

2012

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Governor Scott Walker
*Special Cabinet on
Economic and
Workforce
Investment Plan*

“For over a year we have been building a better job creation environment in Wisconsin. These new initiatives will continue our efforts to create jobs for Wisconsin families.” -Governor Walker



Governor Scott Walker set the goal of creating 250,000 Wisconsin jobs by 2015. Governor Walker knows innovation and job creation start with the private sector. To reach his jobs goal for our state, Governor Walker is committed to innovative solutions focused on economic growth and stability to allow Wisconsin businesses to thrive.

In light of this, the Governor appointed the Special Cabinet on Economic and Workforce Investment, led by Lieutenant Governor Rebecca Kleefisch. This group, composed of Cabinet heads and stakeholder groups, examined potential administrative and legislative initiatives to incentivize job creation and create an environment for economic growth. The Special Cabinet proposed long and short-term strategies aimed at assisting both job seekers and employers.

Initially, the group focused on helping currently unemployed Wisconsinites get back to work by identifying ways to connect unemployment insurance (UI) claimants with available jobs. The Department of Workforce Development expanded and improved the Job Center of Wisconsin website (<http://www.jobcenterofwisconsin.com>). Currently, there are roughly 30,000 direct job postings on the website and thousands more linked from it.

The Special Cabinet’s work will continue, but in the meantime Governor Walker is directing his Administration to implement these actions:

Department of Workforce Development (DWD)



"The innovative workforce development strategies outlined in Governor Walker's agenda will connect more jobseekers to jobs and move Wisconsin's economy forward. By strengthening workforce collaborations focused on veterans, we will serve a population that has done so much to serve our country."

DWD Secretary Reggie Newson

Department of Workforce Development

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1. More
Job Fairs

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2. More
Staff

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3. More
Outreach

1. The Governor directs DWD to double the number of job fairs held in 2012. This will result in at least 100 job fairs occurring throughout the state this year. The job fairs will have a renewed focus on matching UI claimants to open jobs and will enhance the job search process for both employees and employers.
2. The Governor directs DWD to hire 14 positions to assist in re-employment services; bringing the total to 37 at Job Centers throughout Wisconsin. In addition, the Governor supports DWD extending 23 current positions to maintain and expand service to UI claimants. The current staff provides services to roughly 563 UI claimants per week. With the additional 14 staff, DWD will be able to serve an additional 350 to 400 each week.

These additional staff will hold training sessions, perform skills tests and certifications, pursue employer matching, help with career assistance, align the unemployed to job fairs, and provide follow up services aimed at matching unemployed individuals to jobs.

3. The Governor directs DWD and the Wisconsin Economic Development Corporation (WEDC) to partner in outreach to employers expanding in Wisconsin. DWD will proactively work to align UI claimants with the skills needed to fill these employers' labor needs.

Wisconsin Department of Veterans Affairs (WDVA)



“Our servicemen and women took a great deal of responsibility on their shoulders when they stood up for our freedom and put on that uniform. Now, we must live up to our responsibility to them.”

WDVA Secretary John Scocos

Veterans have been hit hard by the economic downturn. **The unemployment rate among veterans in Wisconsin is estimated at between thirteen and fifteen percent. Unemployment rates for recently returned Wisconsin battalions are estimated to be much higher.** Wisconsin diligently works to align these heroes with employment, but more needs to be done. Veterans’ unique skills make them attractive to employers and Wisconsin must do a better job highlighting the benefits of hiring veterans to prospective employers.

Wisconsin Department of Veterans Affairs



Job Fairs for Veterans



Launch Online Job Fairs



Job Placement Assistance



Employer Outreach



Employer Educational Seminars

1. Due to the challenges veterans face finding employment, the Governor directs WDVA to partner with DWD and the Department of Military Affairs (DMA) to increase the number of career and benefit fairs for veterans. WDVA has set a goal of holding 14 fairs in conjunction with DWD and DMA in 2012. In the past, WDVA mainly focused on providing benefits and services by way of veterans' supermarkets. WDVA's focus will now include employment assistance in partnership with DWD, as well as providing benefits and services to our veterans.
2. The Governor directs WDVA to partner with DWD, DMA, and Milicruit, a veterans-focused job recruiting platform, to design a Wisconsin-specific platform to hold online job fairs for veterans. WDVA, DWD, and DMA recently partnered with Milicruit and other Midwest states to hold a regional online job fair. While the results of that job fair are not final, to date there were 2,773 visitors, 34 employers participating, 6,655 online chats, and 2,549 email exchanges between employers and veterans.

Milicruit partners with interested stakeholders and employers to offer an online environment available 24 hours a day, 365 days a year for veterans. National employers are hiring via the site. Governor Walker directs his Administration to highlight this option, among others, to veterans in need of employment.

Wisconsin Department of Veterans Affairs

3. The Governor directs WDVA, in partnership with DWD, to proactively reach out to unemployed veterans to increase awareness of available job placement assistance and other benefits they have earned. Roughly 3,000 veterans will be contacted immediately through letter and thousands more via email and stakeholder outreach.



4. The Governor directs WDVA to partner with DWD to contact employers and inform them of the benefits of hiring veterans for their companies. Veterans' proven leadership ability, work ethic, and mission focus make them assets to potential employers. Several thousand employers, who have posted vacancies on the Job Center of Wisconsin website, will be contacted immediately. Tens of thousands of employers have posted vacancies on the Job Center of Wisconsin website.
 5. The Governor directs WDVA to partner with DMA to organize and promote employer educational seminars. The goal is to inform employers of the benefits of hiring veterans. Initial projections indicate up to 50 employers from around the state will participate in the inaugural Business Summit being planned in Green Bay.
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Executive Order

Wisconsin needs for skilled labor. According to the Center on Education and the Workforce, nearly three-quarters of all new job openings in Wisconsin between now and 2018 will require some form of education beyond high school from some college through graduate degrees.



Wisconsin ranks 8th in the nation in the number of jobs that will require an associate degree and 26th in the number of jobs that will require a bachelor's degree. Students must earn more college degrees and industry certifications of all kinds, but especially those that will lead to family-supporting jobs.

Wisconsin must make meaningful progress to align all educational entities around a goal of college and career readiness. Since separate educational institutions focus independently on early childhood, K-12, and post-secondary education, Governor Walker will create a P-20 council to further statewide educational alignment and oversight from preschool through doctorate.

Executive Order

The Governor will sign an Executive Order creating a “College and Workforce Readiness Council” (Council). This Council will be tasked with and report to the Governor on:

- a. Reducing dropout and remediation rates as well as income and racial achievement gaps therein;
- b. Increasing the number of degrees and certificates awarded by educational institutions;
- c. Designing shorter, less costly degree programs aimed at filling high need positions while promoting and supporting technical career pathways for students beginning at a young age;
- d. Encouraging students to pursue trades and professions in high demand or of particular importance to the State of Wisconsin;
- e. Easing transitions between systems and institutions, specifically through the transfer of credits and the awarding of credit for prior work or other experience; and
- f. Expanding dual enrollment and dual credit opportunities to elementary and secondary students statewide.

The Council will base its recommendations on credible data relating to current and future workforce needs. The Council must bring in the business community as well as both two-year and four-year institutions. All recommendations must focus on immediate job creation strategies.



Legislative Action

1. The Governor directs WDVA to support Assembly Bill 429 and Assembly Bill 438, authored by Representative Wynn (R-Whitewater) and Senator Moulton (R-Chippewa Falls) and Senator Galloway (R-Wausau). These proposals would remove hurdles to employment for veterans. The proposals would waive an initial state license fee for certain veterans and recognize military training as meeting the requirements for certain state licenses.
2. The Governor supports “Wisconsin Wins.” Assembly Bill 450, authored by Representative Honadel (R-South Milwaukee) and Senator Wanggaard (R-Racine), will assist the unemployed by allowing them to continue to receive unemployment benefits as they gain skills on the job at DWD approved businesses.

The program is estimated to serve 500 UI claimants per year. It is completely voluntary and will give the unemployed an option to gain skills making them more attractive to potential employers. This proposal is a pilot program limited to three regions in the state designated by DWD. By focusing the pilot program, the state will be able to assess its success; potentially leading to expanding it further in the future.

Employers have already expressed interest in becoming certified by DWD to participate in the program.

