

Minutes of the

APPRENTICESHIP ADVISORY COUNCIL

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

UA Local 434 Training Center
2406 Ridge Road
Eau Claire, Wisconsin

July 28, 2010

MEMBERS PRESENT

Wayne Belanger	Robert Riberich
Terry Hayden	Ron Splan
Marcie Marquardt	Clay Tschillard

MEMBERS EXCUSED

Earl Buford
Gert Grohmann
Henry Hurt
Brent Kindred
Mike Lewin
John Metcalf
David Newby
Ben Rodriguez
Susan Scaffidi

CONSULTANTS AND GUESTS

Gary Korn	UA Local 434 Training Coordinator	
Mike Thompson	Lakeshore Technical College	Cleveland
Karen Morgan	DWD-DET Bur App Standards	Madison
Kathy Wellington	DWD-DET-Bur App Standards	Madison

Welcome, Introductions and Check-In

The meeting was called to order by Co-chair Hayden at approximately 10:00 a.m. Karen Morgan, DWD/BAS, confirmed that the meeting was properly posted in conformance with the Wisconsin Open Meeting Law. Signature sheets were circulated to record those in attendance. Co-chair Hayden thanked members for making the “long and scenic drive to beautiful Eau Claire, Wisconsin” and welcomed them to the UA Local 434 Training Center.

Approval of Minutes

Co-chair Hayden referred members to the minutes of the April 28, 2010 Council meeting, which were included in the meeting packet. Motion by Mr. Tschillard to approve the minutes as written. Second by Mr. Splan. Motion carried.

SAGE Grant Update – Status Report:

Prior to providing an update of grant activities, Ms. Morgan provided a brief summary of the SAGE grant’s highlights:

- The grant amount is \$6 Million over three years, ending December 31, 2013.

- The grant will serve 1,054 new apprentices and 3,455 existing apprentices. In addition, 2,225 journeyworkers will benefit from the SAGE training components.
- SAGE has a specific focus on apprenticeship because of its linkages to skilled trades, its statewide delivery mechanisms and its ability to get training into workforce quickly.
- SAGE has two tracks: Planning track focuses on 7 GROW regions who will develop energy sector training plans; Immediate greening of the trades track focuses on building and implementing new programming or program improvements which will “green up” apprenticeship trades quickly; includes wrap-around services such as childcare, transportation, tuition, books, etc., for eligible SAGE enrollees (apprentices, primarily).

Ms. Morgan informed members that six out of seven of the Local SAGE Teams had submitted their plan on July 26, 2010, as expected. She noted that the Milwaukee-area team had been granted an extended due date of August 6, 2010. She stated that a plan review team had been formed by the Council on Workforce Investment’s Energy Sector Subcommittee (CWI-ESS), noting that the following team members were scheduled to convene for plan review on August 10, 2010:

- Earl Buford, WRTP/Big Step
- Marge Anderson, Wisconsin Energy Conservation Corp.
- Don Rouse, Council on Workforce Investment
- Phil Neuenfeld, AFL-CIO & Council on Workforce Investment
- Sue Hanson, Focus on Energy
- Steve Roberts, BAS
- Kathy Wellington, BAS

She stated that BAS staff, Roberts and Wellington, would present their preliminary review findings to the team, work with the team to identify areas of concern or deficiency, establish work plans for gathering additional plan detail (if necessary) and presenting team recommendations to the CWI-ESS.

Karen reported that the two SAGE positions have been filled, Steve Roberts will assume the Project Manager role and Owen Smith will tackle the Outreach Coordinator duties. She reported that both staff will receive a day-long SAGE Orientation on August 2nd, Mr. Roberts’ first official day back with the Bureau. She noted that Ms. Wellington is no longer the primary SAGE contact and is assuming other duties.

Mr. Tschillard reported that he had been involved in the development of the Local Energy Sector Training Plan for the Southwest / South Central GROW Region. He stated that the SAGE activities serve as a positive opportunity to both green up the existing trades and establish long term partnerships that will improve the pipeline to those trades.

Karen stated that the local workforce boards will be encouraged, via letter from BAS, to attend the upcoming CWI-ESS meeting to get a firsthand perspective on the Committee’s final review of their local plans.

100th Anniversary Celebration - Update:

Co-chair Hayden called upon Karen to report on the planning activities for next year’s 100th Anniversary of Apprenticeship celebration slated for June 12-14, 2011. She provided a handout containing planning meeting notes and conference venue details relating to the Monona Terrace.

- Ms. Morgan brought members' attention to the proposed conference theme, "A Century of Success, Creating Better Jobs and Brighter Futures," and noted that the steering committee was in agreement about using this theme, although the exact wording may be adjusted or refined slightly. She credited Mr. John Metcalf, Council member, for the theme. She stated that the 100th Anniversary Conference will position apprenticeship as a key player in building the workforce of the future, while allowing us to honor our past at an historic juncture.

Ms. Morgan provided a summary of planning activities:

- UW Extension School of Workers may be commissioned to create a **documentary video (DVD)** depicting the 100 year history of apprenticeship in Wisconsin. Cost estimate is \$20,000 for a 20 minute video. The School for Workers is also available for contract if additional assistance is needed in the area of research, documentation and/or general centennial planning and implementation.
- The conference will **showcase each decade** of Wisconsin's apprenticeship history by displaying artifacts (tools, clothing, and equipment), photos and interviews/videos relating to the timeframe. A lead person has been established for each decade. The steering committee is in process of defining the roles and responsibilities of a "decade lead person".
- A **resource questionnaire** will be used to evaluate the historical resources that apprenticeship stakeholders may be able to offer the conference. It will help to identify artifacts, stories, etc. and may also be used to identify potential sponsorship.
- A **large-scale timeline** will lead visitors through the history of apprenticeship in Wisconsin, in relation to world, U.S. and other State events.
- Format will include **workshops and keynote speakers**; with heavier emphasis on general sessions than is typical to the biennial apprenticeship conferences. Currently exploring three options for an economist presenter: Dr. Paul Harrington, Anirban Basu, or a speaker recommended by School of Workers. Currently exploring specialty rooms, such as "Emerald City" to showcase green initiatives in the trades and "Gems of Apprenticeship" to showcase stellar stakeholders to replace a few traditional workshops.
- **USDOL** may parlay our 100th Anniversary into a "kick-off" marketing event for their 75th Anniversary of Apprenticeship, which will occur in 2012.
- Mr. Tschillard is providing oversight to a **structural committee** responsible for designing and building the decade kiosk/displays and possibly timeline structure. **Members are urged to be on the lookout for good display ideas and send pictures or notes to Mr. Tschillard.** Mr. Tschillard stated that he will be creating a Google portal for the structural committee to move their work along.

Ms. Morgan concluded her report by asking members to let her know about other organizations who recently celebrated 75 or 100 years or to forward materials and resources that the steering committee might find helpful in conference planning.

Sub-Committee Reports:

Co-chair Hayden called for the Sub-Committee reports to be presented.

Educational Linkages: Mr. Tschillard presented the report, referring members to Attachment #2 of the meeting packet. He noted that the Sub-Committee finalized the outreach materials for the "Advancing Apprenticeship into the 21st Century – Apprenticeship Outreach and Education Plan" package and is currently finalizing introductory letters. He informed members that the entire package would be ready for

the fall semester. Mr. Tschillard stated that the Sub-Committee has begun detailed design layout of the web and print versions of “The Road to An Apprenticeship”.

Equal Access Sub-Committee: Mr. Belanger presented the report, referring members to Attachment #3 of the meeting packet and reporting on two meetings that occurred since the last Council meeting: May 26, 2010 and July 13, 2010.

Apprentice Orientation Mr. Belanger reported that the Apprentice Orientation Session is complete and will be introduced to the Apprentice Coordinators at a meeting on Thursday, July 29, 2010. He stated that the Sub-Committee hopes to run several pilots in the fall 2010. Mr. Belanger also reported that Mr. Tschillard has agreed to pilot the Apprentice Orientation Handbook with an existing class, with sessions currently planned in August, 2010. Mr. Tschillard noted that they will hold three 3-hour sessions as night school classes and will grant credit to the apprentice attendees. He stated that the goal is to provide feedback to BAS before BAS prints the handbook in bulk.

Tool Box Talks He reported that the Sub-Committee began development of materials suitable for “Tool Box Talks” to share with employers, including the following topics:

1. Give Your Co-Workers Support. How to give Criticism and How to Take It.
2. How to Dress for Heat & Cold
3. Impact of Outside Activities on Your Work, including Alcohol and Drug Use
4. Creating a Positive Work Environment
5. Apprenticeship: What is it? Employer Responsibilities, Apprentice Responsibilities
6. Work Ethic
7. Financial Tools
8. Diversity: Respect & Generational Differences
9. Dress for Success

Mr. Belanger reported that, although the Tool Box Talks may be useful for a wide audience, the content was being developed with an apprentice audience in mind. He requested that members identify any additional topical areas that should be considered. Mr. Belanger provided a sample layout for members to review, asking for suggestions to ensure that it has a “multi-trade” look.

Karen noted that the Tool Box Talks are part of the bigger collection of new resources which includes the Committee TAG, Transition to Trainer courses, and Financial Tools for the Trades materials. Mr. Belanger reported that the project will be implemented with the nine topics (identified above) and will be evaluated to see how the materials are received prior to development of more topic areas.

Informational Sub-Committee: Ms. Marquardt provided the report and noted that the Informational Sub-Committee met three (3) times since the last Advisory Council meeting; May 7, July 7 and July 20, 2010. Ms. Morgan provided additional details throughout the report. The report included the following:

Chapter 106 WI Act 291 was signed by Governor Doyle on May 12, 2010 and was published on May 26, 2010. Chapter 106 is now updated; members were referred to an updated copy of Chapter 106.

Rule Changes The public hearing for DWD 295 was held on Thursday, July 23, 2010. There was no opposition.

Informational Sessions Eight Informational Sessions were held in June regarding the DWD 295. Although attendance at the sessions was moderate, they were all described as “very lively”. Participants had numerous questions and appreciated the opportunity for input into the rule draft. It was noted that Karen Morgan and Joe Weisling conducted the sessions. Ms. Morgan expressed her appreciation for the members and stakeholders who participated in the sessions, and expressed a special thank you to Mr. Joe Weisling for the assistance he provided at every session. Members received a copy of the notice that was mailed to all employers and committee members concerning the Informational sessions.

Apprenticeship Manual Updates The Informational Sub-Committee is now working on Manual updates. The sub-committee recommended a new structure, based on the categories of DWD 295.

Chapter 1	General Information about Wisconsin’s Apprenticeship Program
Chapter 2	Eligibility and Procedures for Registration of Apprenticeship Programs
Chapter 3	Standards
Chapter 4	Apprentice Contracts
Chapter 5	Enforcement of Apprentice Contracts
Chapter 6	Policies and Procedures for Apprenticeship Related Instruction
Chapter 7	Appendix

Karen reported that Manual revisions do not need to go through the Legislature for approved. She noted that BAS will present Manual revisions at the Fall State Committee meetings, and then make any necessary revisions prior to sending it to USDOL/OA who will evaluate it based on its adherence to an existing USDOL/OA Guidance Letter.

Mr. Tschillard noted that the Manual revision team includes representatives from all three sectors and that two meetings for additional Manual revision work have been scheduled: August 13th and 31st, 2010, both at ABC-Madison.

Ms. Morgan reported that BAS is currently making 29.29 related system changes to BASIS, the BAS Information System which houses all apprenticeship data.

WTCS Update:

Co-Chair Hayden announced that Mr. Mike Thompson would present the WTCS Update on behalf of Ms. Wood.

Low Enrollment “set-aside” funding for 2010-2011: Mr. Thompson reported that, since 1993, apprenticeship has had an annual allocation of \$149,400 designated to be used for the expansion of apprenticeship sections. With more than 1/3 of apprentice related instruction programs running below local college minimum class sizes at the present time, the WTCS Apprenticeship Coordinators Council now needs to allocate all of these funds just to keep small sections alive. Mr. Thompson suggested that regionalization may be a solution to this problem and described potential regionalization between Lakeshore and Appleton. Discussion followed, with committee interaction in this type of combined structure being the primary topic. Concerns included keeping committees alive in the hopes that apprenticeship numbers will revive in the near term, but know when a committee is no longer a viable entity. The issues remain unresolved with members expressing a need to remain flexible and patient while waiting to see how the economy will turn.

How many apprenticeship completers go into retraining?...Based on numbers on the cohort group from most recent Apprenticeship Completer report (Jan 2010), Mr. Thompson

reported that 15% of the 2007-2008 DWD completers registered for WTCS courses this past year. (N=232 of 1513).

Of these 232 individuals 61 (26%) were enrolled in program courses including 18 taking AAS general education coursework; 82 (35%) were enrolled in continuing education courses; 37 (16%) were enrolled in apprentice courses (22 in the electrical area); 11(5%) enrolled in remedial / developmental courses, 41 (18%) took Community Service courses which include both First Aid and court-ordered Group Dynamics course taken by 15 (7%) of the individuals.

In terms the numbers enrolling in program areas: a significant portion of these completers enrolled in EMS (24), Criminal Justice (19), and Fire Tech (16) courses that are not currently identified as WTCS apprentice related instruction. More research would be needed to determine whether these enrollments represent post-apprenticeship coursework for service sector apprentices, widespread interest in EMS as a secondary career, or some other factor.

Recognition of industry-based comparables to WTCS instructor certification: Mr. Thompson reported that Leah Osborn from WIDS has completed assessments of the alignment between instructor training programs offered by industry training funds and the WTCS certification requirements. He reported that full course comparables for the Carpentry, Ironworking, Electrical Construction, Plumbing and Steamfitting trades are posted at: <http://systemattic.wtcsystem.edu/certification/Cert/Renewing/courses/index.htm>

Coursework in Teaching Methods and Adult Learning Styles for non-WTCS apprentice instructors: Mr. Thompson reported that instructors from five trades are working on apprentice-oriented learning objects for Cert Courses #52 Teaching Methods and #53 Educational Psychology (Adult learning Styles). MATC Milwaukee and Chippewa Valley Technical College are interested in offering two-credit versions of these courses to non-WTCS apprentice instructors. He noted that a shorter professional development kick-off course is being considered to coincide with the 100th Anniversary Conference in June 2011 and stated that Alliant Energy is very interested.

DPI Update:

No report.

Statistics:

Ms. Morgan presented the BAS Apprenticeship Statistics report. She noted that the format was slightly different, collapsing the two previous reports into a single report. She pointed out the continued downward trends in active apprentice numbers for construction and industrial sectors, with a slight upward tick in the services trades. She also pointed out that the number of total active employers has declined 5% when comparing current data (July 1, 2010) to the same timeframe last year.

USDOL / OA Program Guide Karen also presented members with the USDOL Office of Apprenticeship's 2009 Program Guide, which contains year-end achievements, data, and activity highlights of the federal programs, nationwide. She stated that BAS currently has few resources available to produce this type of document, but would like to pursue this type of report in the future.

Old Business:

LAB Audit Update Co-chair Riberich requested that Ms. Morgan bring the Council up to date on LAB Audit activities. Ms. Morgan reported that LAB is in the processing of writing

their findings reports. She stated that she frequently fields questions from them that relate to a lack of consistency in BAS field determinations, citing that LAB's perspective might find that two issues seem to look very similar to LAB, but might garner different results from different staff. She stated that the report would likely be released early to mid-September.

New Business:

EO108 Changes Co-Chair Riberich asked Ms. Wellington to report on changes relating to Executive Order No. 108, which requires apprentice utilization on state construction projects. Ms. Wellington stated that BAS is currently working with the Departments of Administration and Transportation to shift parts of the compliance determination process to the front-end, prior to contract award. She pointed out that this structure would be more in keeping with the actual language of the Order, although the agencies had previously agreed upon a workflow structure in which all determinations were made after award. She stated that contractor awareness of EO108 responsibilities will become part of the bid package in the new structure.

Ms. Wellington walked members through a proposed workflow that is still being detailed by the three agencies that would engage DOA and DOT in the determination process, prior to award, but in which compliance determinations would still be made through DWD. She noted that the LAB Audit focused in on the EO108 workflow to a small degree, with particular attention paid to the fact that contracts are currently awarded before DWD is aware of their existence – which make compliance enforcement more difficult.

Ms. Marquardt urged BAS to ensure that contractors are properly notified of these changes. She requested that contractor notification be factored in to existing discussion with the partner agencies, so that contractors will know what to expect prior to the changes going into effect.

IBEW Personnel Changes Mr. Tschillard announced that his employee, Mr. Jim Cook, would leave employment with the IBEW Training Center on August 27, 2010, to begin employment with Madison Area Technical College as the Apprenticeship Manager. Members acknowledged Mr. Tschillard's loss of a valued employee. Members also expressed satisfaction that Mr. Cook will remain active in the apprenticeship community.

Next Council Meeting:

The next Council meeting will be held in the Madison area on Tuesday, October 26, 2010, beginning at 10:00 a.m. The location was not determined at the time of this meeting.

Adjourn

Karen was joined by those present in expressing appreciation to Mr. Hayden for the gracious and generous hospitality he provided as host for this quarterly Council meeting. Motion by Mr. Splan to adjourn. Second by Mr. Belanger. Motion carried.

Respectfully submitted by Kathy Wellington, Recorder