



# Governor's Task Force on Workforce and Artificial Intelligence



# Dr. Beth Giles

Provost, Madison College

Governor's Task Force on  
Workforce and Artificial Intelligence





# Jennifer Sereno

**Assistant Deputy Secretary,  
WI Department of  
Workforce Development**

**Governor's Task Force on  
Workforce and Artificial Intelligence**





**CONVENE**

Identify priorities, working groups, processes, timelines, and expected outcomes/deliverables.

**FIRST REPORT**

Report out from Industries, Occupations, and Skills, and Equity and Opportunity Subcommittees on priority opportunities and challenges related to workforce and AI.

**SECOND REPORT**

Report out from the Industries, Occupations and Skills; Equity and Opportunity; and Workforce Development and Educational Solutions Subcommittees on potential initiatives to advance workers, employers, job seekers, and a thriving economy.

**TOPIC REPORT**

Report out from the Workforce Development and Educational Solutions Subcommittee plus staff on proposed guiding principles and initial policy concepts related to education, government, workforce development, and economic development. The concepts will incorporate the priorities and initial findings of the two other subcommittees as well as labor market data and other research findings.

**INITIAL SUMMARY**

Provide initial summary of findings and proposals as well as draft final report content.

**ACTION PLAN**

Provide final presentation and advance action plan.



# Agenda Overview





# Amy Pechacek

Secretary, Wisconsin  
Department of Workforce  
Development

Governor's Task Force on  
Workforce and Artificial Intelligence



# Task Force Members

- Amy Pechacek
- Kathy Blumenfeld
- Missy Hughes
- Dr. Jill Underly
- Jay Rothman
- Dr. Morna Foy
- Troy Streckenbach
- Trina Zanow
- Dr. Charles Lee Isbell Jr.
- Dr. Greg Cisewski
- Dr. Gholamreza Dehnavi
- Dr. Kaushal Chari
- Dr. Xuedong (David) Ding
- Jeffrey Morin
- Stephanie Bloomingdale
- Jack Salzwedel
- Jeff Yabuki
- Nadiyah Johnson
- Karl Reichenberger
- Mark Tyler
- Ann Franz
- Levi Felling
- Jeri Koester
- Israel Squires
- Chris Hein
- Dr. Keyanna Conner
- Tim Fiocchi
- Dave Mickelson
- Brian Foster
- Tyler Clark



# Advancing the Action Plan

Governor's Task Force on Workforce and Artificial Intelligence







# Kathy Blumenfeld

Secretary, Wisconsin  
Department of  
Administration

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**WISCONSIN**  
ECONOMIC DEVELOPMENT

# Missy Hughes

Secretary and CEO,  
Wisconsin Economic  
Development Corporation

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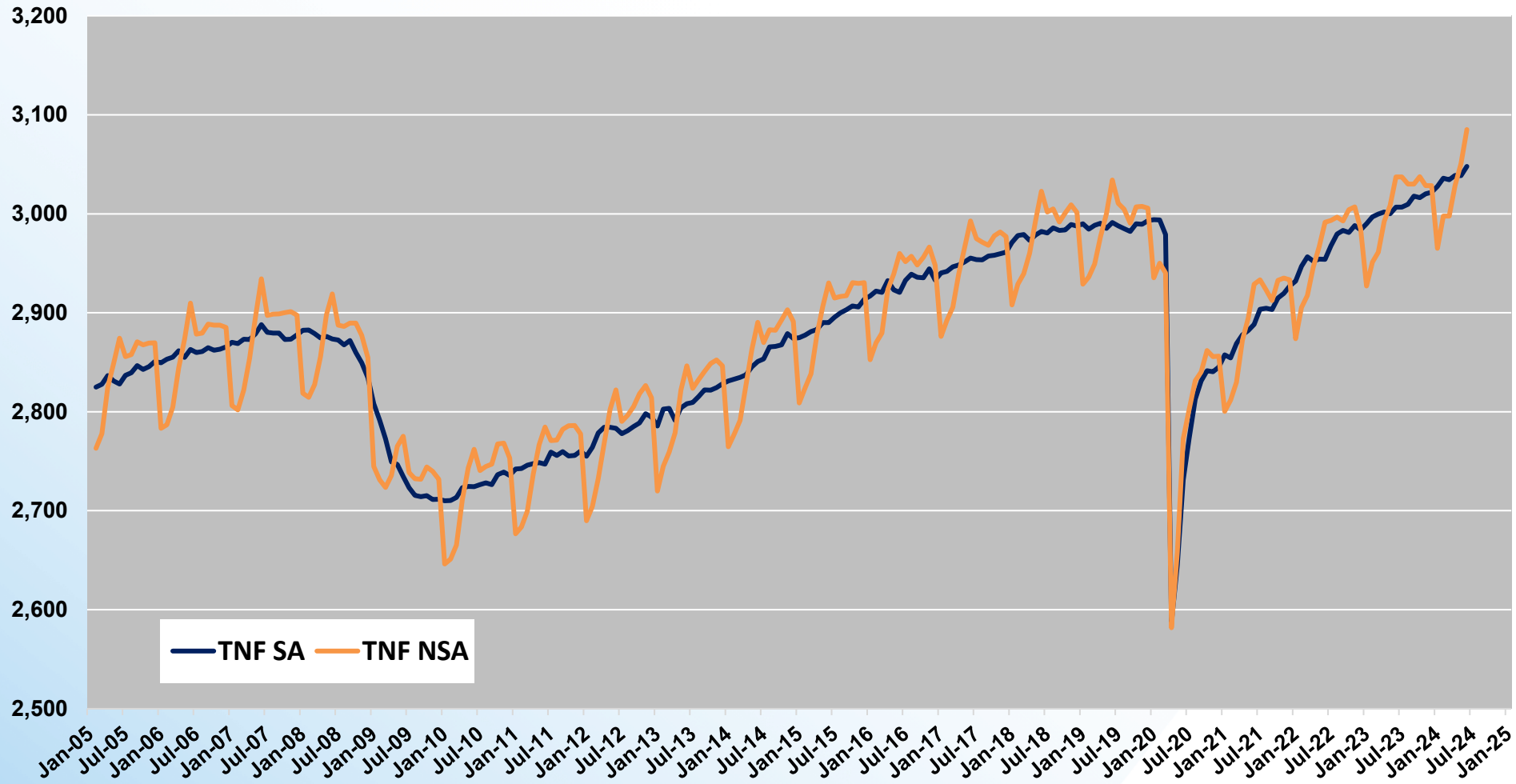
# Dennis Winters

**Chief Economist & Labor  
Market Information Director,  
Wisconsin Department of  
Workforce Development**

**Governor's Task Force on  
Workforce and Artificial Intelligence**

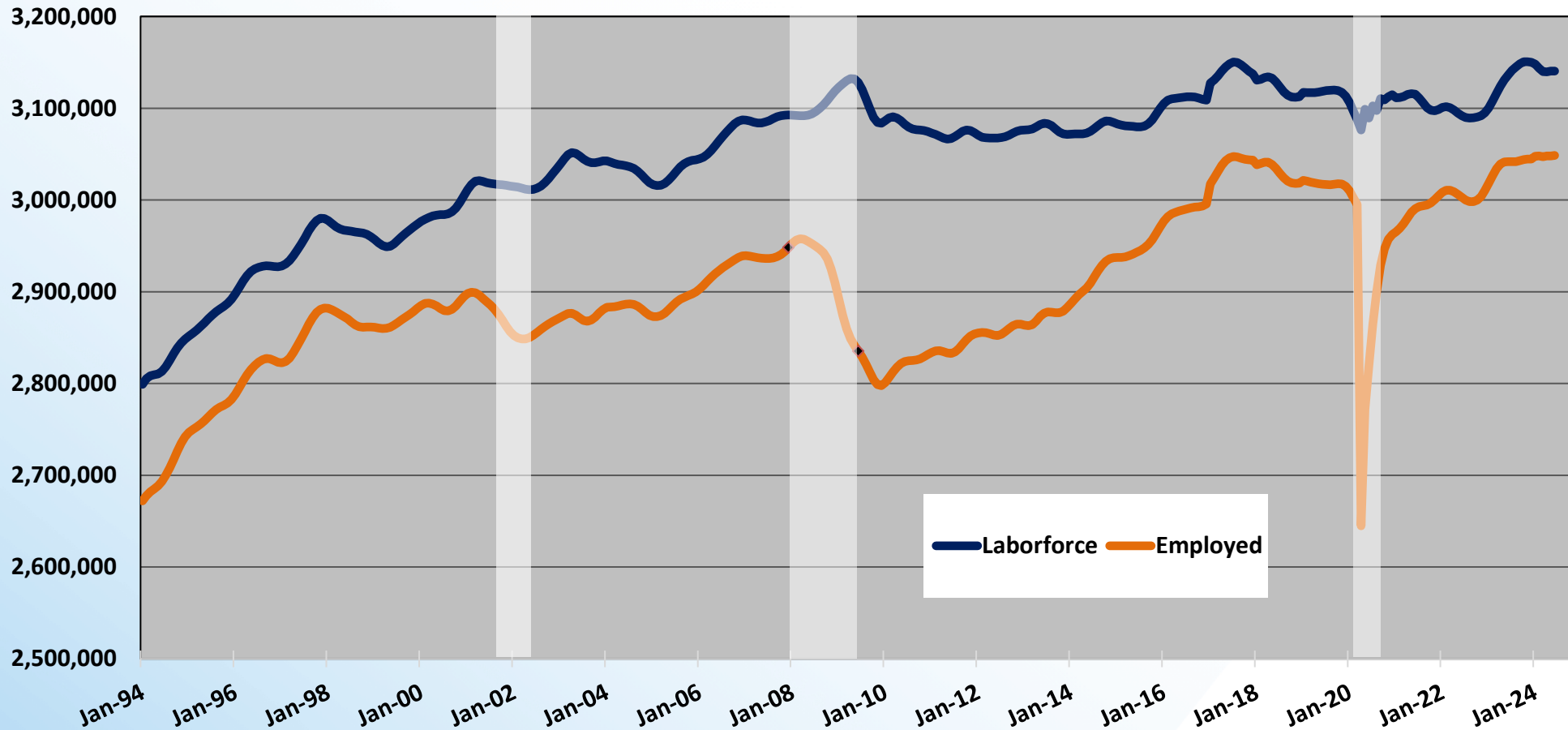


# Wisconsin Non-Farm Jobs



Source: Current Employment Statistics (CES), U.S. Bureau of Labor Statistics (BLS)

# Wisconsin Employment

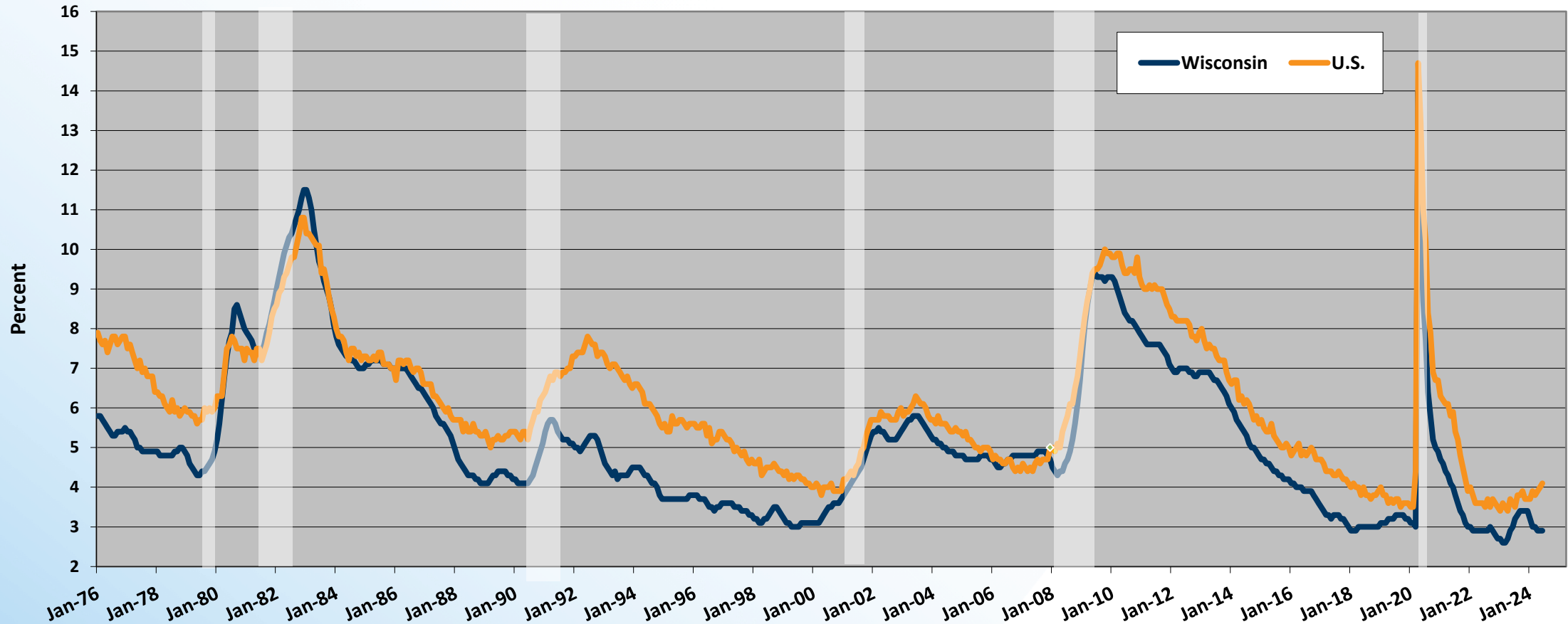


Source: Local Area Unemployment Statistics (LAUS), U.S. Bureau of Labor Statistics (BLS)

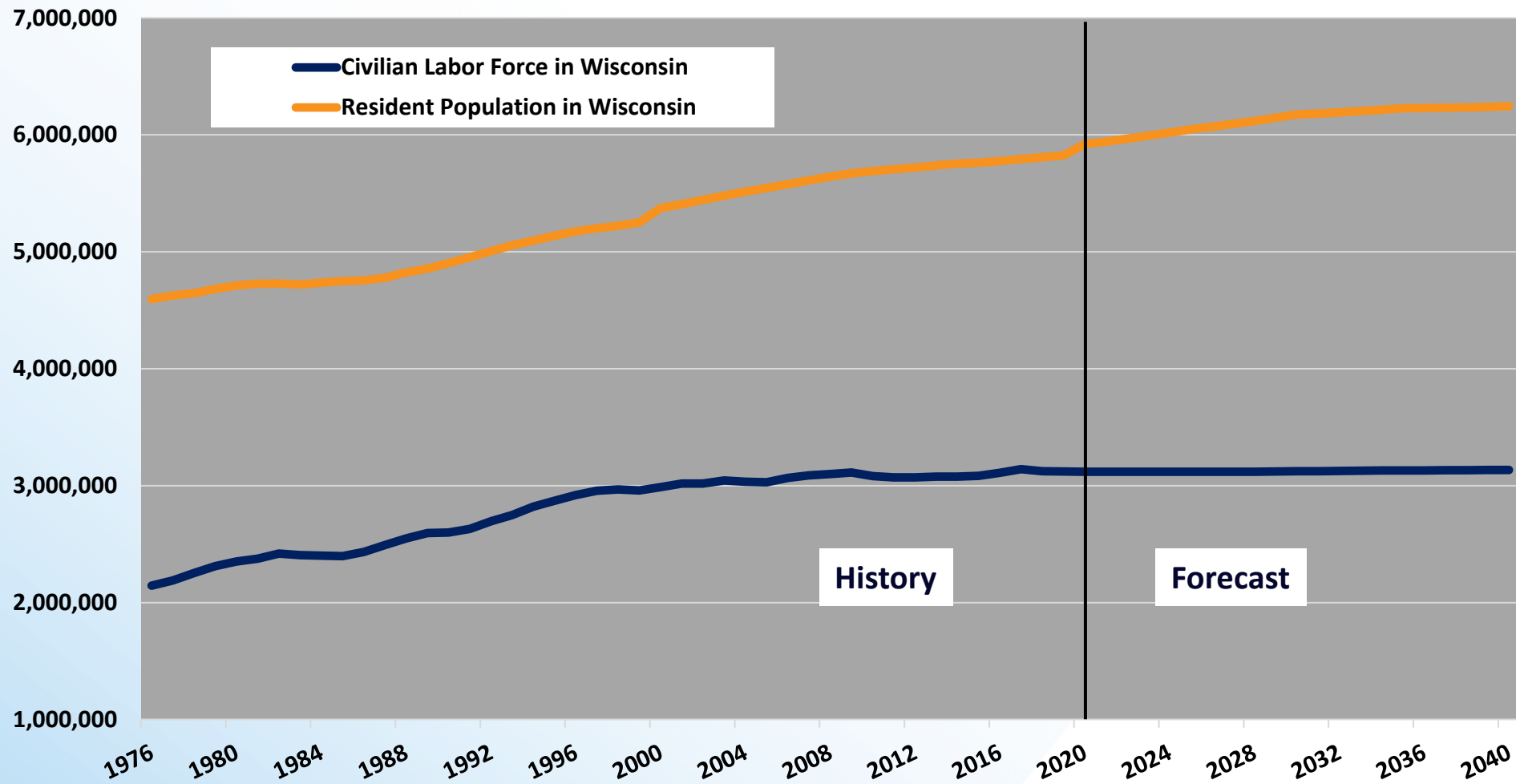
# Unemployment Statistics



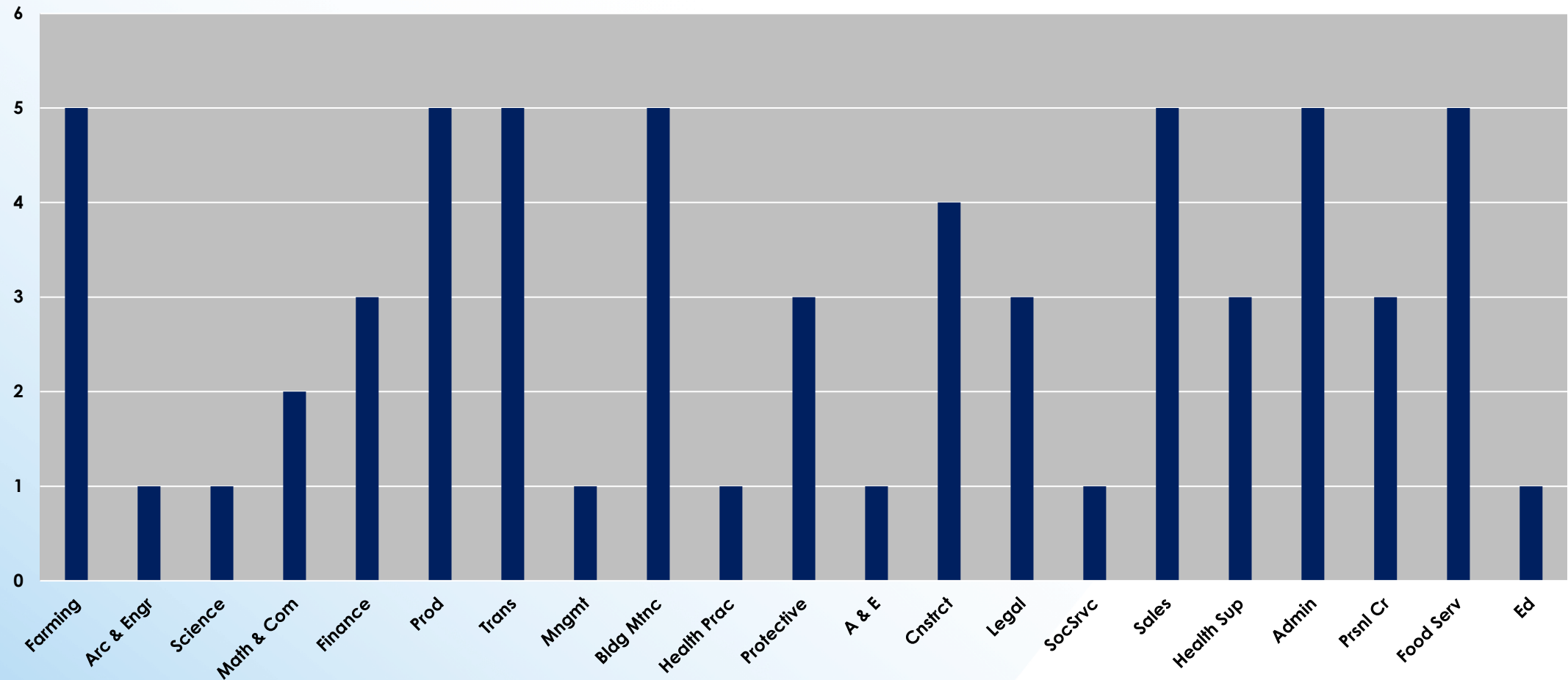
Unemployment Rates (Seasonally Adjusted)



# Labor Quantity Challenge



# Automation Exposure

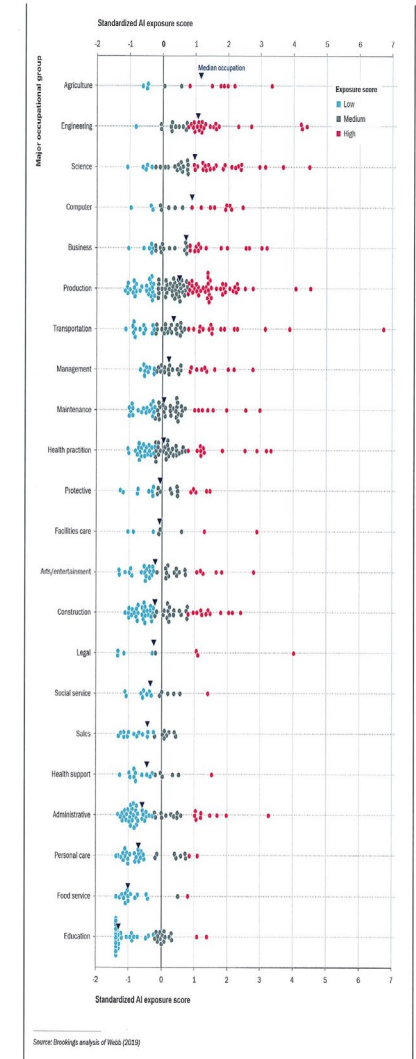
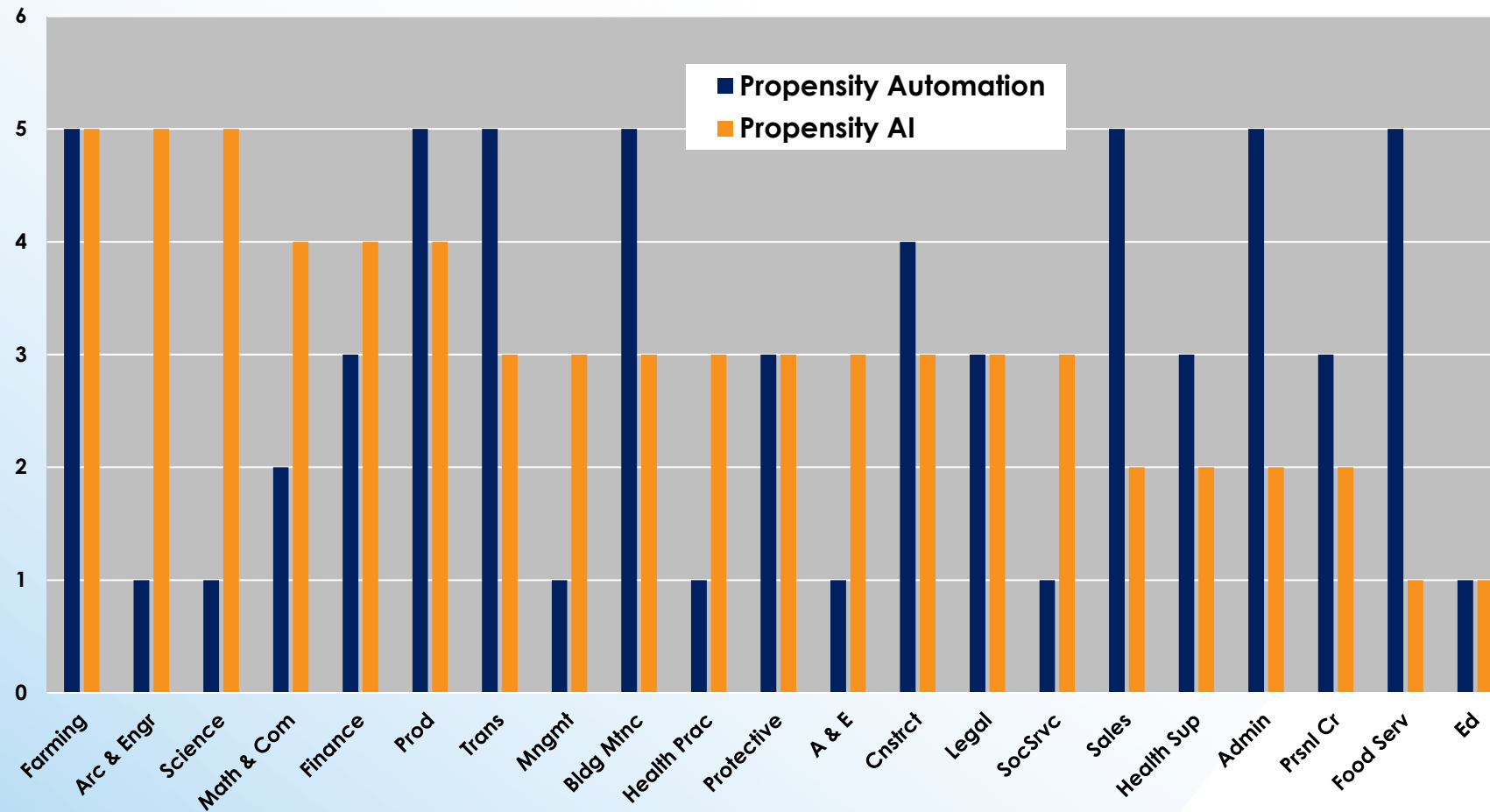




# AI Skill Exposure



Automation v. AI



Source: Brookings's analysis of Webb (2019)

# Wisconsin Preparedness

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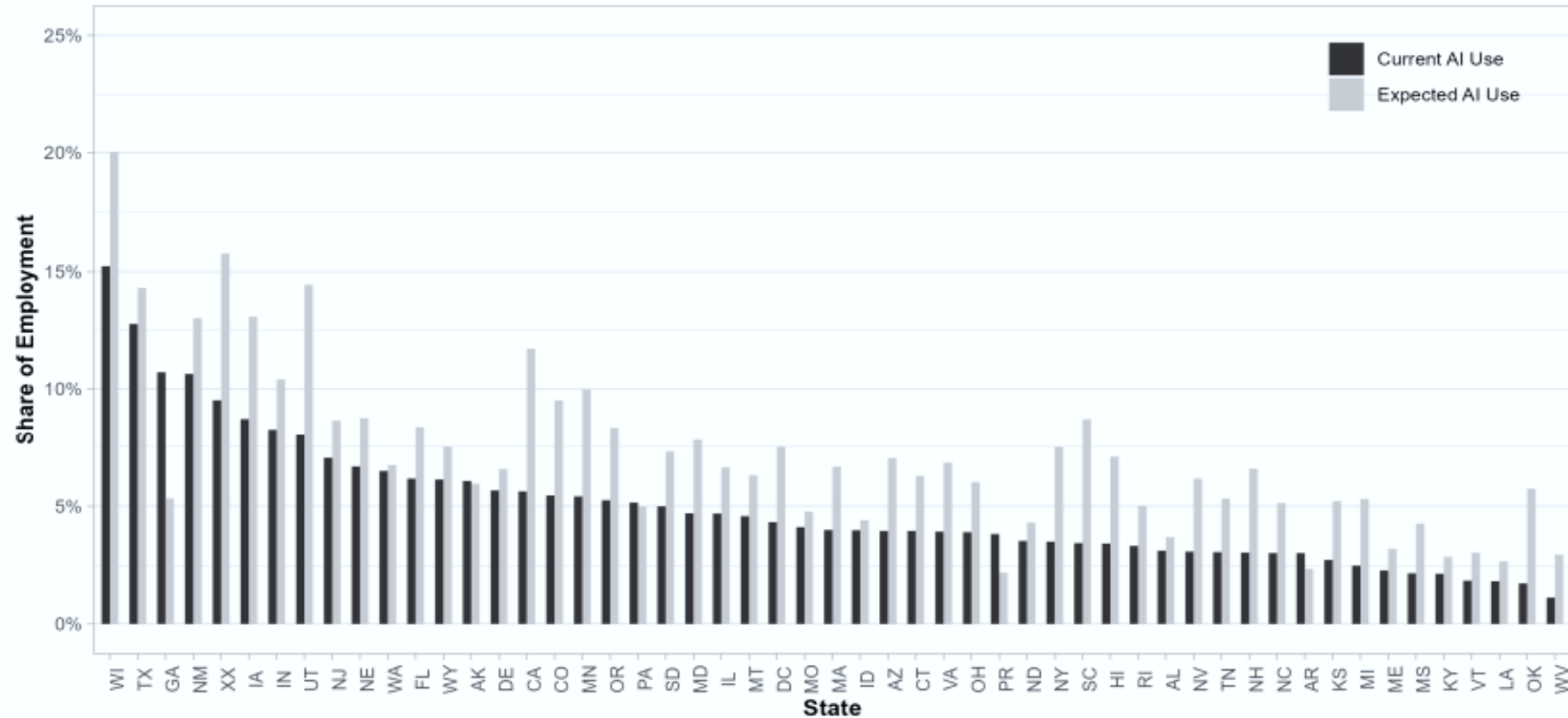


- **Tracking Firm Use of AI in Real Time: A Snapshot from the Business Trends and Outlook Survey**
  - U.S. Census Bureau; CES 24-16 March 2024
  - Business Trends and Outlook Survey; Sept. 2023

# Wisconsin Preparedness



Figure 3b. Current and Expected AI Use by State (Employment-weighted)



Source: Business Trends and Outlook Survey (BTOS)

Notes: Respondents pooled across 6 two-week panels, with the first and last reference periods ending on December 3, 2023 and February 11, 2024, respectively. "Current AI Use" refers to a business responding "yes" to using AI in producing goods or services during the two-week period prior to data collection. "Expected AI Use" refers to a business responding "yes" to thinking it will be using AI during the six months following data collection. Employment-weighted shares should be interpreted as, within each state, the share of employment working at firms who use or expect to use AI. State "XX" refers to the set of firms with establishments in multiple states. Includes the District of Columbia (DC) and Puerto Rico (PR).



# Tyler Clark

**U.S. Government Affairs  
Industry Director, Microsoft**

**Governor's Task Force on  
Workforce and Artificial Intelligence**





# Microsoft in Wisconsin

Prepared for the Governor's Task Force on Workforce and Artificial Intelligence

Michelle Schuler, TechSpark Wisconsin

Tyler Clark, U.S. Government Affairs Industry Director

\$35 Million

Secured in Wisconsin through TechSpark

Impacting

80,000 students

Upskilling

7000 adults

Creating

300 jobs

Transforming

100 businesses

Engaging

20 Microsoft Programs

Involving

200 Microsoft Employees

# Microsoft TechSpark Impact Explained

Over 7 years, Microsoft accelerates NE Wisconsin



## Accelerating Economic Growth

Helping build a stronger startup ecosystem that fosters innovation

- \$95M Venture Funding and 34+ Startups, [TitletownTech](#) Founded in 2017 by Microsoft and Green Bay Packers
- 15 startups in 3 gBETA cohorts, [1915 Studios](#) started by Georgia Pacific and gener8tor
- 10 startups in 2 cohorts, [US Venture Sustainability Accelerator](#) in partnership with gener8tor
- \$350K in funding to create the NEW News Lab in partnership with Microsoft Journalism Initiative, [Community Foundation of the Fox Cities](#), and [Greater Green Bay Community Foundation](#)
- 20 nonprofits digitally transforming their organizations using Microsoft in partnership with [United Way Fox Cities](#)



## Transforming Education

Addressing the lack of AI and digital skills and certifications in our education system

- 88% of TechSpark region schools leverage [Microsoft TEALS](#) to train over 30 high school teachers to teach computer science
- 4 Computer Science Apprenticeships started with local companies to employ new technical talent in collaboration with [CESA 6](#)
- \$900 K raised to support [CESA 7's](#) leadership
- 250 higher education employees attended a [New North](#) and [NEW ERA](#) AI in Higher Education event
- 38 faculty from 14 [Wisconsin Technical College System](#) Institutions attended Microsoft AI for Educators Bootcamp
- 1500 women and girls engaged annual with [WIT Wisconsin's](#) focus on diversity in the tech
- 15 [FFA](#) educators trained to bring AI skills into the classrooms and leveraging Microsoft Ai precision agriculture kits



## Expanding Access to AI & Digital Skills

Building inclusive skilling opportunities to support the AI Era

- 250 unemployed & underemployed individuals participating in [gener8tor Skills Accelerator](#) gaining new AI and digital skills with 83% graduation rate and \$54,000 annual salary
- 2000 manufacturing employees upskilled in Business Analytics, Project Management, and AI in collaboration with the [NEW Manufacturing Alliance](#)
- 44 manufacturing employees participating in upskill program continuing on for advanced learning at [Northeast Wisconsin Technical College](#)
- 150 learners in Microsoft Community Skills Skill-A-Thon in collaboration with [United Way Fox Cities](#)
- 38 faculty from 14 [Wisconsin Technical College System](#) institutions participated in the Microsoft AI for Educator Bootcamp

## The new Data Center Campus in Wisconsin

Microsoft is building a datacenter campus in Racine County. Our community development work supports sustainability, inclusive economic opportunities, and digital skill building for all ages, including TechSpark investments in Northeast Wisconsin and TEALS programs throughout Wisconsin.

Aligned with Microsoft's [global commitments](#), our [datacenter community pledge](#) is to build and operate digital infrastructure that addresses societal challenges and creates benefits for communities in which we operate and where our employees live and work. We will contribute to a sustainable future, advance community prosperity and well-being, and operate responsibly as a good neighbor.

[local.microsoft.com](https://local.microsoft.com)





# Spurring artificial intelligence innovation and economic growth

## Investing in cloud and AI infrastructure

**\$3.3 billion** investment through 2026

**2,300 construction jobs** by 2025

New, long-term employment opportunities

New **Data Center Academy** in partnership with Gateway Technical College

## Transforming businesses of all sizes in every industry

**AI Co-Innovation Lab** in partnership with the University of Wisconsin – Milwaukee, Wisconsin Economic Development Corp (WEDC), Green Bay Packers, and TitledTownTech

Aims to engage **60-100 companies** per year in prototyping AI solutions

## Creating a future-ready workforce

Statewide by 2030, **100,000 people** AI & digitally skilled in partnership with United Way Wisconsin and other community partners

**3,000 AI Developers trained and certified** in partnership with WTCS

**1,000 local leaders** skilled in AI in partnership with gener8tor and other community partners

## Reinforcing the community's central role

In partnership with Racine Unified School District, expand Girls in STEM to 2 new RUSD schools to reach **500 additional students**

Support the Racine Summer Youth Employment to match **125 young people** to employers in the area

Continue to distribute Equity Through Technology and **STEAM Grant Funds**

## Investing in the environment

Partnering with National Grid Renewables to build a 250 MW solar project to begin operating in 2027

Jointly contribute **\$20 million** over the term of the agreement to a community fund to support under-resourced communities and communities disproportionately impacted by pollution

# SE Wisconsin community investments

## Skills for jobs

### Gateway Technical College Foundation

Datacenter Academy Scholarship supports Gateway Technical College students from underrepresented backgrounds who are pursuing an education in Hardware Infrastructure, Networking Techniques, Cyber Security, and Critical Environment Programs. Aid can be used for tuition, fees, books/ supplies, and certificate fees.

### United Way of Racine County

Racine Co.'s Summer Youth Employment Program empowers local youth ages 15-18 through paid summer employment. It provides soft skills and financial literacy through valuable work but also helps reduce involvement in the juvenile system, increase graduation rates, and boost future earning potential.

## Enabling sustainability

### Root-Pike Watershed Initiative Network (Root-Pike WIN)

Ten key watershed restoration projects throughout Racine and Kenosha counties including projects in the Village of Mount Pleasant. Root-Pike WIN works to restore, protect, and sustain the Root-Pike basin.

## Empowering communities

### United Way of Racine County

Digital Skills and Community Support funding for targeted community focus areas such as:

- STEM Education and digital literacy
- Return to work & skill building for job seeking adults
- Supports of local non-profit organizations, schools, and underserved groups in Racine County.



“Wisconsin has a rich and storied legacy of innovation and ingenuity in manufacturing. We will use the power of AI to help advance the next generation of manufacturing companies, skills and jobs in Wisconsin and across the country. This is what a big company can do to build a strong foundation for every medium, small and start-up company and non-profit everywhere.”

**Brad Smith**

Vice Chair and President, Microsoft



# Education



# Jay O. Rothman

President, Universities of  
Wisconsin

Governor's Task Force on  
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# Dr. Colleen McCabe

**Provost & Vice President,  
Wisconsin Technical College  
System**

**Governor's Task Force on  
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# AI Education Investment and Development

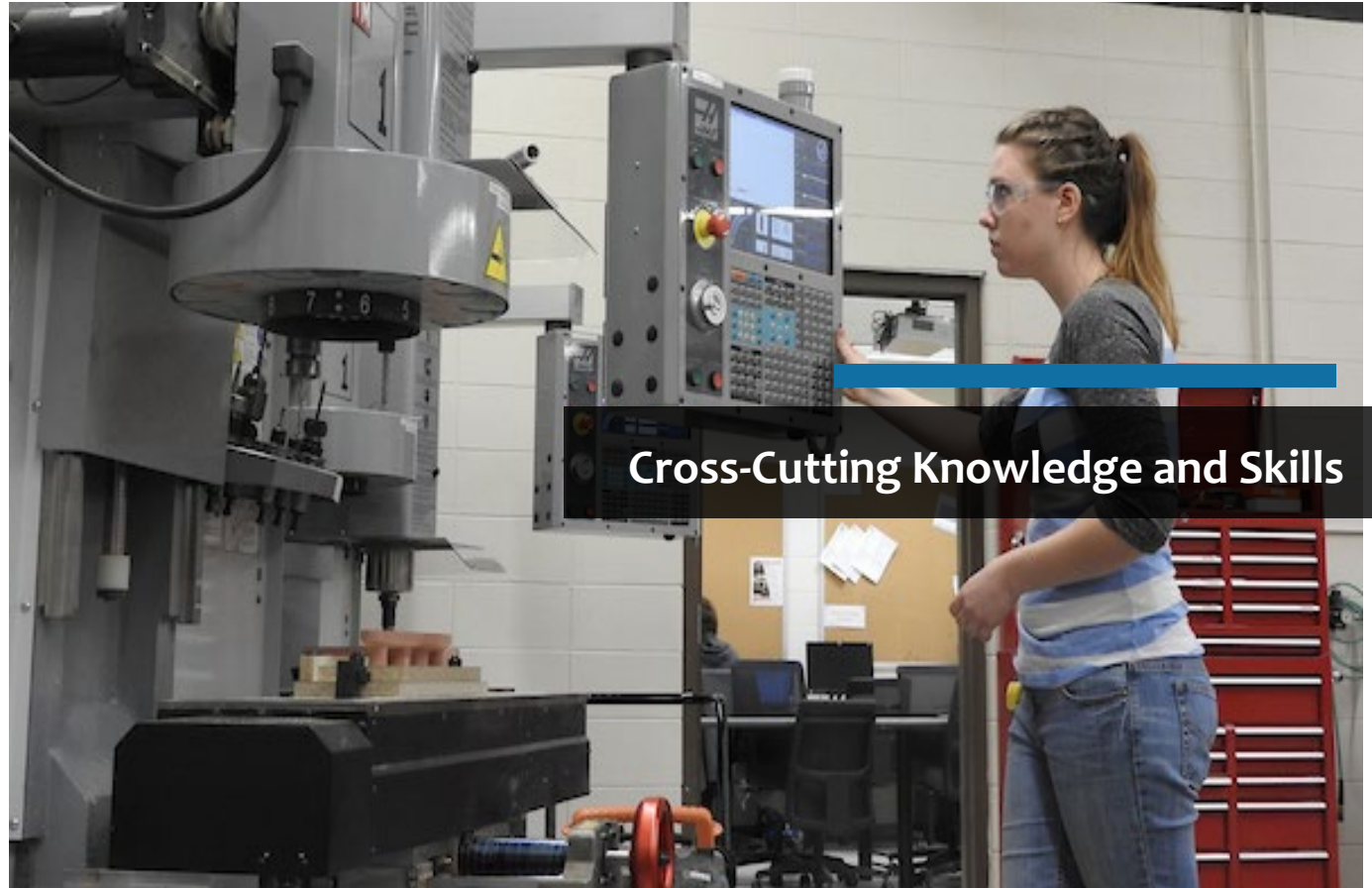
*Dr. Colleen McCabe, WTCS Provost and Vice President*

## Sustained Development and Enhancement

**Focus Areas** - AI related and Human-centered skill development across every discipline.

- **Shared Glossary** – AI Terminology and Human-centered Skills
- **Uniform Assessment Strategies** – AI technical and Human-centered skills.

# Investments in Curriculum and Student Success



Cross-Cutting Knowledge and Skills



# Investment in Educator Retention and Recruitment

Support Intellectual Curiosity

- Retention in AI related disciplines.
- AI related training for retention of current instructional workforce across academic disciplines.

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- Recruitment of additional instructional workforce in AI related disciplines.





# Investment in Existing Workforce

Affordable Advancement

- Affordable pathways to upskill, especially in high-demand fields.
- Sustained investment to support the collaborative work of industry and educational sectors.
- Leverage successful models of pathway development and scaling.



# Investment in Institutional Infrastructure

Hardware - Software - Subscriptions



WISCONSIN DEPARTMENT OF  
**Public Instruction**

# Dr. Jill Underly

Superintendent, Wisconsin  
Department of Public  
Instruction

Governor's Task Force on  
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# Government

# Government Policy Proposals

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- Incentivizing the Implementation of AI Solutions and Infrastructure to Increase Effectiveness, Efficiency, and Workforce Opportunities
- Broadband Expansion and Accessibility
- Office of Data and Privacy
- Interagency Technology Governance Work Group



# Incentivizing Implementation of AI Solutions & Infrastructure

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- Modernize state government infrastructure and adopt AI and other digital solutions to increase workforce opportunities, efficiency, and service facilitation



# Broadband Expansion & Accessibility

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- Supporting the digital equity initiatives of the Public Service Commission of Wisconsin, the work of the Wisconsin Digital Equity and Inclusion Stakeholder Group, and the Wisconsin Broadband Office grant programs and outreach





# Office of Data and Privacy

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- Establishment of a work unit within the Department of Administration to develop an enterprise-wide data governance framework



# Interagency Technology Governance Work Group

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- This interagency group would foster AI implementation across state government, and manage governance, innovation, and education related to AI





# Workforce Development

# Workforce Development Policy Proposals

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## Wisconsin Department of Workforce Development

- Enhanced apprenticeship infrastructure to account for technological advancements, including AI, in trades and industry
- Worker Connection to increase access to training for workers displaced or otherwise affected by AI in the workplace
- Artificial intelligence layoff aversion program



# Workforce Development Policy Proposals (cont.)

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- Wisconsin Fast Forward AI expansion funds for employer-led worker training; workforce retention; community tech hub training, and K-12 technology and training
- AI workforce talent pipeline
- AI digital literacy campaign
- Enhanced statewide data infrastructure to answer AI and workforce related questions



# AI Workforce Talent Pipeline

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- Pipeline of skilled workers with interest and aptitude in interfacing with AI in the workplace
- Individuals at all levels of experience (entry-level through expert)
- Network of individuals with human-centered skills that cannot be supplanted by AI
- "AI Workforce Talent Pipeline" program to provide career exploration, training, and upskilling in AI-related occupations





# Economic Development

# Economic Development Policy Proposals

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## Wisconsin Economic Development Corporation

- AI Supports for Wisconsin Businesses
- AI Innovation Hubs
- AI Roadmap for Wisconsin Businesses





# AI Supports for Wisconsin Businesses

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- Assistance and seed funding to reduce barriers to technology adoption
- Investments in IT infrastructure, software, training, personnel and other capital investments
- Require businesses to maintain or increase employment



# AI Innovation Hubs

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- Support for entrepreneurs and start-ups in AI
- Focus on technology development for manufacturing and agriculture
- Partner with tech colleges, universities and private sector organizations



# AI Roadmap for Wisconsin Businesses

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- Learning opportunities for business and community leaders in AI
- Forums such as educational programs or regional summits



# Task Force Reflections & Next Steps



# Thank You

Governor's Task Force on Workforce and Artificial Intelligence

