

Minutes of the  
APPRENTICESHIP ADVISORY COUNCIL  
Advisory to DWD, Bureau of Apprenticeship Standards  
and  
Wisconsin Technical College System Board

Crowne Plaza, Madison, Wisconsin  
October 31, 2011

**MEMBERS PRESENT**

Wayne Belanger	Brent Kindred	Daniel VandenBush
Jose Bucio	Karen Morgan	Mary Watrud
Gert Grohmann	Dawn Pratt	Mark Wieseke
Terry Hayden	Robert Riberich	Marge Wood
Rebecca Hogan	Susan Scaffidi	
Henry Hurt	Cathie Tikkanen	

**MEMBERS EXCUSED**

Earl Buford	Ralph Hollmon
Mark Hoffmann	Clay Tschillard

**MEMBERS ABSENT**

Patrick O'Connor	Ben Rodriguez
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**CONSULTANTS, GUESTS and SPEAKERS**

Scott Hamilton	Madison Area Plumbing JAC
Ken Moore	DWD-DET-Bureau of Apprenticeship Standards
Steve Roberts	DWD-DET Bureau of Apprenticeship Standards
Owen Smith	DWD-DET Bureau of Apprenticeship Standards
Joe Weisling	Southeast Wisconsin Area Carpentry JAC
Kathy Wellington	DWD-DET Bureau of Apprenticeship Standards

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**1. Call to Order (Roll Call and Introductions)**

The meeting was called to order at 10:03 am by Chair Morgan. She informed the Council that the member seat previously held by Marcie Marquardt is now vacant, noting that Ms. Marquardt no longer holds the Executive Director position at Madison Area Mechanical, Sheet Metal & Plumbing Contractors Association. Chair Morgan led members, guests and staff in a round of introductions and requested that those present sign the sign-in sheet.

**2. Approval of Minutes**

Chair Morgan referred members to the minutes of the August 31, 2011 Council meeting, which were included in the meeting packet. Motion by Ms. Pratt to approve the minutes as written. Second by Ms. Scaffidi. Motion passed.

**3. Election of Council Co-Chairs**

Chair Morgan informed members that Council Chair duties have historically been carried out by Co-chairs, each representing labor or business. She stated that the BAS Director has historically served as a non-voting Secretary to the Council, but that the BAS Director role was changed to that of Chair (Ex Officio) with the implementation of federal apprenticeship law changes (20 CFR Part 29) in 2011. She reminded members of their August 31, 2011 vote to reinstitute the Co-chair structure.

Chair Morgan asked members if they required discussion prior to the election of Council Co-Chairs. Members discussed the possibility of separating into areas of representation, labor or business, for

pre-vote discussions. Chair Morgan stated that this would be permissible. Members did not separate for discussion. Mr. Hurt nominated Mr. Riberich as Council Co-chair representing business. Mr. Riberich accepted the nomination. Chair Morgan asked if there were any other nominations for the business Co-Chair. Hearing none, she called for the vote. Mr. Riberich was unanimously elected to serve as Council Co-chair, representing business. Mr. Bucio stated that there were several key members missing from the meeting, and stated that, without objection, he would like to nominate Mr. Hayden as Council Co-chair, representing labor. Mr. Hayden accepted the nomination. Hearing no objections to the nomination, Chair Morgan asked if there were any other nominations or need for discussion of the nominations as stated. Hearing none, she called for the vote. Mr. Hayden was unanimously elected to serve as Council Co-chair, representing labor.

Chair Morgan thanked Mr. Hayden and Mr. Riberich for their willingness to serve the Council in a leadership capacity, especially in light of their long history of service in that capacity. She announced that the duties of the Co-Chairs would commence with the next meeting of the Council.

#### **4. Review and Approval of Updated Council By-Laws:**

Chair Morgan informed members that edits to the By-Laws had been made by the workgroup at an October 13, 2011 meeting, and were incorporated into the document using visible tracking. She directed members to the tracked version in their member packets and guided them through the edits. Highlights follow:

- By-Laws #1. "Purpose" was renamed as "Mission" and was rewritten for clarity. She noted that the advisory role in relation to WTCS role was removed from the mission, because it is clearly stated in the "Council Responsibilities" section.
- By-Laws #2. Size of Council and Composition was edited by the workgroup to reflect membership requirements of 29 CFR Part 29. *During the Council meeting, Chair Morgan further edited this section to reflect the use of Co-chairs each representing business or labor and the role of BAS Director as a non-voting Secretary.*
- By-Laws #5. Term of Membership was edited to correct the appointing authority (formerly LIRC). *During the Council meeting, several members expressed concern related to the terms of current members all expiring at the same time. Chair Morgan reported that DWD had to follow the law for the term of three (3) years and did not have the authority to increase or decrease the term in order to create a staggered term structure for the new membership. Ms. Hogan suggested that the current legislature might be very receptive to making this change. After discussion, Chair Morgan recommended that the issue be revisited in one year.*
- By-Laws #7: Removal from Council Membership was edited to clarify that the vacancies are filled using the originating nomination channel.
- By-Laws #8: Council Operations were edited to reflect the leadership structure having Business/Labor Co-Chairs and BAS Director as non-voting Secretary. The mission statement of each subcommittee was added to the document. *Chair Morgan informed members that the By-Laws workgroup recommends changing the name of the Informational and Marketing subcommittees. Discussion followed, during which members agreed that the Informational Subcommittee would be renamed as the "Policy and Standards Subcommittee" and the Marketing Subcommittee would be renamed as the "Outreach Subcommittee". After discussion, members agreed to a new edit so that "All members of the Council are expected to serve on at least one subcommittee."*

Chair Morgan stated that agenda item #5, Council Objectives and Future Directions exercise could have bearing on the Council By-Laws and suggested that members postpone the vote on the By-Laws edits to later in the agenda, after completing the item #5 exercise. Members agreed.

#### **5. Council Objectives & Future Directions:**

Chair Morgan referred members to the Council Priorities Summary in their packet. She asked members to review the document for items or issues that were missing, misinterpreted or otherwise in need of attention. She led members in a review and discussion of each priority area with the objective of

clarifying, moving, adding and/or editing items in order to establish clear priorities for the Council and its subcommittees.

Considerable discussion was held regarding the role of the Council and the role of the Bureau of Apprenticeship Standards (BAS) in relation to pre-apprenticeship. Chair Morgan stated that DWD 295 is very definite in terms of the charge and level of authority of BAS, and it does not include oversight or administration of pre-apprenticeship programs. She stated that she had previously asked the Council if BAS should expand to oversee apprenticeship preparatory programs. The Council's response was that BAS's mission is clear and does not extend to apprenticeship prep, other than the pursuit of partnership and collaborative programming. Chair Morgan stated that USDOL is in the process of approving a set of criteria they consider to be "sound practices" to be used as a benchmarking tool for apprenticeship prep programs. She noted that, like BAS, USDOL has no authority over apprenticeship prep programs. Members agreed that partnership and collaboration with apprenticeship preparatory programs should be actively pursued. Members agreed that apprenticeship preparatory programs, including youth apprenticeship, should be included as a series of resources on the "Roadmap to Apprenticeship," which is under development.

Edits were flipcharted during the meeting, with final format attached to these minutes as Attachment A. Discussion not captured in the flipcharts/Attachment A included:

- The focus of the Outreach Committee should be on getting more sponsors into the program, in order to grow the program itself.
- The inaccurate image of the "uneducated construction worker" still persists and colors the public perception of apprenticeship. Response should be:
  - to highlight the variety and high-skill aspects of apprenticeable occupations; and
  - to keep focusing on bright young people and get them into the trades earlier to bring the average entry age for apprenticeship down to low 20s; and
  - to parlay activities from existing good marketing models such as SC Building Trades, Monona Terrace documentary (PBS), I Built It (broaden focus beyond construction); and to highlight the credentialing and certification structure of apprenticeship; and
  - to encourage employers, associations and unions to engage the workforce in working to change the perception.
- Marketing efforts need to be paired with retention strategies; retention has been directly impacted by economic decline.
- BAS has participated in preliminary, exploratory meetings with a group of manufacturers who are exploring a manufacturing technician program, similar to Masterlock's Skilled Production Worker program, which has been in place for approximately five years.
- Members briefly discussed related certification and training initiatives, including the Manufacturing Skill Standards Council (MSSC) certification system, WoodLinks, and SkillsUSA. Karen provided a brief description of DWD's MSSC activities and encouraged members to explore more at the DWD website, which is <http://mssc.wi.gov>. It was noted that Masterlock is considering adding MSSC certifications to the program.

## **Break for Lunch**

## **5. Council Objectives & Future Directions, continued:**

**Impending 29 CFR Part 30 Revisions:** Chair Morgan informed members that USDOL intends to issue a Notice of Public Rule Making (NPRM) for the revision of 29 CFR Part 30 (affirmative action) in December, 2011. She noted that the NPRM could be delayed. She anticipates an implementation period similar to that allowed for 29 CFR Part 29 revisions, which was two (2) years. She informed members that DWD 296, which houses the USDOL requirements put forth as 29 CFR Part 30, is essentially a mirror of 29 CFR Part 30, by design.

**New Apprenticeship Manual:** Members received a copy of the newly revised Apprenticeship Manual, which was updated to include a new Chapter 7 (AA/EEO). Chair Morgan noted that the manual also houses a copy of DWD 295 & DWD 296, rather than directing the reader elsewhere.

**Impending USDOL Response to Wisconsin 29.29 Revisions:** Chair Morgan informed members that the USDOL Response to Wisconsin's 29.29 Revisions is expected prior to the end of the year. Based on responses received by other states, it appears that USDOL is not accepting any deviation from the structure of their own legislation. Because Wisconsin's law pre-dates the federal law, there are many differences between the two in language, structure and style. Chair Morgan stated that this did not prevent DWD from complying with USDOL requirements. She anticipates the need for an expedient reply to the USDOL response when it is received and put members on notice that meetings and/or requests for feedback may be needed on short notice.

**Council Objectives Exercise:** Members participated in a final review of the flipcharted priorities and revisions to language and/or committee names, with an opportunity to move, delete, add or revise. Members signed up for committee membership(s) of their choice. Upon completion of the exercise, Chair Morgan asked members if the exercise resulted in the need for additional revisions to the Council By-Laws. Hearing none, Chair Morgan called for a vote to approve the By-Laws. Motion by Mr. Hurt to approve the By-Laws with edits as presented by the workgroup and as amended during today's meeting. Second by Mr. Grohman. Motion passed.

Chair Morgan informed members that the products from the Council Objectives exercise would be written up from the flipcharts, including membership listings, and presented to each subcommittee as a guidance document. She stated that the products may need further refinement by the subcommittees. Motion by Ms. Pratt to approve the Council Objectives and Future Directions products as discussed and documented at today's meeting. Second by Ms. Scaffidi. Motion passed.

Upon request of the Chair, Mr. Goff read the newly established membership listing of each subcommittee. In response to member questions, Chair Morgan informed members that subcommittees will each vote for their own Chair and that she will send possible meeting dates to subcommittee members.

#### **SAGE Grant Update:**

Owing to the Halloween meeting date, members heard from a pair of well-dressed gentlemen, Mr. Smith (aka Elvis) and Mr. Goff (aka Scary Guy), who reported on the SAGE grant. Notable items included:

- 3 of 5 New apprenticeship programs are fully operational (Dairy Graizer, Substation Electrician, and Wastewater Treatment Plant Operator), all requiring more than one year of development work.
- 7 of 11 existing targeted programs have been upgraded (Construction Electrician, Electric Line Worker, Electric Metering Technician, Heat and Frost Insulator, Painter & Decorators, Roofer, and Steamfitter); members viewed a promotional clip highlighting the work being done in the area of Wind Turbines for the Electrician trade.
- SAGE currently has 970 participants enrolled.
- Support service contracts exist with all WDBs, in which they are contracted to provide supportive service funds to eligible apprentices and/or journeyworkers; Other than SAGE eligibility and funding level requirements, each WDB follows their own supportive service policy, as established.
- The U.S. Dept of Labor is reviewing a BAS request to remove the establishment of a new Weatherization Installer apprenticeship from the grant and include nine additional trades.

#### **100<sup>th</sup> Anniversary Conference and Celebration – Wrap Up:**

Chair Morgan directed members to the Wisconsin Apprenticeship 100<sup>th</sup> Anniversary Conference and Celebration Final Conference Report, which was provided in their meeting packets. She reported on financial data and evaluation results for the overall conference and individual workshops. She reported that the Conference Steering Committee has recommended that the next conference be scheduled for 2014, pushing it back one year. It was noted that AFL-CIO used to schedule a conference on the even

years, but that they had not held a conference since 2004. She asked if any members had questions or concerns regarding the 2014 schedule. None were heard. Chair Morgan reported that the Expo materials have all been stored in the hope that they can be presented at GEF-1 and elsewhere. In response to questions, she reported that the Legacy of Apprenticeship DVD is available through her. She noted the Steering Committee's disappointment that the DVD is not a historical depiction of apprenticeship in Wisconsin.

**Apprenticeship in WI – Statistically Speaking:**

Ms Wellington directed members to the statistical report in their member packet. She reviewed the numbers and format with members, noting that members would review an annual report during the first quarter of a calendar year and monthly reports thereafter.

**Next Council Meeting:**

The next meeting was scheduled for February 21, 2012, with location to be determined. Ms. Hogan and Mr. Tschillard both volunteered to host at their locations.

**Adjourn**

Chair Morgan asked if there were any other business to come before the committee. Hearing none, she called for a motion to adjourn. Motion by Mr. Hayden to adjourn. Second by Mr. Hurt. Motion passed. Meeting adjourned at 2:06 pm.

Respectfully submitted by  
Kathy Wellington, Recorder