

**Minutes of the
APPRENTICESHIP ADVISORY COUNCIL**

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

**N25 W23055 Paul Rd, Pewaukee
Wednesday, July 17, 2013 10:00 am**

Members Present	Employer / Organization
Belanger, Wayne	Associated Builders and Contractors—Wisconsin Chapter
Bucio, Jose	Wisconsin State AFL-CIO
Buford, Earl	WRTP/BIG STEP
Hayden, Terry (Co-Chair)	Plumbers and Steamfitters Local 434
Hogan, Rebecca	WI Manufacturers and Commerce
Hurt, Henry	Hurt Electric
Jones, Dave	Dave Jones, Inc
Kindred, Brett	WI Dept. of Public Instruction
Morgan, Karen (ex-officio)	DWD-DET Bureau of Apprenticeship Standards (BAS)
Pratt, Dawn (Co-Chair)	Payne & Dolan
Scaffidi, Susan	Rockwell Automation
Tschillard, Clay	NECA IBEW Apprenticeship & Training
VandenBush, Daniel	United Steel Workers
Wehrheim, Mary	Stanek Tool
Wieseke, Mark	UAW 469
Wood, Marge	Wisconsin Technical College System
Members Absent	Employer / Organization
Grohmann, Gert	Associated General Contractors of Greater Milwaukee, Inc.
O'Connor, Patrick	IAMAW 78 & 1862
Tikkanen, Cathie	IBEW Local 2150
Watrud, Mary	START
Consultants & Guests	Employer / Organization
Cadotte, Bill	Lac Courte O'reilles Tribal Government
Hamilton, Scott	Int'l Association of Plumbing and Mechanical Officials (IAPMO)
Jansen, Scott	Director, Office of Skills Development, DWD
Newson, Reggie	Secretary, Department of Workforce Development (DWD)
Schnaedter, Jim	Mid-state Technical College

Smith, Owen	DWD-DET Bureau of Apprenticeship Standards (BAS)
Sticca, Vince	Chicago Regional Council of Carpenters
Weisling, Joe	Southeast Wisconsin Carpentry Training Center
Wellington, Kathy	DWD-DET Bureau of Apprenticeship Standards (BAS)
Zenisek, Hal	Worldwide Instructional Design System

I. Call to Order

The meeting was called to order at 10:02am by Co-chair Pratt.

II. Welcome, Remarks and Announcements

Co-chair Pratt welcomed all attendees, and noted that the order of the agenda would be shifted, as needed, to accommodate the schedules of guest speakers DWD Secretary Newson and DWD Office of Skills Development, Director Scott Jansen.

III. Introduction of New Council Members

Karen Morgan welcomed several new members: Ms. Julie Brolin of Regis Hairstyling; Mr. Earl Buford of WRTP/Big Step who will now be a public member; Ms. Kilah Engleke of Operative Plasters and Cement Finishers International Association Local 599, who was absent; Mr. Dave Jones of Dave Jones, Inc; and Ms. Mary Wehrheim of Stanek Tool. Members and guests introduced themselves.

IV. Approval of Minutes

Co-chair Pratt referred members to the minutes of the March 27, 2013 Council meeting, which were included in the meeting packet. Motion by Mr. Tschillard to approved the minutes as written. Second by Mr. Hayden. Motion passed.

V. DWD Secretary Newson Remarks

Ms. Morgan introduced Secretary Newson.

Secretary Newson provided an update on the state budget status, relating to apprenticeship:

- His goal is to continue to advocate and increase funding for apprenticeship.
- DWD remains excited about supporting a VIP program in Wisconsin, which was recently relocated out-of-state by the United Association, and has set aside \$500,000 for the effort. DWD will discuss options for returning the program to Wisconsin with partners.
- The budget includes \$1M for a Disabled Veterans program. The Division of Employment and Training will administer the program, which will now be a grant program rather than a tax credit program.
- The budget will support Youth Apprenticeship as well. DWD looks forward to more collaboration between Youth Apprenticeship and Adult Apprenticeship.
- Wisconsin Fast Forward recently became law, allocating \$20M in GPR over the biennium to help develop Wisconsin's workforce.
 - The first of \$15M in state-funded, DWD grants opportunities will be out in October. The grants provide training dollars for new & incumbent workers, and will likely be available to entities such as employers, employer consortia, WDBs, and the WTCS.
 - The new, reinvigorated labor market information system is projected to be up and running by 2014. The new system will track vacancies and link to openings in a more effective way, and to supplement nationally required reports.

The Secretary concluded his remarks and invited questions and additional discussion.

Ms. Pratt expressed her appreciation for the Secretary's support of apprenticeship. She asked how Secretary Newson saw the role of the Council, and what his expectations are of the Council are? Secretary Newson replied that expects the Council to bring forth its best ideas for training programs that are portable, scalable and replicable. If the Council does so, he is willing to come forward and advocate on its behalf.

Mr. Tschillard stated that all trades are suffering from a shortage of applicants, which presents a tremendous opportunity if the Council and partners can tackle it. Secretary Newson replied that the goal of the Fast Forward Initiative is to provide workers with skilled applicants. The program will is designed to provide training to cohorts of applicants.

Ms. Wood ask whether there will be future opportunities to partner with DWD, building the base for apprenticeship and expanding to new employers, perhaps supporting a new employer, or supporting pilots of new and innovative programs. Secretary Newson replied that partners can support apprenticeship through reaching out to new employers, and building the program by expanding apprenticeship customers.

Ms. Pratt stated she believes more skilled workers are available than portrayed in the media and reports; such as, the UW email about a worker shortage that Secretary Newson has referenced. The report addresses a whole different of skills, knowledge and jobs than seen in apprenticeship. Unfortunately, many applicants that would qualify sabotage themselves. Therefore, it is important that workforce development efforts focus on helping these individuals compete for and keep skilled jobs. This is the purpose of the Apprenticeship Orientation curriculum, which is in the process of being moved online.

Ms. Pratt also shared an anecdote related to worker shortage: to address a declining amount of journey workers, the Construction Craft Laborer trade is lowering the jobsite ratio of journey workers to apprentices.

Mr. Belanger suggested an idea for a future outreach effort: fund an outreach campaign for the construction sector similar to the current campaign for the manufacturing sector. The color scheme could be changed to identify the campaign as unique to construction, but the materials would not need to be changed.

Mr. Tschillard commented that the training programs for Construction Electricians are running at capacity and have enough applicants for an additional class, but the program cannot expand further because the technical colleges cannot find additional instructors.

Ms. Pratt asked whether members had additional comments or suggestions for Secretary Newson.

Ms. Morgan publicly thanked Secretary Newson for being a huge supporter of apprenticeship. "Apprenticeship is a small part of the Department of Workforce Development overall, and you support us so well."

Secretary Newson closed his comments by encouraging the Council to share ideas for portable, scalable, and replicable training programs.

VI. Summary of State Committee Activities

Mr. Owen Smith presented a report on issues addressed by state apprenticeship advisory committees within the past year. He explained the report format: key issues affecting most or all committees; key issues affecting one or several committees; and last, other issues categorized by committee responsibility.

Key issues that affected most or all committees include:

1. The US Dept of Labor approved all changes in the WI Apprenticeship Manual, but asked BAS to remove an old rule passed in the 1980s that permits family-owned construction businesses to place sons and daughters and “*any person necessary to an approved affirmative action plan*” directly into the apprenticeship program. The clause violates federal regulations on affirmative action.
2. SAGE concluded on June 30, 2013, and exceeded its training targets for apprentices, serving 5,280 apprentices. The projected target was 4,508.
3. 2014 DWD Apprenticeship Conference call for workshop proposals were received by the planning committee. All but three were accepted.
4. The Bureau solicited suggestions from members for additional program data and presentations, which will be generated using new reporting software BAS will receive this summer.
5. Toolbox Talks were distributed by members to employers, but feedback was minimal. Employers found a few topics helpful, but found most duplicative of their current material.

Key issues that affected most or all committees include:

1. Online Paid Related Instruction: Chippewa Valley Technical College has proposed piloting some content for the Electric Utility trades, which agreed on the condition that they could select the content. Members expressed considerable concern that the online format negates face-to-face networking between apprentices, which is a large benefit of paid related instruction.
2. Barbering and Cosmetologist Occupations, Licenses Separated by a law passed on Valentine’s Day. The apprenticeship occupations were separated, too. The Barber apprenticeship was implemented in spring following the completion of curriculum. Program content was mandated by Department of Safety and Professional Services administrative rule.
3. Electrical license requirements were delayed until April 1, 2014. It will be required for Construction Electricians and Industrial Electricians.

Guest presenter Scott Jansen, Director of the DWD Office of Skills Development, arrived and Mr. Smith was asked to conclude after lunch.

VII. WI Fast Forward: A summary by Scott Jansen, Director, DWD Office of Skills Development

Mr. Jansen presented on the Wisconsin Fast Forward Initiative. He stated that the program “flips” the normal employment and training model, in favor of providing skills and competency based matches rather than occupation matches based on job title.

Ms. Wood asked whether journey worker time could be used as the employer match, because registered apprenticeship is a job and the employer is paying for the on-the-job instruction. Mr. Jansen replied that the program does not want to supplant other efforts, but could compliment them.

Ms. Morgan asked whether the program could compliment new apprenticeship programs by funding start-up costs, such as curriculum development and instructor hires. Often new apprenticeships are difficult to implement because funding is required to support the first cohort, because it is typically too small to hold a regular class; funding is necessary to hire instructors, part or full-time. Mr. Jansen responded that he believed so, because he heard that developing a new apprenticeship program includes employers collaborating on a necessary skill set; apprenticeship is a tried and true method; and an apprenticeship program is sustainable for the long term, which is the ideal program for Wisconsin Fast Forward to support.

Mr. Jansen encouraged BAS personnel and Council members to visit the WFF landing page, put their ideas in writing and get them to him.

Ms. Wood noted the importance of distinguishing between internships and apprenticeships within the Technical College system and will send Mr. Jansen recent language via Kathy Cullen.

Mr. Jansen concluded his report. Council members and guests thanked him for his presentation, and Ms. Morgan informed members and guests that she will distribute an electronic copy of the presentation to those who request it.

VIII. State Committee Report, continued

Following the lunch break, Mr. Smith concluded his report on state advisory committee activity. He highlighted the remaining issues most pertinent to Council members:

Current trades created by SAGE grow: State Committees are charged, in part, with expanding apprenticeship into new sectors and occupations. This charge was accomplished several times through the SAGE grant.

- The Dairy Grazier apprenticeship program, the first Wisconsin apprenticeship in the agriculture sector, has doubled its apprentices from four to eight. In addition, sponsor farms, once predominantly in Medford, are now located statewide.
- The new Electric Line Worker program at Northeast Wisconsin Technical College (NWTC), may soon have enough apprentices to begin a class. SAGE provided for the expansion of the program from Chippewa Valley to NWTC, as well.
- The new Industrial Manufacturing Technician apprenticeship (IM&FM committee), an 18-month program for entry-level manufacturing workers, has five apprentices. Additional sponsors have expressed interest once they add the position into collective bargaining agreements. The program is currently offered through Milwaukee Area Technical College. Lakeshore and Waukesha County Technical Colleges have expressed interest.
- The new, statewide Substation Electrician program was implemented and a new class started at NWTC.
- The first Wastewater Treatment Plant Operator apprentice is projected to register in early July. The Wisconsin program was used as a model for the national program, which was implemented this spring.
- The new Welder-Fabricator program has four apprentices. The program is currently offered through Northeast Wisconsin Technical College.

Several state committees suggested that the Council conduct a follow-up survey to the K-12 outreach campaign.

IX. Sub-Committee Reports

Co-chair Pratt announced the next item on the agenda; Sub-Committee reports.

Equal Access Sub-Committee

Ms. Pratt gave the report, noting that the Sub-Committee had met once since the last Council meeting. She reported that the Apprentice Orientation course is complete, and stated that the Sub-Committee recommends that it be offered as a self-directed online course, available 24/7.

- Ms. Morgan asked members whether they preferred photos or silhouettes: Ms. Pratt and Ms. Scaffidi favored the silhouettes because they look mature, not juvenile; and Ms. Wood suggested the silhouettes be the same style used in the manufacturing outreach campaign.
- Ms. Morgan reminded members that the subcommittee believes that the course be mandatory for all apprentices, while allowing for a few exemptions.

- Mr. Belanger asked whether the online course will have a voiceover? Ms. Morgan explained that the course would be entirely self-directed, without a video or a voiceover.
- Members agreed that the subcommittee will bring a fairly final version to the Council. Ms. Morgan stated that BAS will bring the apprenticeship coordinators together to review the material before the Council rolls it out.

Ms. Pratt reported that the Mentoring program is complete and ready to be implemented. The subcommittee will roll it out at the fall meeting of the apprenticeship coordinators. She then described the Sub-Committee’s ongoing work developing a Cultural Competency Workshop. She stated that development continues, thanks to many great models that are already available. Ms. Morgan reminded members of the workshop’s importance, noting that the variable that affects the jobsite the most is a worker’s attitude, including supervisors. Cultural competency is a critical skill of managers and workers alike.

Educational Linkages Subcommittee

Ms. Morgan provided the report. She shared that BAS received approval for an Intern LTE “Game Developer” position to build an interactive software game titled “The Road to Apprenticeship.” The goal is to have the product ready for the 2014 Apprenticeship Conference. Mr. Tschillard shared that the Workforce Development Board of South Central Wisconsin hired a Herzing University information technology graduate, and received excellent support from Herzing faculty throughout the recruitment and hiring process.

Mr. Tschillard reported that the Workforce Development Board of South Central Wisconsin and partners are promoting the Trade up Campaign, a seven-month campaign which aims to promote career pathways in the construction trades to high school students through apprenticeship opportunities.

The Workforce Development Board of South Central Wisconsin and its partners plan to launch the campaign in August to kick off the 2013-2014 school year. The campaign is directed toward the 16 school districts in Dane County to expose students, counselors, teachers and parents to high-growth, high-wage careers available in the trades and through apprenticeships. Selected trade sponsors will be featured monthly. The campaign features both digital and print media to reach multiple audiences. Dynamic and engaging video interviews will feature apprentices working in their field and will be available via YouTube. Fresh and modern interactive info graphics will appeal to students with fast facts about the value of apprenticeship as an education and career pathway. Trade organizations interested in participating in the campaign should contact Danica Nilsestuen at dnilsestuen@wdbscw.org or 608-249-9000.

Mr. Tschillard reported on his attendance at the December 17, 2012 meeting of the Dane County School Consortium. The group included representatives from CTI/START and the Workforce Development Board. The consortium is developing a trades’ campaign to connect students in Dane County high school with information on construction apprenticeship programs. They plan to feature one trade per month. There will be a standard poster and materials that each trade will use of their information. The trade will be featured in the monthly newsletter that I sent home to parents. The WDBSCW would like to see this initiative used outside of Dane County once it is established.

X. WTCS Update

Ms. Wood reminded members that they had expressed interest in having a representative on the WTCS Board. The employee/labor representative had been Phil Neuenfeldt. There is an opening for a public member and individuals can apply through the Governor's website.

Ms. Wood, Mr. Schnaedter and Mr. Zenisek provided the update, providing three handouts and reviewing each with members.

Performance-based funding: Ms. Wood distributed and discussed a handout on WTCS Performance Measures in WI Act 20. She referred members to the proposed criteria for future performance-based funding, which is included in the Governor's budget, noting that the second bullet, "Number of degrees and certificates awarded in high demand fields" could be a great opportunity for apprenticeship, urging the Council and BAS to work towards getting apprenticeship automatically recognized as high-demand.

Technical Colleges must satisfy seven of the following nine measures

1. Placement rate of students in jobs related to students' programs of study
2. Number of degrees and certificates awarded in high-demand fields
3. Number of programs or courses with industry-validated curriculum
4. Transition of adult students from basic education to skills training
5. Number of adults served by basic education courses, adult high school or English language learning courses, courses that combine basic skills and occupational training as a means of expediting basic skills remediation, and the success rate of adults completing such courses.
6. Participants in dual enrollment programs
7. Workforce training provided to businesses and individuals
8. Participation in statewide or regional collaboration or efficiency initiative
9. Training or other services provided to special populations or demographic groups that can be considered unique to the district

Mr. Schnaedter discussed strategies currently being discussed for increasing funding without compromising the delivery of apprenticeship related instruction. The most likely strategy to be proposed would to increase the number of credits overall or for specific courses. For example, a course that is now worth two credit hours might be worth three in the future. The increase in credit hours would increase the cost of the course. An alternative approach might be to mainstream apprentices into traditional certificate or degree courses.

Mr. Tschillard expressed his position that apprenticeship has been a steady and long-standing customer of the technical college system, providing exceptional outcomes in high growth occupations, but that an increase in cost for Paid Related Instruction would be challenging for the Construction Electricians. The trade supports the WTCS, and is neither interested nor prepared to move related instruction outside of WTCS. However, cost increases could necessitate their researching other options in the future.

Ms. Morgan reminded all in attendance of several key points: first, by law, paid related instruction is measured in hours not credits; second, technical colleges must offer the total number of hours stated in the contract; third, technical colleges are required by law to provide instruction to apprentices, i.e. an apprentice is a taxpayer in that area, unlike a full-time student; and last, apprentices are workers first and students second, so Ms. Morgan is not sure mainstreaming apprentices into degree classes would work.

Mr. Schnaedter and Ms. Wood responded by reminding members that the WTCS views apprenticeship as one of the best educational models it has, and therefore WTCS is researching methods to continue to offer it. The WTCS is not talking about changing the hours to a program, but is working within its per credit hour fee structure to identify ways of generating funding. The apprenticeship program, more so than any other educational model, could be a "winner" with the performance-based funding system proposed by the state legislature. Mr. Schnaedter offered the example of the Steamfitter Service

apprenticeship program, which although under-enrolled, received funding from WTCS on the basis of its performance history.

Ms. Hogan commented that there seems to be a disconnect in the legislature between the need for skilled workers and the awareness of the training and time necessary to produce a skilled worker.

Construction Technologies Career Pathways (Draft)

The document outlined a proposed pathway from four demographics of applicants (high school construction academies; high school graduates and GED completers; adults and dislocated workers; and veterans) to optional pre-apprenticeship training in a specific trade to an apprenticeship, associate's degree or technical diploma.

Curriculum Documentation

Mr. Zenisek asked members whether there is value for employers, sponsors or other stakeholders in a one-page summary of the apprenticeship curriculum. Such documents exist for some trades, but not all. The project would help trades tie into the curriculum system as a whole, and make revisions and updates more easily and uniform. Is it a worthwhile project for WTCS and WIDS? If it is, what role would Council members have in reviewing the documents? Ms. Morgan shared that it would be a great value for the skilled trades and state committees would appreciate the uniformity. Ms. Wehrheim recommended WIDS use Waukesha County Technical College's format.

XI. 2014 Biennial Apprenticeship Conference

Ms. Morgan provided the report, reminding members that the 26th Biennial Apprenticeship Conference is scheduled for January 26-28, 2014 at the Chula Vista Resort in Wisconsin Dells. She reported that the Call for Presentation Proposals closed on June 3. The planning team reviewed the proposals, and chose five. They declined three which were not strongly related to issues of apprenticeship.

Ms. Pratt asked when BAS will start identifying and outreaching to event sponsors. Ms. Morgan replied that BAS is "co-captaining" the planning with the Department, and will begin that step soon.

Ms. Morgan asked members for feedback on organizing the Apprenticeship Expo in sections by industry: road construction; vertical construction; manufacturers; etc. Members expressed general favor for the idea.

Ms. Morgan reported that no contracts, other than venue, have been signed as yet. She stated that keynote speakers have not been locked in yet, but noted Anirban Basu (national economic view) and Dennis Winters (Wisconsin economic view) are under consideration. Mrs. Morgan requested member discussion on ways to generate interest and secure a broad array of high quality presentations for the conference:

- Mr. Kindred offered to help get the contact information for the management of Mike Rowe, former host of the television show "America's Dirtiest Job," blue collar jobs advocate, and popular public speaker.
- Mr. Kindred also suggested Nick Pinchuk, Chief Executive Officer of Snap-On, a Kenosha manufacturer and marketer of hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers.

XII. 2013 Outreach Campaign

Ms. Morgan updated members and guests on the progress of the 2013 Outreach Campaign to manufacturing. Members reviewed the main themes and material included in the outreach folder distributed to potential sponsors. The folder includes fact sheets on the economic and educational value of an apprenticeship; material on how to apply for an apprenticeship; and marketing material including a bumper sticker and magnetic cloth wipe for smart phones.

Ms. Morgan discussed public events in the campaign. The Department of Workforce Development has issued several news releases on Secretary Newson's support of apprenticeship. In fact, Secretary Newson's address to Council members at this meeting was the subject of a media advisory, which stated the Secretary would highlight Governor Walker's commitment of fund apprenticeship training as part of his \$100 million workforce development agenda. Other media events include employer outreach seminars at various technical colleges throughout June and July. The events are listed on a comprehensive outline of outreach campaign activities from April – July 2013, which Ms. Wellington distributed to members and guests.

Ms. Morgan distributed a sample of the "Save the Date" postcard for the 26th Biennial Conference. The cover reads, "The Apprenticeship Solution: Meeting the Challenge," and includes the dates and location, and the new apprenticeship logos.

XIII. DPI Update

Mr. Kindred reported that the Tech GO Standards were revised to re-emphasize worked-based learning to both college and career ready students. Ms. Morgan asked Mr. Kindred to provide Council members with a list of conferences sponsored by the Department of Public Instruction, because the Council is ready to get aggressive with the apprenticeship message. Mr. Kindred agreed, adding that he is also working hard to get K-12 stakeholders at an upcoming conference. Ms. Morgan added that BAS might be able to finance a sub cost for a school. Mr. Kindred suggested that he and Ms. Morgan meet separately to discuss linking Youth Apprenticeship to Registered Apprenticeship.

Mr. Buford reported that he is now Co-Chair of a committee with Bradley Technical High School that is working to bring work-based learning back to the school. Bradley currently sponsors Tech-Terns (interns from the high school). The effort is really gaining momentum, so Mr. Buford asked members for suggestions or support.

XIV. Apprenticeship in WI, Statistically Speaking

Ms. Wellington distributed statistics on apprentices and employers current as of July 1, 2013. Key points included:

- Apprentice contract activity: All apprentice contracts (all sectors) totaled 7,045. This included 3,433 construction contracts, 1,103 of which were in Milwaukee; 1,292 industrial contracts; and 2,320 service contracts.
- Sponsor activity: Total active sponsors included 91 construction committees and 787 non-construction employers.
- Number of active sponsors with five or more apprentices: Totaled 263, including 86 construction committees and 177 non-construction employers.
- Trades with 10 or more active contracts, by sector: 29% of service trades, 31% of industrial trades and 63% of construction trades had 10 or more active contracts. Across all sectors, 36% of trades had ten or more active contracts.
- Active Contracts (all trades): On first of the month declined 29% across all trades from 2008 to 2013.
- Active Construction Contracts: Declined by 43% since 2008.
- Active Industrial Contracts: for calendar year 2013 exceed calendar year 2012 in all months, year to date. The July 2013 pool of contracts is 11% greater than last year and four percent greater than July 2008.
- Active Service Contracts: As of the first of July are slightly lower than 2012, but remains 13% below 2008 totals.
- New Contracts from January through June 2013:
 - For all trades, new contracts exceeded last year's total in six of six months, and exceeded five years ago in five of six months.

- For construction trades only, new contracts totals were 67% greater than last year and 18% greater than five years ago.
- For industrial trades only, new contracts totals were eight percent greater than last year and seven percent greater than five years ago.
- For service trades, new contract totals were 22% greater than last year and 26% greater than in 2008.

XV. Next Meeting Date

The next meeting is scheduled for Friday, November 8, 2013 beginning at 10:00 AM at Rockwell Automation in Milwaukee.

XVI. Adjourn

Motion by Mr. Buford to adjourn. Second by Mr. Tschillard. Motion passed. Co-chair Pratt adjourned the meeting at 3:15 pm.

*Respectfully submitted by
Owen Smith, Recorder*