
FOR IMMEDIATE RELEASE

Monday, April 9, 2012

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

Secretary Newson Announces Launch of W3 Website to Link UI Claimants with Skills Training

Also announces new name, Wisconsin Workers Win, which promotes key goal to empower workers

MADISON – Department of Workforce Development (DWD) Secretary Reggie Newson today announced the launch of a special web page accessible at <http://dwd.wisconsin.gov/wiworkerswin/default.htm>, to answer frequently asked questions about the new Wisconsin Workers Win (W3) pilot program. The initiative was created last month through Governor Walker's signing of the "Wisconsin Wins" legislation.

"Since Governor Walker signed this landmark legislation, we've been taking action to develop and implement this program as quickly as possible, given the interest this program has received by employers and dislocated workers," Secretary Newson said. "People are eager to learn more about this innovative program to get Wisconsinites working again, and we've updated our agency's website to ensure the most complete and accurate information is available to everyone.

"We've decided to rename the program Wisconsin Workers Win to reaffirm that workers are a central focus of this program," Secretary Newson continued. "Wisconsin Workers Win promises to be a win for workers, a win for employers and a win for Wisconsin communities."

The web page, which is accessible directly from DWD's homepage, provides an overview of the program and answers frequently asked questions about eligibility and other W3 components. In addition, it provides visitors with the option to submit questions and, in the case of employers and eligible UI claimants, the ability to submit their contact information for possible program participation. The agency expects to have the administrative structure in place to start enrolling employers and UI claimants in June 2012. Details on how to sign up will be released in the near future.

The W3 program, which won unanimous passage by the full Legislature and was signed into law in March, will enroll UI claimants in the first 20 weeks of regular benefits and will match them with a participating employer to receive up to six weeks of training. The program builds on successful programs in several other states and the concept has been praised by a number of national leaders.

Wisconsin Workers Win is part of Governor Walker's comprehensive Wisconsin Working plan, which he introduced in January based on the recommendations of his Administration's Special Cabinet on Economic and Workforce Investment. Wisconsin Working includes a variety of policy enhancements and agency collaborations to ensure job seekers connect with current job needs while building the skills necessary for family-supporting jobs.