.20	56	38	94
5	251072	Nursing Instructors and Teachers, Postsecondary	1,833	2,385	552	30.11	55	28	83

Occupations with most projected openings, projected to grow faster than state average, and pay wages above the state median wage.

Hot Jobs for Doctoral/Professional Graduates



Long-term Occupational Employment Protections 2012-2022

Rank	Occupation		Employment 2012 (1)	Projected Employment 2022	Change (2012 - 2022)		Average Annual Openings Due to		
	SOC Code	SOC Title			Employment	Percent	Grow th	Replacement s (2)	Total (3)
1	231011	Law yers	9,330	10,740	1,410	15.11	141	149	290
2	251071	Health Specialties Teachers, Postsecondary	5,314	6,959	1,645	30.96	164	80	244
3	291051	Pharmacists	5,410	6,035	625	11.55	62	129	191
4	291123	Physical Therapists	4,324	5,026	702	16.23	70	106	176
5	251199	Postsecondary Teachers, All Other	3,800	4,131	331	8.71	33	57	90

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