

**Approved Minutes of the
WISCONSIN APPRENTICESHIP ADVISORY COUNCIL**

**Advisory to DWD, Bureau of Apprenticeship Standards
And
Wisconsin Technical College System Board**

March 25, 2014

Crowne Plaza Hotel
4402 E Washington Ave
Madison, WI

MEMBERS PRESENT

Belanger, Wayne	Grohmann, Gert		Vanden Bush, Dan
Branson, Dave	Hayden, Terry	Pratt, Dawn	Watrud, Mary
Brolin, Julie	Hurt, Henry	Reader, Chris	Wehrheim, Mary
Bucio, Jose	Jones, Dave	Scaffidi, Sue	Wieseke, Mark
Buford, Earl	Kindred, Brent	Tikkanen, Cathie	Wood, Marge
Engelke, Kilah	Morgan, Karen	Tschillard, Clay	

MEMBERS NOT PRESENT

O'Connor, Patrick

CONSULTANTS AND GUESTS

Cadotte, Bill	Lac Courte Oreilles Ojibwe
Darrel Cappetta	BAS-VIP Coordinator
Cook, Jim	Madison Area Technical College
Loeffelholz, Andrea	BAS-Madison Area
Pusch, Liz	BAS-West Bend
Roberts, Katie	WI Technical College System Office
Smith, Owen	Bureau of Apprenticeship Standards
Wellington, Kathy	Bureau of Apprenticeship Standards

1. Call to Order

The meeting was called to order at 10:01 a.m. by Co-Chair Dawn Pratt.

2. Welcome, Remarks and Announcements

Co-Chair Pratt led members, consultants and guests in a round of introductions. After, Karen

Morgan introduced three new personnel in the Bureau of Apprenticeship: Andrea Loeffelholz, Apprenticeship Training Representative for Dane and Rock Counties; Liz Pusch, Apprenticeship Training Representative for Dodge, Ozaukee and Washington Counties; and Darrell Cappetta, Program and Policy Analyst and new coordinator of the Veterans in Piping program. Ms. Morgan noted also that Kathy Wellington had accepted the position of Chief of Field Operations,

3. For action: Minutes of November 8, 2013

Co-Chair Pratt called for members to review the minutes. Marge Wood offered several corrections: first, on page 8, section 7, "performance" is spelled incorrectly; second, on page 9, the second paragraph from the bottom should read, "Ms. Wood added that she does *not* believe the test measures..."

Clay Tschillard motioned to approve the minutes with the corrections noted by Ms. Wood. The motion was seconded by Mark Wieseke, and approved.

4. DPI Update

Co-Chair Pratt announced that guest speaker Scott Jansen, Division Administrator of the DWD Division of Employment and Training, had not yet arrived. Therefore, the agenda would be adjusted to allow Mr. Brent Kindred to present his update on Department of Public Instruction (DPI) activities, so he could leave early for another appointment.

Mr. Kindred distributed copies of an email regarding the Apprenticeship Awareness Toolkit which he sent to nearly 2,000 career and technical education teachers, guidance counselors and school staff throughout the state's K-12 system. His email and outreach efforts conducted by the Bureau have raised awareness of and created many conversations about the Apprenticeship Awareness Tool Kit. As a result, he is receiving more feedback on material and information for the webpage, which supports the vision of the Toolkit as an ongoing, organic document. Mr. Kindred concluded by requesting that Council members and guests communicate updates to the Toolkit to him or Karen Morgan.

Mr. Kindred invited members, consultants and guests to attend the 2014 Skills USA to be held April 29-30 at the Alliant Energy Center in Madison. The skills competition segment will be on April 30 at 9:00 a.m. Approximately 1500 high school and middle school students will compete. Additional stakeholders, such as teachers, industry representatives and volunteers, will attend, as well, bringing the projected overall attendance to 2500. The Bureau of Apprenticeship and Department of Workforce Development will have booth space. Mr. Kindred offered to take members who attend on a tour.

Mr. Kindred then displayed the Skills USA poster, and noted that a similar version has been proposed that would include the Skills USA and Bureau of Apprenticeship Standards logos, as well as the BAS tagline, to make a clear connection between the two organizations. Skills USA would not charge BAS or DWD for inclusion, because the objective of the poster and partnership is to increase conversations about apprenticeship careers, and thereby increase apprentice applicants.

Last, Mr. Kindred shared that many Career and Technical Education teachers and staff recognize that apprenticeship is meaningful and have suggested incentivizing apprenticeship for high school students to promote apprenticeship careers alongside courses and program that offer credentials, advanced placement or college credit. Their feedback did not include specific suggestions, but came from their consensus on the importance of incentives. Co-Chair Pratt stated the topic is included later in the agenda.

On behalf of the Advisory Council, Co-Chair Pratt thanked and congratulated Mr. Kindred on his efforts, stating he has been able to provide the link the Council has needed for a long time.

5. Legislation Affecting WI

a. 2013 Wisconsin Act 57: Apprenticeship Completion Award Program

Karen Morgan reported that 2013 Wisconsin Act 57, the Apprenticeship Completion Award Program (ACAP), will begin on June 2, 2014, the first day of the third month after the promulgation of the administrative rule. ACAP funding totals \$450,000 or \$225,000 for each of two fiscal years, 2013 and 2014. The administrative rule was drafted, in part, by the Council, and was developed as an emergency rule by DWD. The emergency rule was approved recently.

The June 2 begin date, however, leaves a window of only a few weeks before the 2013 fiscal year ends on June 30. DWD elected not to ask the Joint Finance Committee to carryover the 2013 funds, because DWD believes it can encumber the funding before the 2014 fiscal year begins. Encumbered funds must be spent within 60 days of the end of the fiscal year.

Ms. Morgan thanked the Policy and Procedures Subcommittee for advising on the legislation and the emergency administrative rule. The subcommittee provided several key inputs: first, reimburse the party or parties to the apprentice contract that incurred the costs, second, if a training trust is involved, leave it to the local level to determine who has incurred the training cost.

The Bureau and DWD are preparing the final administrative rule; the Bureau is preparing the computer program that it will use to track and disburse funds.

The Bureau will use a standard form for parties to request reimbursement, and will ask the sponsor to sign the form to certify that the apprentice has made the required progress. This will be particularly helpful in determining whether an apprentice has successfully completed the first year, which is a determination the Bureau has not needed to date. In contrast, determining whether an apprentice meets the successful completion of his the entire apprenticeship program is a standard business practice for the Bureau. Therefore, the Bureau will record lessons learned, and implement them if the law is extended. Receipts must be attached for all expenses for which the party requests reimbursement.

Co-Chair Pratt asked how much an eligible party can receive and whether costs of related instruction provided by non-WTCS, independent training providers were reimbursable. Ms. Morgan clarified that the maximum reimbursement is \$1,000 per apprentice contract, and that costs of related instruction by independent training providers are included.

Ms. Morgan elaborated that the Bureau and the Policy & Procedures Sub-Committee discussed several options and scenarios for how related instruction fees are charged, and to whom; how reimbursement is requested; and how funds are disbursed. The most feasible method determined was to reimburse the party that incurred the cost, provided the party provides the necessary receipts and documentation, and disburse the funds on a first-come, first serve basis, and gave the parties 60 days from the date of their ACAP Eligibility Notice to request reimbursement. If the total reimbursement requests exceed available funding, the Bureau will present the wait list to the legislature as support for additional funding, or extending or renewing

the program. Ms. Morgan stated that these procedures uphold the intent of the law and rule, and ensure all parties are treated fairly and consistently.

b. Act 114

2013 WI Act 114 requires all construction electricians to be licensed as of April 1, 2014, Ms. Morgan explained to members and guest. The law was originally passed two years ago, and two modifications have been made since: first, the law was delayed until this year; second, the industrial electricians and other categories of electricians were not included.

The Bureau mailed notices to all active electrical (construction) apprentices concerning the new requirements. Clay Tschillard and Associated Builders and Contractors indicated they also mailed notices to their electricians, respectively, informing them that they have to apply for a license.

A frequently asked question was, do apprentices need to provide a copy of their contract to obtain the license? The Bureau and the Department of Safety and Professional Services (DSPS), the license grantor, agreed that DSPS does need to verify the apprenticeship and will accept a letter from the Bureau in lieu of a copy of the contract.

The Bureau continues to receive many requests for completion certificates from journey workers. Clay Tschillard added that the law also requires that registered electricians successfully complete 24 hours of Continuing Education Units annually to maintain their license, unless the individual was born before 1955 and has 15 years of experience.

Member Jose Bucio asked whether electricians who work in manufacturing are exempt, particularly electricians who are building new manufacturing facilities or upgrading existing ones. He has received many calls from electricians on this topic because they find the law difficult to read. Ms. Morgan acknowledged the overlap, and noted that it once extended to certain work processes, for example, the Exhibit A for industrial electricians included a certain percentage of electrical construction tasks to be performed at the apprentice's facility only. Therefore, BAS will have to ensure that the Exhibit A is aligned with the new rules from DSPS and DSPS will have to help BAS monitor for compliance.

A general discussion on past examples of construction and industrial electrical work overlapping followed between members Mr. Bucio, Mr. Wieseke and Chris Reader.

Ms. Morgan clarified that the industrial electricians working in existing facilities are excluded, but electricians constructing new facilities may need to obtain the license. Furthermore, eligibility for licenses, including exemptions, is the realm of DSPS, so BAS will forward many frequently-asked-questions to DSPS. The exemptions, Mr. Tschillard added, reflect current practice; the facility is built by construction electricians and run by industrial electricians.

Mr. Reader stated that the bill sponsors did an excellent job meeting the interest of all parties because all parties compromised significantly but supported the final copy.

Last, Ms. Morgan answered several closing questions from members. If an electrician would work without a license, the penalty would be directed at the employer. The law refers and applies to three-year programs but none are currently active; the reference was included to provide for a greater variety of programs than those currently offered. Ms. Morgan reiterated that DSPS enforces, interprets, and issue the licenses. Any questions outside of apprenticeship are under the jurisdiction of DSPS.

6. 26th Biennial Apprenticeship Conference Wrap-Up

Owen Smith distributed copies of the 26th Biennial Apprenticeship Conference Final Report. Ms. Morgan explained key points. First, total expenditures were within the budget, but more costs would have been incurred if the more than 600 high school students had not cancelled due to the weather. Second, overall feedback was very positive, as gathered from word-of-mouth and Conference-wide feedback written on workshop evaluations. Third, workshop feedback was positive, and one of the last-minute workshops, Generational Differences, wound up being the most well attended and very highly rated.

Mr. Bucio commented that the cold weather was problematic and asked why the Conference was not held in the spring. Ms. Morgan explained that the window of January through March is the most favorable time period for several reasons. First, there are a few hotels across the state that can meet all of the Conference's space needs are more willing to give Conference attendees the state rate during the off-season. Second, the window is open for most stakeholders and conference attendees: the construction sector is not working; and high schools and colleges do not normally begin spring breaks until mid-March. Last, cold temperatures can occur throughout the time window, so the Bureau considers the venue availability and cost more strongly than the dates themselves.

Co-Chair Pratt and Mr. Tschillard encouraged the Bureau to consider mid-March for the 2016 Conference. Ms. Morgan agreed, but stated the decision will be contingent upon whether the venue will provide the state rate.

A general discussion on possible venues followed. Ms. Morgan explained that the hotel must be able to accommodate three critical needs: a grand ballroom for the general session; at least six (6) mid-sized conference rooms for the workshops; and at least 20,000 square feet of space for the Apprentice Expo. Members suggested various locations, including the Dells, Stevens Point, Oshkosh, Green Bay and the Grand Geneva in Lake Geneva.

After a brief discussion of other possible venues, Members supported pursuing the K.I. Center as the location.

The Council then discussed whether to discontinue the Apprentice Expo or hold the next Expo as a separate event. Ms. Morgan shared that the one-mile distance between this year's Expo and Conference locations discouraged many Conference participants from attending the Expo, because the necessary travel decreased their availability at the Expo and for workshops.

A general discussion followed on alternative arrangements and their pros and cons. Ms. Morgan shared that Conference participants suggested separating the events and hosting them on alternating years. Co-Chair Pratt suggested asking a large high school or several small high schools to host. Kathy Wellington raised tacking the Expo onto the Skills USA competition. Co-Chair Hayden offered holding the Expo one day before the Conference.

However, hosting the events on alternating years would put the Bureau in two difficult positions; it would have to spend half of each year doing event planning and it would require that the Bureau fund raise annually in a limited donor pool. No high school is likely large enough to host the Expo and dividing the event among several high schools would negate the most significant attraction of the Expo, the presence of all sectors under one roof, and make it difficult for

construction sponsors to mobilize apprentices. The venue for Skills USA, Alliant Energy Center, might be large enough to host the Expo in an adjoining space, but the competitive nature and design of Skills USA leaves little room for students and the public to browse booths and network.

Ms. Morgan concluded the discussion by summarizing the Council's preferences; hold the Expo and Conference together, with the Expo occurring the day before the Conference, in early March in a location other than Madison, preferably the K.I. Center in Green Bay. Members agreed with the assessment, adding that they would support Ms. Morgan's signing of a venue contract ahead of the Council's next meeting, should the opportunity present itself.

The appropriate year for the next Conference was then raised briefly. Traditionally, the Conference had been held on odd years, but this year's conference was held on an even year because the Bureau took a year break from conference planning after the 100th Anniversary. Ms. Morgan asked the Council if it preferred the Conference occurred in 2016 or 2017. No preference was expressed.

Ms. Morgan indicated the next conference will be held in 2016.

Before the Council moved to the next topic, Mr. Kindred inquired whether the assistance of Department of Public Instruction in promoting the Expo to the K-12 system was helpful. Ms. Morgan stated that his help was invaluable, as each email blast immediately yielded many responses from a variety of schools. Mr. Kindred expressed his thanks for being included and added that DPI would like to be as involved, if not more, for the next Conference.

7. Sub-Committee Reports

Ms. Morgan prefaced the discussion by stating that she had identified the Council's unfinished work items from the prior year and would like the Council to discuss which items to carry over to its agenda for the next year.

a. Educational Linkages/Marketing Sub-Committee

i. A web-based video game, tentatively titled the "Road to Apprenticeship," is still in development. The programmer has put a lot of great work into the early drafts. The framework and design are mostly in place, and they look great. The theme is certainly no longer a road; it is more of a space odyssey

ii. Web-based occupational videos. The goal is to provide individuals interested in apprenticeship with short videos of the work performed by each occupation. The committee identified sources of raw construction footage that the Bureau could potentially purchase. The plan is to complete the construction videos, and then develop manufacturing and service videos.

iii. Joint outreach efforts with the Wisconsin Technical College System are still in progress. Several of the Bureau's Apprenticeship Training Representatives are on the workgroup that will contact local WTCS representatives.

iv. Presentations to and partnerships with statewide education organizations are ongoing objectives of the subcommittee. Ms. Morgan and Mr. Tschillard made a successful presentation on the value of apprenticeship training at this year's Wisconsin School

Counselors' Conference; and Secretary Newson spoke to and received an award from the Wisconsin Technical Education Association.

v. Outreach partnerships with local chambers of commerce were an objective during the previous year. Wisconsin Manufacturers and Commerce (WMC) provided the Bureau with a list of all local chambers of commerce. The next step would be to work with Jim Morgan of the WMC to identify the top ten chambers that do educational outreach for workforce development, and then approach them about partnering.

vi. Wisconsin-ized versions of two career pathway pieces from the State of Washington, a one-page comparison of apprenticeship versus university for students and a booklet on apprenticeship careers for parents, are in progress. Ms. Morgan distributed the first draft of the one-pager.

vii. Last, high school guidance counselors who attended the Bureau's presentation at the Wisconsin School Counselors Conference strongly recommend that the Bureau develop an apprenticeship "catalogue," or a print publication that discusses all available apprenticeship occupations, programs and entrance requirements, similar to the program publications produced by the WTCS and individual technical colleges. The counselors stated that such a publication would be very helpful to hand to parents during career discussions, and would help the counselors present apprenticeship as a career pathway alongside college. The counselors also discouraged an electronic version only, claiming many students do not have internet access.

Co-Chair Pratt called for a motion to approve carrying over these seven items to the Council's strategic plan for the upcoming year. The motion was made by Ms. Sue Scaffidi, seconded by Mr. Dan Vanden Bush and approved by the Council.

b. Equal Access Subcommittee

Ms. Morgan reported the Equal Access Subcommittee finished many Council priorities, including the Online Apprenticeship Orientation, the Cultural Competency Course for employers and sponsors, and the Mentoring Program.

i. Online Orientation

The Bureau presented the Orientation to most of the state committees during fall 2013. Most of the committees supported requiring the Orientation to be taken by the end of the first year. With that in mind, the Council voted to mandate the Orientation with the caveat that sponsors and employers could request an exemption by addressing the same content in their in-house orientation, to be verified by the Bureau. The Bureau supported the Council's decision.

However, before implementing the Orientation, the Bureau elected to discuss the Orientation and roll-out with the apprenticeship training coordinators. Overall, most coordinators understood and agreed with the objective of the Orientation, and did not object to the mandate. Others thought the Orientation was best suited as a screening tool for apprentice applicants; the interactive elements and some content were too simplistic and juvenile; and mandating the Orientation would create too much work for the coordinators.

The Bureau concluded the meeting by stating it would express their concerns to the Council, but reiterated that the Council's decision to mandate the Orientation stands, as does the opportunity to apply for an exemption.

Co-Chair Pratt stated that she is unwilling to reverse or modify the Council's previous decision over a few objections, but asked members whether they felt otherwise. Mr. Wayne Belanger clarified that his main objection is that the Orientation was not field tested sufficiently prior to it being mandated. Mr. Tschillard stated that he would support making the Orientation optional, but Ms. Morgan countered that not requiring the Orientation would likely not generate people to test it. She proposed instead that the Council set a future time to review the progress of the Orientation, which could include data from a user questionnaire. Ms. Scaffidi commented that the Orientation and the information it contains are essential business information to apprenticeship and all businesses must review their key information in the course of time, which is not hard.

Having heard members' feedback, Co-Chair Pratt asked Ms. Morgan what she proposed. Ms. Morgan proposed proceeding with the mandate. Members agreed.

ii. Cultural Competency Course

Co-Chair Pratt reported that the cultural competency course is now online. Once the subcommittee receives questions from the Bureau for a follow-up survey, the subcommittee will release the online course to a test group of 30 people from Co-Chair Pratt's company. The survey results from the test group will be forwarded to the Bureau. Ms. Morgan clarified for members that the course is intended for construction contractors and their jobsite staff.

8. Remarks, Scott Jansen, Division Administrator

Scott Jansen, Division Administrator for the Division of Employment and Training/DWD, thanked Ms. Morgan and the Council for inviting him to speak. Mr. Jansen proceeded with a summary of current and future initiatives in DET.

Mr. Jansen announced that DET has engaged in a fundamentally different proposition: facilitating growth strategies of individual businesses by occupational career cluster. DET is not throwing out its previous work, but taking a fresh look at what it does and why. For example, DET is not re-committing to previous longer-term strategies of career development, because they do not stem from a comprehensive view on workforce needs of employers. Instead, DET is restructuring its programs and introducing new services.

i. Data, Skills, Competencies and Credentials

Driving the restructuring and new services are data from an expanded collection system. Data is only as valid as what employers are reporting currently, so DET will soon install a new labor market information system and incorporate Burning Glass technologies which will double the current analytic capacity. As a result, DET will be able to look at employer labor demands and needs on a real-time basis, on any given day, and share that information with our partners and stakeholders.

Second, Mr. Jansen continued, DET, as well as the Council, knows what employers want—skills, competencies and credentials. DET knows what job seekers want, too. However, DET presently does not conduct skill assessments at Job Centers. Rather, Job Service staff assist customers build job seeking capabilities; such as, resume and interview skills. Job Service does not talk to its customers in terms of skills.

That is beginning to change, Mr. Jansen stated. DET recently built a skill-based web tool, Skill Explorer. To create the program, DET took 837 job openings and, leveraging state and federal data, broke each occupation down into skill sets. The web program allows job seekers to identify their individual skills, learn of occupations that utilize those skills, and map them to job openings across the state. Conversely, employers can search for occupations that utilize desired skills, and recruit candidates with those qualifications. In addition, Burning Glass will allow DET to analyze the job seeker in greater depth, particularly veterans. Burning Glass will help identify skills in military occupations and civilian skills to which they are transferrable.

Skill Explorer, Burning Glass and DET processes will put the job seeker through a big more rigor to identify the individual's skills and then write resumes with language employers need.

Last, if demand is high for skills that the job seeker does not possess or possess in low levels, Skill Explorer can help the job seeker identify what educational opportunities are needed and where they are located around the seeker.

ii. Fast Forward, Round One

Mr. Jansen transitioned to the topic of the Wisconsin Fast Forward grants, which are generating excitement and strong responses from employers, stakeholders and national and international governments due to its unique model. For the first time, DWD is making state General Purpose Revenue funding available directly to employers. The program builds a collaboration that helps employers figure out solutions their workforce needs, allows them to influence curriculum and the delivery of instruction.

The first round of grant applications, which he described as "truly experimental," was driven by the need to get the program up and running. The need to get going, however, did not compromise a critical quality to Fast Forward – the program had to have a sufficient framework to attract employers and sufficient flexibility to avoid being prescriptive about the training programs that would receive funding. Prior to releasing the grant announcements, DET met and discussed the program with both the demand (job seeker) side and the supply side (employers). The announcements were released in manufacturing, construction, and customer services—the number one occupation code in Job Center of Wisconsin for the previous months.

When the first announcement closed, 37 applications had been received from 88 businesses, requesting a total of \$4.1 million, far more applications and requested funds than anticipated. Available funding totaled \$2.7 million. The applicant pool was not limited to only technical colleges, but noticeably diverse—Operation Fresh Start, Greater Madison Urban League, various non-profits, and other employers from 35 counties. Most applications came from rural Wisconsin, where employers lack proximity to technical colleges and workforce development agencies.

Applications were vetted by an evaluation committee comprised of representatives from the Wisconsin Technical College System, the Wisconsin Economic Development Corporation, the Fox City Chamber of Commerce, and two folks from DWD.

In the end, DWD granted \$2.6 million of the \$2.7 million available. Among the programs funded was the first in-house training program for incumbent workers in injection molding.

iii. Fast Forward, Round Two

The second round of grant announcements is now underway, Mr. Jansen continued, with \$7.5 million in total funding across seven areas: construction; manufacturing; health care; information technology; financial services; and transportation distribution and logistics, which was included to help small businesses. Applications are due between April 1 and April 10, depending on the program announcement. As of last week, DET had received 36 applications, and it projects that it could receive more than 100.

Word has gotten out, too. Joe Biden's policy director called the WI Fast Forward staff to learn more about the program. The McKenzie Institute called to say Fast Forward clients are "juiced up." The Canadian Workforce Secretary also called to express similar excitement. All of them appreciate that Fast Forward does not box in the employers, but gives them the opportunity to engage partners and develop training programs that make sense and are scalable.

iv. Fast Forward Receives Additional Funding

As a result of the overwhelming success of Fast Forward, the program recently received turn-back funding, or unused funding from other programs from Governor Walker. The additional funding will target several high-need areas: 1) the reduction of the technical college wait list in high-demand growth areas; 2) school-to-work programs for high school seniors that build entry-level skill sets and lead to post-graduation employment; and 3) training that targets persons with disabilities.

v. Council on Workforce Investment

Employer needs will be even clearer and addressed more effectively in the near future with the help of a workforce strategic plan being developed by a reconstituted Council for Workforce Investment (CWI). The plan includes sector and cluster strategies developed by the Wisconsin Economic Development Center in concert with nine regional development centers. The strategic plan is projected to be released in August 2014 and is hoped to be a driver of policy and/or law changes.

vi. Conclusion

In the last year, DET has spoken a lot about where we're going, and just eight months later, we've completed one round of grant applications, received additional funding, generated discussion about sustainable funding, and have become a model for other states. We have a unique opportunity that could lead to policy or rule or statute change, and maybe additional funding not only for DET but for apprenticeship.

And all of this happened in the last 90 days, Mr. Jansen concluded.

vii. Questions

Co-Chair Pratt commented that, as a member of the CWI, she can honestly say that the CWI is determined to look at and improve upon its past practices, broaden its horizons, put its ego on a shelf, leverage resources and communicate better. She finds that far more refreshing than simply asking for more money, especially because the CWI represents a large cross-section of the economy. It is an exciting time to be part of the CWI.

Mr. Wieseke asked Mr. Jansen which companies are working with Waukesha County Technical College to offer school-to-work programs and how. Mr. Jansen answered that seven employers are engaging 54 students through the program, including Waukesha Metals, Tracematic, and

Stanek Tool. The high school targets seniors who are two classes away from graduation and have expressed interest in a technical career field such as Network IT, computer-numeric-controlled manufacturing, and welding. The students take four courses that include employer-specific training, and then obtain internships after school, on weekends, or on break. When the students graduate, the coursework can earn them 19-23 transcribed credits, which position them well towards the 32 credits needed for a technical diploma. Many of the students have earned industry credentials by then, too. But most importantly, Mr. Jansen reiterated, if the students can demonstrate the necessary competencies, then the employers will make them a full-time hire after graduation.

Ms. Wehrheim asked how Fast Forward could become sustainable? The program currently is a one-time funding model, Mr. Jansen explained, so DET will go back to the Governor's Office with evidence of success and recommend sustainable funding. Additionally, the CWI would recommend additional funding on the strength of Fast Forward's employer-driven focus.

Members and guests thanked Mr. Scott Jansen for his presentation. The Council then broke for lunch at 12:30 p.m.

9. Sub-Committee Reports, continued

The Council resumed at 1:15 PM and continued discussing reports from the subcommittees.

Ms. Wehrheim asked when the Apprenticeship Completion Award Program would be effective. Ms. Morgan replied that ACAP would be effective on June 2, 2014. Active apprentices who successfully completed their first year or projected to complete their apprenticeship program between June 2, 2014 and June 30, 2015 will receive ACAP information.

i. Equal Access Subcommittee, continued

The subcommittee did not complete three action items. The first was to develop outreach resources for apprentices and local committees. Ms. Morgan shared that when she does assess Compliance Reviews completed by the ATRs, sponsors often claim they do not have any women and minorities in their respective areas or women and minorities who are interested in applying to their program. However, they often conduct outreach efforts using traditional outreach methods. The Bureau suggested developing a resource that could point the sponsors and employers in new directions. For example, the resource might include a list of community-based organizations that serve specific ethnic or racial groups.

The second action item was to develop interviewing resources for apprentice applicants, many of whom are challenged by discussing and translating their skills to employers. The subcommittee met once on this topic and looked at similar resources used by the Job Center of Wisconsin that the Council could customize. No further action has been taken. Ms. Scaffidi suggested that Skill Explorer might be a valuable tool in helping applicants identify the skills they wish to communicate.

Ms. Morgan agreed that the Bureau staff will demonstrate how to use Skill Explorer at the next Council meeting.

The third action item was to develop either a checklist of best practices for or a certification of apprenticeship prep programs in Wisconsin, following U.S. Department of Labor guidelines. No action has been taken yet.

Ms. Morgan asked the Council whether these items still have value and should be carried over into the next work plan. Co-Chair Pratt called for a motion to carry the items over. The motion was made by Ms. Wood, seconded by Ms. Scaffidi, and approved by vote by the Council.

ii. Policy and Standards Subcommittee

The nature of this subcommittee is reactive in that the subcommittee meets in response to the enactment of new law, rules or policies that are passed outside of the Bureau, and works to Wisconsin-ize them or develop rules and policies on implementation in this state.

The subcommittee has one broad, standing objective: promote the ongoing innovation of the Wisconsin apprenticeship program by continually reviewing and modifying regulations, policies and program approaches to meet stakeholder and employer needs. The subcommittee met the objective through its input on 2013 Wisconsin Act 57 and the accompanying emergency rule.

The objective continues into the next year although the subcommittee has no pending activities.

iii. Marketing Subcommittee

The work of the marketing subcommittee applies to most of the subcommittees, so its members are often invited to assist with action items of other subcommittees. For example, the marketing subcommittee members have been involved in reviewing drafts parent pieces adopted from the State of Washington.

Due to the broad applicability of marketing across the subcommittees, Ms. Morgan asked the Council whether it needs a separate marketing subcommittee.

Members preferred the current arrangement as it allows for a separate subcommittee, if necessary, and support for other subcommittees.

10. Council Strategic Plan

i. Nationwide Interest and Innovation

Ms. Morgan began the discussion by placing Wisconsin apprenticeship within the current context of a strong, national focus on apprenticeship innovation. She distributed a vision paper by the U.S. Department of Labor, "Out Educate, Out Build, Out Innovate," to encourage the Council to answer this question: "Where do we as a Council want to move apprenticeship over the next two years?" The vision paper includes information from two other studies: "Training for Apprenticeship," by the Center for American Progress and "Completion and Cancellation in the Building Trades," by the Aspen Institute.

The highest levels of government, Ms. Morgan continued, have become aware of the unprecedented changes in the workforce that are projected, the critical role apprenticeship can play, and the importance of being proactive and innovative. President Obama wants to double the number of apprentices in the U.S. within the next two years. The Department of Labor Office of Apprenticeship has established a national workgroup of big thinkers on apprenticeship, other than the usual experts, and is tapping SAC states like Wisconsin, California, Kansas and New York, all of whom are creative in the ways they are expanding apprenticeship with funding and moving into new occupations. The Council Co-Chairs have been asked to participate. DOL has also called Ms. Morgan to learn what approaches are working in Wisconsin that other states could adopt.

What makes this period of time different is that these changes are coming externally. In contrast, most of our previous changes have been driven internally. It is important that the Council is ready to listen and to be receptive to new ideas.

To emphasize how this unprecedented time is occurring not only nationally but regionally, Ms. Morgan invited Mr. Jansen to speak to the Council today, because, as he demonstrated very well, many innovative ideas and partnerships are underway right now in Wisconsin.

ii. Wisconsin Apprenticeship Summit

Many ideas are being proposed and championed by industry, not government, and supported by stakeholders who either haven't used apprenticeship or are not necessarily practiced enough with it, Mrs. Morgan continued. Over the last year, many parties have come to DWD to discuss either how to participate in apprenticeship or how it is not meeting the needs of industry, i.e. it's too long, too narrowly focused, too unconcerned with outreach. For example, the Bureau attended a meeting on the German model of apprenticeship at the Conference due to strong interest in that model for Wisconsin apprenticeship. Other areas of stakeholder interest include dual-enrollment, which is really apprenticeship prep training and other means of introduce career pathways in the skilled trades to youth.

Therefore, to get a handle on this strong level of interest and activity, and to position the Council in the center, Karen proposed convening a Wisconsin Apprenticeship Summit this summer. This Summit will allow the Bureau and Council to take the lead on proposed changes to the apprenticeship program.

The Summit would likely occur in late July, last three days, and involve 30-40 industry leaders, workforce and education experts, and policy experts from the regional, national and international communities. The first day would focus on current studies and research on apprenticeship. The second day would focus on debate and discussion—what has value, what does not. The final day would focus on establishing a framework for moving apprenticeship forward, which might include one or multiple models. The final plan would be presented by the Bureau to the Council on Workforce Investment, which would be the entity to draft legislation and move it along.

The idea has received support from many local partners, with endorsement by the Governor's Office. DWD has submitted a grant request to the Johnson Foundation to co-sponsor the Summit. Secretary Newson will also present the idea to the National Governors' Association, which has workforce development as a tenant.

The Co-Chairs and Mr. Tschillard commended Ms. Morgan for her vision and giving the Council the opportunity to be in the discussion of its future than on the sidelines. Co-Chair Pratt suggested that the proposal be finalized in June so that the Advisory Council can present the idea to the CWI in time for the CWI to complete its strategic plan by the end of August. Ms. Kilah Engelke commented that the cement mason trade is brainstorming similarly on an international level to ensure their program is positioned ahead of the curve. Ms. Scaffidi added that the Council has always been willing to make changes to improve apprenticeship. Ms. Wehrheim stated that the proposal positions the Council as the central driver rather than a party that knows very little about apprenticeship.

Mr. Bucio asked whether the entire Council would be involved or select members, and stated that the industrial sector will want to know upfront how this might affect sole sponsors. Ms. Morgan answered that only a few Council members would be invited to allow seats for industry

representatives. She envisions participants from Wisconsin Manufacturers & Commerce, machine tool organizations in Milwaukee and sole sponsors who have trained apprentices for years, because the Summit needs big thinkers as well as big doers.

At this juncture, Ms. Morgan reminded the Council that this is the first time she has discussed the Summit outside of DWD, with the exception of the Governor's Office.

Ms. Morgan asked the Council whether it would support the Summit, and provide input on invitees at a later time. However, the Council was unprepared to vote because many members still had comments and concerns.

Ms. Wood expressed her excitement and interest in being involved and suggested that the entire Council be involved, too. Ms. Katie Roberts advocated for the inclusion of the service apprenticeships, and suggested that perhaps individuals not invited could participate electronically. Mr. Belanger stated that Associated Builders and Contractors wants to be involved.

In response, Ms. Morgan reminded attendees that the participant list is not designed to be exclusionary but to create as diverse of a workgroup as possible. To that end, not every member of the Council will be invited.

Mr. Vanden Bush and Ms. Wellington expressed their support for the Summit. Ms. Wellington stated that she believes the Summit has a "perfect storm" of support, including the state's historical leadership, clout within the national apprenticeship community, and unprecedented support inside and outside of the state.

Mr. Bucio asked whether the Council or Bureau sees any issues with the involvement of organized labor. Additionally, he expressed concern that some invitees might either lack practical experience applying apprenticeship or be mostly interested in reducing labor costs.

Ms. Morgan replied that she does foresee problems with organized labor, forced changes to traditional programs, and especially does not foresee wholesale change. However, all perspectives will be fully represented, even ones others disagree with. What she does foresee is the creation of different options under the umbrella of apprenticeship in order to meet the business needs of employers. Mr. Bucio expressed his appreciation for Ms. Morgan's considered response and pledged his support for the Summit.

Mr. Reader acknowledged that Mr. Bucio's concerns were well placed and shared among the Council, but stated that the decisions that concern Mr. Bucio would not be passed by the Summit or Council. Mr. Reader encouraged the Council to move forward with the motion to support the Summit.

Ms. Morgan called for final comments. None were brought forward. Co-Chair Hayden called for a motion to support the Wisconsin Apprenticeship Summit. The motion was made by Ms. Scaffidi and seconded by Ms. Engelke. The motion was voted upon and approved.

iii. Finalizing the Strategic Plan

Given that the next CWI meeting and the Summit are forthcoming, Ms. Morgan suggested that the Council include the carry-over items from the subcommittees but postpone finalizing the Strategic Plan until after both meetings. Co-Chair Pratt, Co-Chair Hayden and Mr. Tschillard concurred.

Ms. Mary Watrud motioned extend the unfinished 2012-13 action items into 2014 and finalize the Strategic Plan after the Summit and CWI meeting. The motion was seconded by Ms. Scaffidi. The Council voted in favor of the motion. The motion carried.

11. Apprenticeship Curriculum Grant Activities for 2014-15

Ms. Wood explained that two grants are available within WTCS for apprenticeship: one is for new start-up programs; and the other, beginning July 1, has \$300,000 available for statewide curriculum. WTCS prioritized the multiple needs of multiple groups into a vetted list of activities for next year, which were distributed. The activities are organized by project type, and included curriculum funding for Pipefitter, Childcare, Injection Mold, Urban Forestry and other occupations.

Ms. Roberts elaborated on the inclusion of the Childcare Provider occupation. WTCS had developed curriculum in early 2000 for Milwaukee Area Technical College, but the project eventually fell to the wayside. However, the legislature and the Governor's Office have expressed strong interest recently in continuing to improve the quality of childcare and from such organizations as the Wisconsin Early Childhood Association. Several educational incentives have become available, where Childcare Providers earn industry ratings known as "star points." Recently, educational incentives became available for child care providers who increased their star points.

Ms. Wood provided brief background information for additional occupations included in the curriculum project. Injection Mold and Urban Forestry have a great deal of industry interest in apprenticeship. Urban Forestry could also have linkages to a bachelors' program through University of Wisconsin—Stevens Point.

Operating Engineer instructors are being certified currently at Fox Valley Technical College, and their Business Manager, Local 139, Terry McGowan, was recently appointed as a new member of WTCS Board.

Maintenance Technician apprenticeship program, a growing area and a combination of the industrial electrician and maintenance mechanic/millwright trades, could use more formalization.

Through Worldwide Instructional Design System (WIDS), the WTCS completed curriculum standards for 20 trades and projects it will complete standards for 15 more trades next year. The completed standards will be transitioned to a cloud repository. The project still includes a placeholder for additional that will be determined in the future.

Additional projects might include the development of an articulation of credit agreement for public service apprenticeships; such as, Correctional Officer, so apprentices can receive credit towards an associate's degree. WTCS will also review electrical curriculum due to a national level review of curriculum and delivery for electricians.

Ms. Wood concluded by noting several items. The projects and their priority are subject to change. Funding for undetermined/unexpected projects will be allocated closer to fall, and the next step will be for Lakeshore Technical College to write the grant. The agenda for the WTCS State Board meeting tomorrow includes a proposal to increase tuition by three percent, so the Apprenticeship Completion Award Program will be timely and helpful. Last, although a lot of funding is available for apprenticeship programs with waiting lists, more than one-third of the programs are running below the typical minimum number of students per section.

Mr. Wieseke asked whether Injection Mold was offered by only one school. Ms. Wood confirmed that is true.

12. Apprenticeship in Wisconsin, Statistically Speaking

Ms. Wellington distributed and discussed the current apprenticeship statistical report. Data were collected between January 1, 2013 and January 1, 2014. Key points included:

- Total active contracts across all sectors increased 9.2%, which is the first increase seen in the past several reports, Ms. Wellington commented.
- Total active contracts increased within each sector, as well: construction active contracts increased by 8.2%, and by 8.0% in Milwaukee only; industrial active contracts increased by 11.8%; and service contracts increased by 9.3%.
- The annual pool of active apprentice contracts increased for the first time since 2007, Ms. Wellington noted. The pool counts all contracts active at any point in the calendar year, and is typically slower to increase.
- Within each sector, the annual pool of active apprentice contracts changed noticeably: for the Construction sector, the annual pool declined by 33% from CY2008 to CY2013; in the industrial sector and the service sector, respectively, the pool increased slightly.
- New apprentice contracts in 2013 totaled 3308, which exceeded the 18-year annual average of 3217.
- Minority participation in statewide active apprentice pool is down 2 points from 2008, down 2 from 2003; in statewide construction active pool, is unchanged from 2008, and up 4 points from 2003.
- Black apprentices comprise 7% of all WI apprentices in 2013, up 1 point from 2003. They make up 5% of construction apprentices statewide, and 7% of Milwaukee-area construction apprentices.
- Statewide, female apprentices show losses over past 10 years, and fell 3 percentage points below the CY2003 level of 14%, across all trades and contracts. Females comprise just 2% of construction apprentices, statewide.

Ms. Wellington closed with exciting staffing news in the Bureau: the Bureau is at full staff for the first time in a long time, with a full staff in the central office and 13 Apprenticeship Training Representatives in the field. The Bureau has renewed and decentralized their program contract with the Department of Corrections, and currently has close to 1400 DOC contracts, which are now handled by multiple ATRs.

12. Next Meeting Date

Co-Chair Hayden asked the Council to select its next meeting date. Ms. Morgan suggested the Council meet in June before the Summit. Mr. Reader proposed instead that the Council conduct its next meeting as a conference call with the Summit as the only agenda item. Members agreed.

The date of the pre-Summit conference call will be determined by Ms. Morgan and members via email. The next face-to-face meeting will be Thursday, August 7, 2014 at 10:00 a.m. in Madison.

13. Adjourn

Mr. Tschillard motioned for adjournment. The motion was seconded by Ms. Scaffidi. The motion carried. The Council adjourned at 3:00 p.m.