

Minutes of the
APPRENTICESHIP ADVISORY COUNCIL
Advisory to DWD, Bureau of Apprenticeship Standards
and
Wisconsin Technical College System Board

Sheraton Madison Hotel – 706 John Nolen Drive – Madison, WI
February 21, 2012

MEMBERS PRESENT

Wayne Belanger	Henry Hurt	Cathie Tikkanen
Earl Buford	Brent Kindred	Clay Tschillard
Gert Grohmann	Patrick O'Connor	Daniel VandenBush
Terry Hayden	Dawn Pratt	Mary Watrud
Mark Hoffmann	Robert Riberich	Mark Wieseke
Rebecca Hogan	Susan Scaffidi	Marge Wood

MEMBERS EXCUSED

Jose Bucio	Ben Rodriguez
Ralph Hollmon	

MEMBERS ABSENT

none

CONSULTANTS, GUESTS and SPEAKERS

Lisa Boyd	Administrator, DWD/Division of Employment & Training (DET)
Scott Hamilton	Madison Area Plumbing JAC
Ken Moore	DWD-DET-Bureau of Apprenticeship Standards
Karen Morgan	DWD-DET Bureau of Apprenticeship Standards
Reggie Newson	Secretary, Department of Workforce Development (DWD)
Steve Roberts	DWD-DET Bureau of Apprenticeship Standards
Owen Smith	DWD-DET Bureau of Apprenticeship Standards
Joe Weisling	Southeast Wisconsin Area Carpentry JAC
Kathy Wellington	DWD-DET Bureau of Apprenticeship Standards

1. Call to Order

Co-Chair Riberich called the meeting to order at 10:02 am. He noted that Secretary Reggie Newson was in attendance and led off a round of introductions of all those present at the meeting.

2. Welcome by DWD Secretary Reggie Newson

Co-chair Riberich welcomed Secretary Newson to the Council meeting. Secretary Newson thanked the Council for the invitation and discussed the role he sees for apprenticeship in helping to build and sustain Wisconsin's skilled workforce. Highlights of the discussion include:

- Apprenticeship is a great training model, especially in today's economy.
- Wisconsin employers are having trouble finding workers who possess the right skill set for the skilled trades.
- DWD is working with Governor's office, Mr. Tim Sullivan and others in a dedicated team to better identify job opportunities and get workers trained for those openings. Part of this initiative is marketing Wisconsin to employers, but we need to have the skilled workforce to back up the marketing.
- Many employers are thinking of leaving Wisconsin because they can't find skilled workers.

- Between 60-70% of workers, both nationally and in Wisconsin, will not require a four-year degree to perform the work of projected openings. Apprenticeship is a critical method of training within the mix, it is viewed as a tool to help get Wisconsin moving forward.
- More than 13,000 jobs have been created since Governor Walker took office. Our unemployment rate is lower than the national average and that of neighboring states.

Secretary Newson noted that he had the opportunity to discuss the VIP program with Co-chair Hayden and talk about ways to support this program. He stated that he is looking for ways to invest in VIP in order to expand and replicate it across additional trades.

In closing, Secretary Newson stated that he looks forward to working with the Council and appreciates the opportunity to meet the Council members and stakeholders present at the meeting. On behalf of Governor Walker, himself and DWD-DET Administrator Lisa Boyd, he thanked members for their dedication and hard work.

Co-chair Riberich thanked Secretary Newson and encouraged him to meet with the Council at future meetings.

3. Approval of Minutes

Co-chair Riberich referred members to the minutes of the October 31, 2012 Council meeting, which were included in the meeting packet. Motion by Ms. Pratt to approve the minutes of the October 31, 2012 meeting as written. Second by Ms. Scaffidi. Motion carried without objection.

4. Sub-Committee Reports:

Ms. Morgan informed the Council that all subcommittees had the opportunity to meet since the last Council meeting. Based on the work of the subcommittees, Ms. Morgan produced a Strategic Plan Draft, which was handed out at the meeting. She informed members that the draft plan was written in a way that addresses Council goals while complementing the DWD Strategic Plan, especially in two key areas: generating growth in the skilled trades and addressing the need for more skilled workers. She stated that apprenticeship is a great solution for both strategic concerns, but it is not always at the top of the list when folks consider employment and training options or courses of action. She informed members that subcommittees will use the Strategic Plan draft to guide their working, beefing it up, focusing on it, or revising it, as necessary. She referred members to the Council Priorities Summary in the meeting packet, and pointed out that the plan's goals line up very nicely with the Council's existing priorities and existing subcommittee structure. Ms. Morgan encouraged review and discussion at the subcommittee level, noting that the plan would be brought before the Council for approval at its next meeting.

Ms. Morgan then handed out a report by the Harvard Graduate School of Education, "Pathways to Prosperity: Meeting the Challenge of Preparing Young Americans for the 21st Century." She encouraged members to review the report outside of the meeting, noting that the report contends that our workforce strategy must include alternative educational pathways for our youth, namely apprenticeship and concentrated vocational education.

Equal Access Sub-Committee: The report was provided by Mr. Henry Hurt, newly appointed Sub-committee Chair. Mr. Hurt informed members that the sub-committee had met on two occasions since the last Council meeting; December 16, 2011 and February 3, 2012. Mr. Hurt referred members to materials in their mailed meeting packet throughout his report, which included:

- The Toolbox Talks have been finalized and are available for download at <http://dwd.wisconsin.gov/apprenticeship/forms.htm>
- The apprentice orientation plan has been finalized, with implementation planned for fall of 2012.
- The sub-committee presented five suggested areas of focus for increasing the number of women and minorities in apprenticeship:

- Develop a transferrable mentoring program based on the WRTP/BIG STEP model.
- Partner with WRTP/BIG STEP and their vendor in developing a cultural competency workshop which may be used by employers and their leadership.
- Work with qualified apprentice applicants to increase their job seeking skills by developing job seeking and job keeping “Toolboxes” or programs, in conjunction with other state agencies to help qualified apprentice applicants to increase their potential to become apprentices. Customize according to the three (3) industry sectors.
- Develop formal linkages between apprenticeship and mega projects for retention purposes. Work with community bases organizations to forge linkages with companies doing mega projects. Although it is likely these projects will allow for new apprentices to enter, the main focus will be on getting existing workers/apprentices back to work.
- Apprentice prep programs—Develop a Best Practices outline and endorse a uniform/standard apprentice prep program.

Mr. Hurt’s report noted that the sub-committee had considerable discussion relating to the concept of self-guidance versus applicants needing support. He stated that sub-committee members aligned on either side of the issue, with the alignment being nearly 50/50 of the membership. He reported that the focus of the sub-committee’s efforts could change focus based on how the group decides to proceed.

With Mr. Hurt’s report concluded, Ms. Morgan suggested that the Council engage in discussion about the suggested areas of focus, as presented in the sub-committee report. She reminded the Council that these are the items that the sub-committee proposes to address over the next two years.

Discussion followed in several topical areas:

Improving apprentices’ ability to market themselves.

- Ms. Watrud suggested that apprentices do not receive any formal type of training in the area of ‘presenting themselves’ to potential sponsors using the Letter of Introduction. She offered to work with the Job Centers to develop job search/job interview type skills that are geared toward apprenticeship.
- Ms. Pratt suggested that many individuals present themselves as “apprentices” when they are not. She stated that this did not appear to be deliberately misleading, but a true misunderstanding of a what an apprentice is, reflecting a need to work on making apprenticeship more of a household word.
- Mr. Tschillard related his experience on the WDB of South Central Wisconsin, stating that manufacturers have the same issues. He encouraged the Council to take a direction that has apprenticeship sharing and working with these agencies at the ground level. He cited the DOT group for Verona Road as an example. Ms. Morgan noted that BAS had recently been formally invited to participate in that particular project.

Endorsement/approval/certification of Pre-apprenticeship/Apprentice Prep programs.

- Ms. Wood inquired as to why only four of the five sub-committee suggestions were included in the Strategic Plan draft, omitting the item regarding apprentice prep standards and endorsement. She stated there is much activity in this area federally. Ms. Wood gave examples of programs that would probably not be identified as true pre-apprenticeship, which could be clearly acknowledged by endorsement (or lack thereof) by the Council or BAS.
- Ms. Morgan considered that to be problematic, stating that the Council has no staff other than BAS and BAS does not have any authority to “recognize, or endorse, or certify” an agency as meeting or not meeting a set of standards.
- Ms. Wood stated that the intent is to have a measuring stick by which to measure quality and linkages, noting that WTC would absolutely use a tool or checklist like this.
- Co-chair Riberich stated that this is of benefit for apprentices who attend a program thinking that some type of linkages exist, then come into apprenticeship expecting some type of credit for their efforts. He noted that the issue of endorsement, of any nature, must be discussed in the broad sense – so that issues such as credit are part of the decision making.
- Ms. Wood stated that the issue of support services from the workforce system are also at issue. There are too many programs billed as pre-apprenticeship, but no common way to

determine whether they are, and whether they should be funded as such. She requested that the Council take a look at the issue and consider whether to move forward with some type of standards checklist and endorsement process.

- Mr. Buford arrived at the meeting in time for discussion. He agreed that the issue should be examined, stated that we need to at least get rid of the notion of “pre-apprenticeship” and move toward clarity that that a program is “apprenticeship preparation”.
- Mr. Hurt expressed concerns about who would actually develop the set of standards, and once developed, who would own them? Who would update them? Who would do the work of reviewing, investigating and approving, based on them? Who would make sure that credit was equitably given across trades and sponsors? Who would champion the sponsor’s right to determine their own willingness to give credit?
- Ms. Wood stated that the credit would work out if you have the other things in place. She stated that there simply needs to be some type of indicator that helps folks, all of us in apprenticeship, use it as a guide.
- Mr. Hurt expressed the same concerns as earlier, stating that a checklist and endorsement could start as something simple and then take on a whole life of its own, with no authority, funding or staff to support it.
- Co-chair Riberich stated that this is an important issue that requires examination and research. He stated that the issue of adequately prepared applicants is one of the Council’s strategic issues and, while it is not an easy issue, the notion of this checklist seems to tie in with the work on the Council’s plate. He expressed that is it logical to explore the idea and either move forward or put it to bed.
- Ms. Wood volunteered to work on the issue with other interested parties.
- Co-chair Riberich stated that the Equal Access sub-committee is the appropriate venue for the assignment.

Update on WRTP/BigStep Retention/Mentoring Grant

- Mr. Buford provided an update of the sub-committee suggestions regarding the WRTP-BigStep programs (items 2a and 2b in the sub-committee report). He noted that the Minority Retention Steering Committee was put together to improve the dropout/loss issues relating to minority apprentices, particularly African American males. He reported the involvement of 7 distinct construction trades, stating that the past two years’ of programming have seen the emergence of some best practices and models. His staff are currently working on the cultural competency workshops. He asked the Council for guidance on the best audience for this product: Field workers? JACs? Supervisors? Owners? Mr. Hurt suggested that a range of audiences should be targeted, approaching the issues from many vantage points. Members expressed general agreement.
- Mr. Buford reported that the Mentor Guide is now available in electronic format.

Co-chair Riberich sought Council action from the body, asking if there were any recommendations.

Motion by Ms. Wood to add item 2g from the sub-committee report, “Apprentice prep programs— Develop a Best Practices outline and endorse a uniform/standard apprentice prep program” to the Strategic Plan. Mr. Belanger stated that the discussion centered on examining the issue and that the word “endorse” may be too strong. Ms. Wood stated that her motion was open to friendly amendment. Additional discussion followed. A vote was not taken on the motion on the table.

Ms. Pratt stated that the existing apprentice prep language should be revised to use the word “explore” to clarify that we are examining the issue, rather than putting something in place already. Motion by Ms. Pratt to approve the Equal Access subcommittee to move forward with their suggested areas of focus, changing the apprentice prep language to reflect exploration rather than implementation. Second by Scaffidi. Motion carried.

Educational Linkages Sub-Committee: Ms. Watrud presented the report, noting that she had accepted the Chair position after having been nominated in absentia; humorously noting that Mr. Hurt

had been nominated in the same manner. She reported that the sub-committee had been very active, having met 3 times since the last Council meeting: The sub-committee reviewed and edited various brochures previously drafted for apprentice outreach and BAS is finalizing the documents for print. She also reported on progress building the outreach tool, "Road to An Apprenticeship," noting that it was initially conceptualized by the sub-committee in 2010. The first step has been to draft the main road without any forks, roundabouts or detours using the five major steps as identified in one of the draft brochures. She reported that the sub-committee intended the "Road" to be interactive and on the BAS website, noting that Ms. Hogan has been talking to instructors at Madison College about the possibility of using this initiative as a class project.

Co-chair Hayden began presiding over the second-half of the Council meeting, taking over from Co-chair Riberich.

Outreach Sub-Committee: Ms. Pratt, sub-committee Chair, presented the report. She noted that work on the Outreach plan was moving forward, with a small subgroup having met with a marketing vendor. She referred members to the Council Outreach Plan and 2012 Action Steps in the member packet and asked Mr. Tschillard to provide details of the meeting. Mr. Tschillard stated that he, Ms. Morgan, Ms. Wellington and Mr. Belanger had met with representatives from Laughlin Constable, a Milwaukee-area marketing firm who is an approved state vendor. The vendor was presented with apprenticeship's current array of brochures, flyers, web, logo, etc and learned about the Outreach plans of the sub-committee. In general, the vendor agreed that the apprenticeship message is clear and strong, but needs to be packaged so that it is more attractive and understandable to those outside the apprenticeship community. Mr. Tschillard noted the following about the Outreach campaign:

- Focus will be on manufacturing sector; success will be measured by increase in sponsors.
- Focus will be on expanding sponsors, so employers are the outreach target.
- SAGE outreach funding is fund source.
- Laughlin Constable is available, willing and already has an open contract with state government.

Ms. Wood noted that the outreach seems oriented to "a data thing" and wondered if we could do some type of Return on Investment (ROI) with this funding. Ms. Morgan stated that no funding was available for ROI, but the subcommittee and vendor had discussed using the ROI information available through Canadian surveys and analyses.

Ms. Hogan noted that she is currently tasked with an article for the April edition of the Wisconsin Business Voice and is targeting apprenticeship as her subject matter. Ms. Morgan informed the Council that Jim Morgan, WMC, would be joining the Outreach sub-committee as a member.

Mr. Belanger clarified that, while the current outreach campaign will focus on manufacturing, the approach will allow for easy transition to both the construction and service sectors down the road.

Motion by Ms. Scaffidi to accept the Outreach sub-committee's report as written and to approve the actions steps and direction that the committee is taking with the Outreach plan. Second by Ms. Pratt. Motion carried.

Policy & Standards Sub-Committee: Mr. Tschillard, Sub-committee Chair, presented the report. He noted that the sub-committee had met on two occasions since the last Council meeting. Members received a handout of an updated DWD response letter to USDOL/OA regarding the DWD implementation of 29 CFR Part 29. He stated that his position, shared by sub-committee members, is that USDOL/OA took a "word search find & replace" and "wordsmithing" type of approach to the plan review process, rather than analyzing for meaning, intent and overall compliance; resulting in a review response that was comprised of a series of "revise to conform" instructions. Ms. Morgan informed members that Wisconsin is not alone in expressing displeasure at USDOL/OAs response. She noted that Wisconsin, with a Council that is advisory rather than regulatory, is not facing as much legislative

intrusion as Washington, Oregon, and other State Approving Agency (SAA) states that function with regulatory councils.

Mr. Tschillard pointed out differences between the most recent DWD letter handed out at the meeting and the version mailed in the member packet. Ms. Morgan pointed out that the DWD response was crafted in a manner that will hopefully avoid opening up the Wisconsin law. She stated that DWD has requested an in-person meeting in the event that USDOL/OA expressed any remaining concerns and noted that she does not expect a fast turnaround from USDOL/OA.

Ms. Wood stated that WTCS takes a different approach and, when performing a federal function and asked by the federal government to conform, they always revise to conform. Ms. Morgan pointed out that USDOL/OA does not fund Wisconsin to provide apprenticeship oversight. Ms. Wood stated that she held a different view than the sub-committee and would therefore abstain from any approval process.

Ms. Morgan informed members that the approval process may be slowed by the recent retirement of USDOL/OA's Deputy Administrator, Dana Daugherty. She noted that his replacement is Ronald Johnson, a former state director who has a track record of supporting SAA states.

Co-chair Hayden asked if there were any questions or need for continued discussion regarding the DWD response letter to USDOL/OA. Motion by Mr. Grohman to approve the report and the DWD letter as written. Second by Scaffidi. Motion carried.

Ms. Morgan informed members that Bill 448, which relates to an income tax and franchise tax credit for training apprentices. She noted that the bill was introduced by Senator Grothman; cosponsored by Representatives Jacque, Kerkman, Fields, Bies, Brooks, Mursau, Spanbauer, Stroebel, Pridemore and Toles. She stated that the bill would be heard at 11:35 (the day after the Council meeting) on March 23, 2012. She apologized for the short timeframe, stating that she had just been given the language, herself. Ms. Morgan stated that she was not aware if DWD would testify at the meeting and reported that DWD testified, but from a neutral stance, the last time a similar bill was introduced.

5. Council Website:

Ms. Wellington presented updates to the www.wisconsinapprenticeship.org website, namely:

- Toolbox Talks flyers are now posted and are downloadable in pdf and word format.
- The Council has several pages now, presenting membership, mission and subcommittees; and listing upcoming meetings for the Council and state trade committees. The site also houses agendas and meeting packets for the Council and its subcommittees.

Co-chair Hayden adjourned the meeting at 11:51, for lunch. Members reconvened at 12:50 pm.

6. DPI Update:

Co-chair Hayden announced an agenda shift to accommodate Mr. Kindred, who was scheduled to attend another meeting in the building. Agenda item #8 was moved up to become item #6. Mr. Kindred reported that February, being Career and Technical Education (CTE) Month, has been a busy month for DPI. He reported on a number of activities designed to promote awareness, including new releases, success story videos, a new CTE Month logo, presentations, and visits by Superintendent Evers to school districts throughout the state. Mr. Kindred described a number of meetings and events at which he was able to promote apprenticeship and raise awareness and interest. Members received a flyer for an April 26, 2012 meeting, "Meeting the Demand – Construction Careers," at which educators, counselors and administrators are invited to partner and network around this issue. Mr. Kindred also discussed a draft Program of Study for the Coleman School District for the Manufacturing Production Process Development pathway.

7. SAGE Grant Update:

Mr. Smith presented an update on the progress of the SAGE grant, followed by question & answer.

Highlights included:

- Participation numbers jumped from 1,000 to 1,609 since last Council meeting; large gains are typical when a trade is “greened up.”
- All funds are either expended or obligated.
- 4 of 6 new “green” programs are operational; 11 of 20 existing programs have been “greened up”
- 110 individuals have received supportive service funds totaling approximately \$145,000.
- Support service financial limits have been increased from 250% to 300% of poverty.
- By July, 2012, all trades will be greened (per grant specifications)
- By September, 2012, all new programs will be operational (per grant specifications)

7. WTCS Update:

Ms. Wood provided members with the 2009-10 Apprenticeship Completer Report and a diagram of the Wisconsin Adult Career Pathway Model. Her report included:

- Despite limited funding, great things are happening at colleges:
 - LTC’s commitment to statewide Sheet Metal hire
 - Welding, CNC Machining = high
 - Improvements to data collection & tracking show progress; e.g., recent group of 8 new tool & die apprentices are an average of 21 years old and can be tracked directly to youth apprenticeship programming at Fond du Lac, Goodrich, & Slinger
- A 30% decrease in state office funding will make grants more critical, such as Joyce Foundation & Gates Foundation.
- There is sustained emphasis on adult career pathways. Ms. Wood referred members to the Career Pathway handout and asked members if they felt that apprenticeship had a place within the pathway, versus being a standalone, boutique program. Discussion followed, during which Ms. Wood stated:
 - State level funding of \$150,000 was divided 17 ways this year (11 districts received funds), with 15 grants using the funds to support apprenticeship classes where enrollment was below minimum requirements.
 - Those with a career path can get a \$4,500 grant for young people.
 - Compass & Accuplacer are being used more extensively by the workforce community.

Ms. Morgan noted that there are several career pathway models, with the DWD RISE model showing apprenticeship fairly high up on the pathway continuum.

9. Statistics:

Ms. Wellington reviewed the apprenticeship statistics which were mailed in the member packet, noting that, from January 1, 2011 to January 1, 2012:

- Total active apprentice contracts decreased 6.2% from 8,005 to 7,511 active contracts, statewide.
 - During the same period, active construction contracts decreased by 13% to 4,016, while Industrial contracts saw a 1.7% increase and service contracts were up by 3.9%.
 - Industrial trades saw a 24% increase in minorities and a 29% increase in black males.
- Sponsor numbers declined 3.9% overall, a 3.1% decline in construction compared to 4% decline in industrial/service sponsors.
- Calendar year (CY) 2011 saw the lowest number of active apprentices since CY 1994.
- From CY207 to CY2009, construction saw a 64% decrease in new contracts, annually, but numbers are again trending upward, with both 2010 and 2011 posting increases over the previous year.

10. Next Council Meeting:

The next Council meeting was scheduled for Tuesday, May 29, 2012, with location to be determined.

Ms. Hogan volunteered to host at her location.

11. Adjourn:

Co-chair Riberich asked if there was any other business to come before the Council. Hearing none, he called for a motion to adjourn. Motion by Ms. Scaffidi to adjourn. Second by Ms. Watrud. Motion carried. The meeting was adjourned at 2:25 p.m.

Respectfully submitted by Kathy Wellington, Recorder