Value Driven – A view of Wisconsin’s Present and Future Workforce
Did you know?

http://www.youtube.com/watch?v=yrRn7rSif2Q&feature=player_detailpage
The New Capitalism

- The world has entered a new era, one requiring the redesign of business models, redefinition of value propositions and reinvention of social systems. This transformation is necessary with “Capitalism” shifting to “Talentism,” where it matters less if countries and companies can access the capital they need and more if they can attract the talent they need to win. Exponentially complicating matters, the demographic landscape dictates that talent— as capital once was—is becoming not only a scarce resource, but the key competitive differentiator.

- Countries and companies will need to examine their business strategies and ensure they have an appropriate talent strategy in place to attract, retain and develop talent; unlocking the human potential they need to succeed.
What are employers saying about talent?

The HUMAN Age = Human Capital + Talent Development
Managing Workforce Demands and Expectations

The drivers behind global market change:  
*Technology, Knowledge, Innovation, Competition*

The key resource for employer success:  
#1 CEO survey response = *Talent (a scare resource)*

The predominant expectation of employers:  
*Skills, Credentials, Competencies as needed*

The critical expectation of job seekers:  
*Employment security, family sustaining wages, benefits, opportunity*
How are the education and workforce systems responding to the evolving demand for innovative and sustainable talent for Wisconsin?
New Realities: The “New Minimum”

EDUCATION, WORKFORCE & ECONOMIC DEVELOPMENT

Defining the Problem:
Increasing Need for More Education in Current Economy

The evolution of the Division of Employment & Training

Demand Driven Value Drivers

- Economic Development
  - Economic Research, Data Analysis & Forecasting
  - Personalized Services, Career Expos, Broker, Research, Coordinated Business Services
  - Economic Modeling, Forecasting, Labor Market, Program Evaluation
- Talent Development
  - Career Pathways, Relevant Job Support, Access to Skill Development, Future Worker Education, Integration, Analysis & Research, Job Readiness
  - Employment Readiness, Skills Assessment, Job Matching
- Customer Services
  - WFF, Business Retention, Business Development
  - Employment Readiness, Skills Assessment, Job Matching
- Client Services
  - Economic Readiness, Skills Assessment, Job Matching
  - Talent Development

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

**P-20 Education**
- K-12
- Tech Colleges
- 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

**Demand Driven Programming**
Evolving Demand Driven Workforce Paradigms in Wisconsin:

- Alignment of workforce development strategies with regional economic development plans (CWI Strategic Plan – WEDC Global/State/Regional/Local Strategies)
- State funded, employer-driven worker training programs to address localized skill gaps (Wisconsin Fast Forward; Governor’s Blueprint for Prosperity)
- Expanded Labor Market Information System capabilities (JCW and Burning Glass)
- Connect employers with job seekers via skill sets and mapping tools (Skill Explorer)
- Career pathway exploration for middle/high school students to identify high-demand occupations and educational pathways to employment (My Life My Plan!)
- Expanded Apprenticeship programming (youth, registered, German model)
- Recognition of all talent populations (veterans, persons with disabilities, minorities)
- Career & Technical Education, dual enrollment programs, work-based learning
Wisconsin’s evolving Labor Market Information System
Wisconsin Fast Forward Principles

- Business collaborations define *skill requirements*, provide $$ match, define training expectations, coordinate curriculum and training delivery, hire training program graduates and/or raise wages for incumbent workers – should not duplicate or supplant programs – prototype programs that are scalable, replicable, portable.

- Education and training collaborations evaluate inquiries, create-deliver training programs, build cohorts, consider sustainable programs, modify existing programming, award credentials, etc.

- OSD receives/reviews inquiries, evaluates research, formulates grant program announcements, evaluates grant applications, monitors performance, conducts audits, produces reports.
Wisconsin Fast Forward Inquiry and Grant Program Announcement Process

**Step 1 – Demand Identified and Inquiry Submitted to OSD**

- Council on Workforce Investment
- Business Collaboration or Association
- Regional/Local Economic Development
- Post-Secondary Education Institution
- Agency Rapid Response Opportunity
- DWD initiated Grant Program Announcement
- Workforce Development Board
- Other public agencies or legally-formed organizations

**WFF Inquiry Received**

**Step 2 – Inquiry Reviewed by DWD and Strategic Partners**

- WEDC
- WFF Inquiry Reviewed
- WTCS
- WWDA
- DWD
- DPI
- Others as Needed
- CWI
- Post-Secondary

**Step 3 – Inquiry Review and Program Referral**

- Technical College Programs
- Workforce Programs
- Other Skill Development Programs
- WFF Inquiry Log

Connect inquirer(s) to existing options for identified skill training

**Wisconsin Fast Forward Grant Process Chapter DWD 801**

**Grant Categories:**
1. General incentive-based Competitive Grants
2. Small and Short-Term Grants
3. Large or Long-Term Grants
4. Rapid Response Grants

**Demand-driven:** Grants will be awarded in response to an identified labor need of an employer or a group of employers where existing education or training programs do not address the targeted needs or outcomes.

**Sectors of Need:** Labor market data will be used to evaluate projected employment growth and skill demand when prioritizing applications.

**Collaboration-based:** Grants may require collaboration with workforce development boards, economic development organizations, state agencies, colleges and universities or business organizations for curriculum development, training delivery and cohort management.

**Match Requirement:** Grantees will be required to provide match funds or resources.

**Transparency and Accountability:** DWD will review and monitor grants with a high degree of transparency and accountability, ensuring that all applicable state and federal laws and regulations are followed in the grant process.

**Step 4 - Consider submitting WFF grant application**
How has “Employment & Training” traditionally responded?

- Government programs primarily driven by Federal funding

- Workforce strategies developed independent of:
  1. regional economic development strategies
  2. educational system partnerships
  3. market relevancy (demand-driven models)

- The urgent need for a sustainable talent pipeline development or transitional skill sets

- Built by budget, not for transformative change
DET Annual Federal Funds - $112,417,000

- National Emergency Grants: $20,950,000 (19%)
- WIA: $36,982,000 (33%)
- Trade Adjustment and Advancement: $33,639,000 (30%)
- Vets Services: $2,875,000 (3%)
- Wagner Peyser: $11,835,000 (10%)
- Apprenticeship: $1,810,000 (2%)
- Labor Statistics: $1,478,000 (1%)
- Other - Multiple Grants: $1,662,000 (1%)

SFY 2014
DET Total Annual Funds - $117,994,400

- Federal: $112,417,000 (95%)
- General Purpose Revenue: $4,052,100 (3%)
- Program Revenue - Service: $966,500 (1%)
- Program Revenue: $558,800 (1%)

SFY 2014
## Balanced Scorecard

### Market relevancy

<table>
<thead>
<tr>
<th>One Stop Services</th>
<th>One &amp; Done Principles</th>
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<tbody>
<tr>
<td>- Talent Assessment</td>
<td>- Demand driven services</td>
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<tr>
<td>- Skills Definition</td>
<td>- Talent recruitment/retention</td>
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<tr>
<td>- Career Planning &amp; Pathways</td>
<td>- Standard Operating Environment</td>
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<tr>
<td>- Employment Readiness</td>
<td>- “Earned” Value</td>
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**Today’s Clients**

<table>
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<th>Talent Development</th>
<th>Program &amp; Fiscal Management</th>
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<tr>
<td>- Training Investment</td>
<td>- Program Forecasting/Effectiveness</td>
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<tr>
<td>- Career Pathway Coordination</td>
<td>- Inclusive Partnerships</td>
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<td>- Regional Training consultation</td>
<td>- Sustainable Funding Strategies</td>
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<tr>
<td>- Sector Facilitation</td>
<td>- Scalable, Portable, Replicable models</td>
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</tbody>
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**Future Workforce**

**Today’s Customers**

**Collaboration & Compliance**
Assessments & Tools
Skill Explorer

Skill Explorer: Linking people, skills and knowledge to job postings.
How are You connecting employers to Wisconsin’s talent?
Thank You!

Division Administrator
Scott Jansen
608-266-3485
scott.jansen@dwd.wisconsin.gov