

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

Wisconsin Manufacturer's and Commerce, Madison, WI  
May 29, 2012

**MEMBERS PRESENT**

Wayne Belanger	Brent Kindred	Clay Tschillard
Earl Buford	Karen Morgan	Mary Watrud
Terry Hayden	Dawn Pratt	Mark Wieseke
Mark Hoffmann	Robert Riberich	Marge Wood
Rebecca Hogan	Susan Scaffidi	
Henry Hurt	Cathie Tikkanen	

**MEMBERS EXCUSED**

Jose Bucio	Patrick O'Connor
Gert Grohmann	Daniel VandenBush

**MEMBERS ABSENT**

Ralph Hollmon	Ben Rodriguez
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**CONSULTANTS, GUESTS and SPEAKERS**

Tim Anholt	NECA/IBEW Apprenticeship & Training
Jonathan Barry	Deputy Secretary, Department of Workforce Development (DWD)
Charles Benn	Urban League of Milwaukee
Lisa Boyd	DWD-DET--Administrator
Kathy Cullen	VP Teaching & Learning-WTCS
Bill Goff	DWD-DET Bureau of Apprenticeship Standards
Scott Hamilton	Madison Area Plumbing JAC
Ken Moore	DWD-DET-Bureau of Apprenticeship Standards
Owen Smith	DWD-DET Bureau of Apprenticeship Standards
Mike Wagner	NECA/IBEW Apprenticeship & Training
Joe Weisling	Southeast Wisconsin Area Carpentry JAC
Kathy Wellington	DWD-DET Bureau of Apprenticeship Standards
Dennis Winters	Chief Economist, DWD-DET Office of Economic Advisors

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**Welcome, Introductions and Check-In**

The meeting was called to order at 10:02 am, by Co-chair Riberich. He noted that DWD Deputy Secretary Barry was in attendance and led a round of introductions of all those present at the meeting. Co-chair Riberich gave a warm welcome to Mr. Barry, who talked with members about the direction of DWD, the current economic climate and the importance of registered apprenticeship in training a high-skills workforce. Mr. Barry's comments included:

- Apprenticeship is of critical importance in today's economy, where employers are facing both a skills shortage and a labor shortage at the same time, and it is an especially useful tool for young people who are looking to get a foothold in the labor market.
- The "hands-on" method of learning pays higher dividends than just the transfer of technical knowledge, it is an opportunity to instill attitude, encourage innovation and build dedication and commitment.
- Registered Apprenticeship in Wisconsin is facing a funding shift, needing to return to its traditional fund source of General Purpose Revenue (GPR) funding, after having been

temporarily funded by Reed Act for the past 6 years. DWD leadership is working with Tim Sullivan, Governor's Special Consultant for Business and Workforce Development, to make this happen. He assured members that DWD will definitely fill the funding hole, but noted that it would take heavy lifting.

- The partnership with WTCS needs attention, as demonstrated by the cancellation of apprenticeship programs at very high rates. He is working on a proposal that will “de-incentivize” cutting apprenticeship programs and help to institutionalize the related instruction classes.
- Mr. Barry thanked members for their dedication to apprenticeship and challenged them to continue working with DWD in three areas:
  - Support and commit to Registered Apprenticeship.
  - Increase our partnership with WTCS.
  - Do more to help people become qualified for apprenticeship.

### **What to Expect For Wisconsin's Economy, Dennis Winters:**

Co-chair Riberich introduced Dennis Winters as the Chief Economist for DWD's Office of Economic Advisors. Mr. Winters provided members with a handout of his powerpoint presentation slides. His presentation focused on the following areas:

- How today's economy and jobs recovery is not like previous models,
- The economic outlook, based on jobs and unemployment data, and
- The looming socio-economic impact that boomers will have on the workforce and economy.

Considerable discussion followed, with members engaging both Mr. Winters and Mr. Barry in lively dialogue centering around the following general topics:

- The need to expand Apprenticeship training to address both the worker shortage and the skills gap, increasing our focus on manufacturing and service trades and helping the general public understand the pathways into apprenticeship
- Better, more specific forecasting of where jobs will be so that workforce training as a whole can stay ahead of the curve
- Need for educational systems to be responsive and work in partnership with workforce development systems, especially in the Milwaukee area, and especially as it relates to addressing the needs of Milwaukee's young African American population
- Need to get the word out about apprenticeship's successful model of training as a solution for today's unique set of workforce needs; during discussion in this area, Ms. Cullen noted that WTCS just drafted a report that venerates apprenticeship's “hands-on” model of learning

### **Approval of Minutes**

Mr. Riberich referred members to the minutes of the 02/21/2012 Council meeting, which were included in the meeting packet. Ms. Wood corrected the minutes on page 7, item 7, to read, “State level funding of \$150,000 is divided 17 ways (11 districts), with 15 using the funds to support apprenticeship...” Motion by Ms. Pratt to approve the corrected minutes of the 02/21/2012 Council meeting. Second by Mr. Buford. Motion passed.

### **Summary of State Committee Activities 2011-2012, Review & Discussion:**

Ms. Morgan provided a handout to members at the meeting, which contained a flowchart of the Wisconsin Apprenticeship Model, a listing of scheduled State Apprenticeship Advisory Committee (state committee) meetings, and a written summary of state committee activities. She reviewed the summary of state committee activities in detail. At the conclusion of her report, Ms. Morgan asked members if they wanted to continue to receive this type of state committee summary report and review. The report was well received and members asked for it to continue at, noting that it helped them to increase both awareness of and partnership with the activities of Wisconsin's many state trade advisory committees.

**Co-chair Riberich adjourned the meeting at 11:51 am for lunch. The meeting was reconvened at 12:32 by Co-chair Hayden.**

**Subcommittee Reports:**

**Equal Access Subcommittee:** Mr. Hurt, chair of the Equal Access Subcommittee, provided the report. He informed members that the subcommittee had met on two occasions since the last meeting, on March 2, 2012 and May 9, 2012. He referred members to the Equal Access Subcommittee report in their mailed member packet and reviewed the subcommittee's activities:

- Revisions to Council's Strategic Plan for 2012-13
  - The goal statement of Goal 2 was revised to clarify the focus, as follows: "Diverse populations in Wisconsin's workforce will ~~benefit from growing~~ have access to opportunities generated within Registered Apprenticeship."
  - Strategy 1 of Goal 2 was corrected to read, "Develop a transferrable mentoring program based on the newly developed WRTP/BIG STEP mentoring program."
  - Strategy 5 was added to Goal 2 as, "Explore a best practices outline and a check list for an apprenticeship preparatory program."
  - Strategy 6 was added to Goal 2 as, "Provide technical assistance to sponsors concerning recruiting and retaining underrepresented groups."
- The Mentor Training Guide from the WRTP/BIG STEP grant is near completion. Members received a copy of the draft guide at the meeting for review. Mr. Hurt noted that WRTP/BIG STEP, as author of the guide, has agreed to give the necessary written permissions so that the guide can be freely used throughout Wisconsin Apprenticeship programs.
- The subcommittee will be meeting with Prism Technical Management & Marketing Services to discuss development of a cultural competency workshop. The meeting will occur on June 12, 2012 at 10:00 a.m., at the Electrician's Training Center in Milwaukee. This work will occur via subcontract with WRTP BIG STEP through it's mentoring/retention grant with DWD.

Co-chair Hayden thanked Mr. Hurt for the report and asked for questions or additional comments from members. None arose. Motion by Mr. Tschillard to accept the subcommittee's Strategic Plan revisions and additions, as presented. Second by Mr. Hurt. Motion passed.

**DPI Update:** The DPI report was moved up on the agenda to accommodate Mr. Kindred's scheduled conflict. Mr. Kindred distributed a DPI pocket folder to members and reported on a range of recent DPI activities that relate directly and indirectly to registered apprenticeship. He brought attention to the Skills USA Regional Competitions held since the last Council meeting, noting that the February competition at Southwest Technical College was partnered with a very successful leadership conference which convened area representatives of workforce and economic development, business and education.

Mr. Kindred reported that the Skills USA State Annual Leadership and Skills Conference was held in April, with more than 1,500 students and educators attending, along with over 100 business and union representatives. He informed members that he shares and promotes apprenticeship at these events and meetings, working to increase awareness and utilization.

Ms. Morgan noted that DPI recently gave a very well received presentation to the Council on Workforce Excellence (CWI). She felt that many CWI members were pleasantly surprised at the breadth and depth of the DPI's tech ed activities within the K-12 system. Mr. Kindred stated that this type of awareness is especially important at a time when local K-12 budget cuts are resulting in the loss of several Tech Ed CTE Instructor positions.

Co-chair Hayden thanked Mr. Kindred for his report and asked if members had any questions. Ms. Wood asked if DPI is still maintaining Programs of Study (POS) data. Mr. Kindred reported that POS data can be pulled for a recap at any time.

**Educational Linkages Subcommittee:** Ms. Watrud provided an oral report, informing members that the subcommittee had met on March 29, 2012. She reported that the subcommittee's work continues to be focused on designing the "Roadmap to Apprenticeship", which will be used to provide clear and targeted guidance to individuals interested in preparing for and entering an apprenticeship training program. She directed member's attention to a 5' X 12' wall visual schematic of the draft Roadmap, as designed to date, walking members through the pathway and describing the subcommittee's process for development. She reported that the final version will be housed on the BAS website, noting that the actual web programming will be done by BAS or possibly an MATC class.

**WTCS Update:** The WTCS update was moved up on the agenda due to the temporary absence of Ms. Morgan. Ms. Wood shared a full-color chart titled, "WTCS Apprentice Related Instruction." She took members through the chart, which contained a graphical listing of 2012-13 active programs by sector/occupation and by WTCS campus. She also described the information on the reverse side of the chart, noting that it highlighted the 2011-12 costs of the apprenticeship training and the amount of intervening or supporting funds approved by the Apprenticeship Coordinator's Council (ACC). In response to questions, Ms. Woods noted that the pure instructional cost for apprenticeship related instruction was \$17 Million. She pointed out that one-year construction programs are having a hard time generating enough interest to continue, noting that the one-year bricklaying program will be shut down.

Ms. Woods informed members that WTCS will be filling a full time Education Director position as part of succession planning. She stated that the new position would focus on service industry occupations and related apprenticeships; the deadline for applications is July 4<sup>th</sup>; she requested that members encourage good applicants to apply.

Ms. Woods reported that FVTC is pursuing a new Pipe Trades Preparation program for mechanical construction trades. It will focus on common workplace topics, and will include applied math, joining pipe, etc. She stated that FVTC reports a positive reaction from both JAC and ABC local committees and clarified that this would be a prep program. Ms. Wood stated that she is interested to see whether apprenticeship community will embrace and/or partner with this new effort, noting that WTCS will only move forward and approve this program if it is supported by the trades.

In relation to earlier discussion regarding Milwaukee Area Technical College graduation rates, she reminded members that many issues can contribute to low percentages, including job-outs and graduation rate at year 1 of a 2-year program.

**Outreach Subcommittee:** Ms. Morgan gave the report for Ms. Pratt, who had to leave early. Members were referred to materials in their meeting packet, titled "Laughlin Constable", also known as "LC". Ms. Morgan informed members that the subcommittee is working with LC, a Milwaukee area marketing communications firm. They have developed a marketing plan for the subcommittee, based on the subcommittee's identified goals and needs. Ms. Morgan walked members through the marketing plan and budget, noting that the effort will initially focus on manufacturing and later expand to include service and construction industries. Discussion followed, during which Ms. Morgan clarified that the proposed logo is not yet final, the proposed video will be used on web and in leave-behind forms (DVD, USB, etc.), and the deliverable will include comprehensive training for ATRs on how to better market apprenticeship using these new tools.

**Policy & Standards Subcommittee:** Mr. Tschillard gave the report, referring members to the subcommittee report in their meeting packet.

He reported that the subcommittee met once since the last Council meeting and provided a review of activities:

- ♦ The subcommittee proposes the following changes to Goal 1 of the Council's Strategic Plan:

- The goal statement of Goal 1 was revised to expand the focus, as follows: “Develop critical linkages between the apprenticeship community, and the secondary and post secondary educational system, and the public workforce system.”
  - Objective 1 of Goal 1 was corrected to read, “Strengthen partnerships with secondary and post secondary system. ~~Education and workforce development.~~”
  - Objective 2 of Goal 1 was created and reads: “Make Registered Apprenticeship an integral earn-and-learn strategy for the public workforce system.”
- ◆ Mr. Tschillard referred members to the Karen Morgan letter to USDOL and reported that USDOL/OA has not yet issued a response to Wisconsin’s 29 CFR Part 29 proposed language and justification, which were submitted to USDOL/OA on February 23, 2012.
  - ◆ Members were referred to their packets, to the Training and Employment Notice (TEN) 44-11, which is a USDOL notice issued on May 04, 2012 to forge better alliance between apprenticeship systems and the workforce system. He stated that the TEN was designed to reinforce, and perhaps renew, the previous partnership efforts initiated by USDOL’s issued Training and Employment Guidance Letter (TEGL) issued in 2007. Ms. Morgan noted that the subcommittee would like to take the lead on implementing the TEN.

Motion by Ms. Watrud to accept the recommended changes to Goal 1 of the Council’s Strategic Plan. Second by Ms. Scaffidi. Motion carried.

Motion by Mr. Buford directing the Policy and Standards Subcommittee to address the issues of USDOL’s TEN 44-11, as necessary, and establish an implementation plan. Second by Wieseke. Motion carried.

Mr. Tschillard stated that, with the approved changes, the Council’s Strategic Plan should be finalized and ready for distribution as such. Ms. Morgan confirmed that BAS will make the updates and distribute the document as final.

**SAGE Update:**

Members heard a SAGE report from Mr. Smith and Mr. Goff, followed by question and answer.

Highlights included:

- ◆ As of May, 2012, the grant is at 52.57% of enrollment goal, with 2,370 individual served.
- ◆ Expenditures are on track, with all funds projected to expend fully by end of grant. Will re-evaluate expenditures and obligations in August, working with local workforce boards to making funding adjustments as necessary, in order to fully expend.
- ◆ BAS has requested a 6-month no cost extension from USDOL, to June 30, 2013.
- ◆ SAGE is partnering with Big STEP on a new Industrial Manufacturing Technician (IMT) apprenticeship program; which focuses on entry-level, industry-common skill sets. Meetings with industry will occur in June.
- ◆ Wastewater Treatment Plant Operator is getting national attention; no Wisconsin apprentice registered yet; marketing is being refocused to target larger plants and higher-level managers.

**2014 Biennial Conference - Discussion:**

The item was tabled due to lack of time.

Mr. Weisling informed members that the Wisconsin Technology and Engineering Association (WTEA) conference will be held in March, 2013. He stated that WTEA would like to dedicate a “career fair” type hallway to apprenticeship and noted that Jeff Dowd, [jeff.dowd@wtea-wis.org](mailto:jeff.dowd@wtea-wis.org) is the conference coordinator. He reported that booth rent is \$239 for two days and WTEA is looking for booths and for speakers. Ms. Morgan urged members to consider participation at the event, noting that apprenticeship interest has grown with each conference.

Ms. Hogan announced that the April 2012 issue of the Wisconsin Business Voice, a WMC publication, included her article on the benefits of Registered Apprenticeship. She provided copies for members.

**Statistics:**

Ms. Wellington reviewed the apprenticeship statistics from the meeting packet and gave a brief overview of the data. Statistical highlights included:

- ♦ Active apprentice contracts are down 9%, comparing May 1, 2011 to May 1, 2012. That same comparison finds construction apprentices down 16.9% statewide and down 23.6% in the Milwaukee area. Industrial trades are down 2.5% over May, 2012 and service trades are up slightly at 2.9%.
- ♦ Total number of sponsors declined 6.4% from May 1, 2011 to May 1, 2012.

**Next Council Meeting:**

Co-chair Hayden scheduled the next meeting for 10:00 am on Tuesday, September 18, 2012, with location to be in the Madison area at a site yet to be determined.

**Adjourn**

Co-chair Hayden asked if there were any other business to come before the Council. Hearing none, he called for a motion to adjourn. Motion by Mr. Tschillard to adjourn. Second by Ms. Scaffidi. Motion carried.

By unanimous voice vote, the Council agreed to adjourn.

Respectfully submitted by Kathy Wellington, Recorder