

**Minutes of the
APPRENTICESHIP ADVISORY COUNCIL**

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

**Rockwell Automation
Milwaukee, WI**

MEMBERS PRESENT

Belanger, Wayne	Grohmann, Gert	Pratt, Dawn	Watrud, Mary
Branson, Dave	Hayden, Terry	Reader, Chris	Wehrheim, Mary
Brolin, Julie	Hurt, Henry	Scaffidi, Sue	Wieseke, Mark
Bucio, Jose	Jones, Dave	Tikkanen, Cathie	Wood, Marge
Buford, Earl	Kindred, Brent	Tschillard, Clay	
Engelke, Kilah	Morgan, Karen	Vanden Bush, Dan	

MEMBERS NOT PRESENT

O'Connor, Patrick

CONSULTANTS AND GUESTS

Cadotte, Bill	Lac Courte Oreilles Ojibwe
Cook, Jim	Madison Area Technical College
Smith, Owen	Bureau of Apprenticeship Standards
Wellington, Kathy	Bureau of Apprenticeship Standards

Welcome and Remarks

The meeting was called to order at by Co-Chair Terry Hayden. He thanked Sue Scaffidi for hosting the meeting at Rockwell Automation. Members, consultants and guests then introduced themselves.

Introductions of New Council Members

After introductions, Co-Chair Terry Hayden noted and welcomed new members; Dave Branson and Chris Reader.

Announcements

Co-Chair Hayden noted the agenda items, and informed members, consultants and guests that Secretary Reggie Newson was unable to attend.

Approval of Minutes

Co-Chair Hayden asked members to review the minutes of the March 27, 2013 Council meeting. Members reviewed the minutes, and changes were made. Mr. Mark Weiseke motioned to approve the minutes without changes. The motion was seconded by Ms. Susan Scaffidi. The Council voted unanimously to approve the minutes without changes.

2014 Biennial Apprenticeship Conference Update

Mr. Owen Smith distributed a packet of communication tools for the Biennial Conference to those in attendance. Contents included: a status report on keynote speakers, pending decisions, workshops, outreach, legislative linkages, sponsorship, and Council participation; a draft schedule of events; draft descriptions of the workshops; fliers for the Hall of Fame Award and Apprentice Expo; and a "save the date" postcard.

Ms. Karen Morgan updated members on planning efforts for the Conference, which she reminded will be held January 26-28, 2014 at Chula Vista Resort in Wisconsin Dells, WI.

Keynote Speakers

Ms. Morgan stated that the Planning Committee has confirmed three keynote speakers. The first is national economist Anirban Basu, Chairman of SAGE Policy Group, in Baltimore, MD. Mr. Basu studies workforce issues and will discuss the national economy, trends and watch-out scenarios. The second speaker is economist Dennis Winters, Chief Economist for the Department of Workforce Development, who will discuss economic trends in Wisconsin. The third is Mark Breslin, an expert on workforce in the construction industry.

Ms. Morgan informed members that she discussed the focus of Mr. Breslin's presentation with him during a conference call, and he agreed to focus on apprenticeship as a whole rather than focus on apprenticeship in the construction industry. Mr. Breslin has tailored his presentations to these topics previously, as he has spoken at several other states' apprenticeship conferences. Mr. Clay Tschilard and Mr. Henry Hurt shared that they have heard Mr. Breslin speak several times, and found him to be very dynamic.

Ms. Morgan continued, stating the Planning Committee is resolving pending issues with the general session. The Committee is waiting to confirm Mike Rowe as another keynote speaker, and should receive a final acceptance or decline today. As a result, the agenda for the general session is still open, should Mr. Rowe accept. Ms. Morgan shared that Mr. Rowe's team stated that he very interested in participating in the conference but has a another obligation on those days. If Mr. Rowe should accept, the Planning Team's media and outreach strategy will change dramatically. Last, Ms. Morgan informed members that Governor Walker has yet to confirm whether he will present. Due to these pending scheduling matters, the Bureau has yet to release an updated Conference mailing.

Ms. Morgan asked members whether the Planning Committee should find either a keynote speaker or workshop presenter on generational differences and, if so, whether they have recommendations. The topic might be pertinent to the broader discussions the Council and Planning Committee have had regarding the significant changes to workforce demographics projected to occur within the next five years and, consequently, how sponsors will have to adapt their recruitment of skilled workers. The Planning Committee had received suggestions for speakers from a group in California, but would prefer a regional speaker.

Mr. Hurt supported the idea, asserting that the topic links directly to reaching youth, a key objective of the Council. He added that he believes the Council would be missing an important opportunity if it did not pursue the topic. Mr. Hurt suggested a group from the National Electrical Contractors Association, and volunteered to research the option further. Ms. Kilah Engelke agreed on the importance of the topic, and noted that it is a topic often addressed in Mr. Breslin's presentations. She suggested that perhaps Mr. Breslin either could discuss the topic in his keynote presentation. Ms. Engelke's suggestion was supported by other Council members.

Co-Chair Hayden asked attendees for additional input on whether to include a presentation or workshop on generational differences. Co-Chair Dawn Pratt voiced her support for including the topic, and stated she would prefer the speaker be local.

Ms. Morgan concluded the discussion by stating that, because the Council is interested, she will do her best to recruit a speaker. Co-Chair Hayden reiterated Ms. Engelke's idea that keynote speaker Mark Breslin could address the topic in addition to a Workshop.

Color Guard

Mr. Bill Cadotte suggested that the Ho-Chunk Nation Color Guard present the colors at the Opening Ceremony. Mr. Cadotte noted that the Conference will be held in the middle of the Ho-Chunk Nation. He volunteered to contact them. Ms. Morgan agreed.

Awards

Ms. Morgan raised the issue of Awards, and summarized the previous discussion on the topic. Traditionally, general awards are presented during the Monday luncheon, and the Hall of Fame Awards are presented during the Monday evening banquet. During its previous discussion on awards, the Council decided not to have general awards but to continue with the Hall of Fame awards during the Monday evening banquet.

Luncheon Speaker

Ms. Morgan then posed this question to the Council: what, if anything, should be scheduled during the Monday lunch hour? Ms. Morgan drew members' attention to a workshop breakdown on page three of the Conference summary, which showed a 105-minute break between the last morning workshop at 11:30 a.m. and the first afternoon workshop at 1:15 p.m. Options included leaving the long break as is; move the workshops down; or recruit a lunchtime speaker to do a shorter, humorous presentation.

Co-Chair Pratt supported having a luncheon speaker, asserting that a lighter topic would be an excellent opportunity to deliver key messages to a large group. Mr. Hurt asked whether the luncheon speaker depends on the availability of keynote speaker Mike Rowe. Ms. Morgan replied that it did not, because the Conference has a separate need for a presenter that is a leader in Wisconsin industry.

Mr. Clay Tschillard, a member of the Conference Planning Committee, supported having a luncheon speaker and expanding the overall lunch time, because an expanded luncheon session would also create time for Conference attendees to visit and return from the Apprentice Expo, which will be held at the Wisconsin Dells Center, a separate location almost a quarter-mile down the road from Chula Vista Resort. Ms. Morgan agreed that more time to visit the Expo is a benefit, but cautioned that attendees could become delayed because the primary transportation to and from the Expo will be the Chula Vista shuttle, which will run every half an hour. Ms. Morgan added that additional shuttle service could be negotiated, but the Bureau has yet finalize the arrangements.

Co-Chair Hayden asked whether members had additional input. Co-Chair Pratt suggested holding off on a decision until Mike Rowe officially confirms or denies. Ms. Morgan reminded members that she needs to know whether they prefer that she hire a luncheon speaker because of the late date. Mr. Hurt again asked whether Mike Rowe's involvement would or could affect a luncheon speaker. Ms. Morgan replied that it could, if Mr. Rowe preferred to speak close to or during lunch. Ms. Kathy Wellington acknowledged the importance of creating time for attendees to visit the Apprentice Expo, but cautioned against expanding the lunchtime because transportation time is an important consideration. Instead, she suggested, a videographer could film the Expo in the morning and then show it at lunch. Several members liked this idea.

Ms. Morgan concluded the discussion on this topic by stating the Planning Committee will wait for an official response from Mike Rowe before pursuing a luncheon speaker.

Workshops

Ms. Morgan informed members that all workshops have been confirmed. No pending issues with workshops remain.

Apprentice Expo

Ms. Morgan updated members on the current status of coordinating the Apprentice Expo, and asked members to share their ideas and suggestions.

Unlike previous Expos, the 2014 Expo will be organized broadly by economic sector: construction, industrial, and service. The Expo look and feel will follow a theme of a stadium. Each booth will have a sign designed like an athletic pennant.

During fall state committee meetings, the Bureau outreached to the State Apprenticeship Advisory Committees to sponsor booths. All state committees except one volunteered to do so. Entities outside of the state committee structure will be included also; such as individual employers, partner organizations; such as, state agencies and community based

organizations and protective services. Several utilities that train in-house will participate, too, and the plan is to bring at least one bucket truck.

The Expo will include mini-theatres that will show various videos on apprenticeship and the skilled trades; such as, "What is Apprenticeship?" and "Becoming a Line Worker." Co-Chair Pratt suggested showing an outreach video and an apprentice testimonial video, too. Ms. Morgan agreed that many options and source materials exist, should the Bureau and the Planning Committee choose to go that route.

A display on the history of apprenticeship will also included using materials from the 100th Anniversary.

Ms. Morgan concluded by informing members that the Bureau will meeting with Chula Vista event staff on Monday, November 11, at 3:00 p.m., to finalize arrangements. Members are invited to join.

High School Students and Staff

High school students who attend the Expo will receive a large ticket modeled after an athletic event and designed to serve as a game. When a student visits a vendor, the student will receive a signature or sticker from the vendor. Students who receive a certain amount of signatures or stickers will be entered automatically into a drawing for free Green Bay Packer merchandise, which the Bureau received as part of its fall 2013 outreach campaign.

Ms. Morgan explained that BAS recruited high school students for previous Expos on its own using contact information provided by area Cooperative Educational Service Agencies. This year, BAS and the Advisory Council are partnering with the Department of Public Instruction, who will assist with recruitment and conduct a e-mail blasts to schools within a 100-mile radius of the Wisconsin Dells.

The Bureau will again offer to reimburse specific transportation costs for students to attend, including buses, bus drivers and substitute teachers. However, BAS has not yet determined the reimbursement process for this year, and is considering asking the Planning Committee to determine a reimbursement cap. Ms. Morgan's research of past Expos found that reimbursements ranged from \$55-\$900, depending on the number of students and travel distance. To administer the reimbursements as equitably as possible, the Planning Committee considered implementing a maximum reimbursement of \$250 for the 2014 Expo. However, because given this year's funding total is unknown at this time and because sponsor donations and registrations continue to come in no final decision has been made.

Additional partners have expressed interest in sponsoring transportation for the students, including Lakeshore Technical College and the building trades in the Green Bay area.

Conference Mailings and Website

Ms. Morgan informed members that the Bureau has conducted one mass mailing only to-date, the "Save the Date" postcard. The second mailing is almost ready, but will not be released until Mike Rowe confirms or declines to speak. The Conference website is in development, and should be operational by the end of next week. The Bureau researched online registration, but it was not possible. Therefore, BAS will only accept payment be cash, check or money order, delivered via mail or in-person.

Sponsorship, Including Legislature Involvement

Ms. Morgan indicated that sponsorship solicitation letters will be mailed today. The letters were delayed while the Department of Workforce Development, Office of Legal Counsel, considered whether the solicitation of funds by BAS may pose a conflict of interest with its regulatory responsibilities. The Office decided initially that a conflict of interest was present, but later reversed its decision. Ms. Morgan stated that all donations will go to the cost of keynote speakers and the Expo.

At its last meeting, the Council discussed means of raising the visibility of the Apprenticeship Conference with the State Legislature, and favored sponsoring a legislature breakfast the morning of Monday, January 27, before the Expo opens, and guiding the legislators through the Expo. The Bureau has not acted further on the matter. Ms. Morgan asked whether members preferred BAS contacted legislators from the Wisconsin Dells area or legislators from throughout the state. Ms. Pratt preferred BAS contact a broad audience of legislators. Ms. Morgan declined, citing that DWD works through its legislative contacts only. She thanked the Council for their input, and stated the Bureau will now proceed with researching the feasibility of the breakfast through the DWD legislative contact network..

Ms. Sue Scaffidi mentioned that at the last Council meeting, a representative of DWD claimed the agency is partnering with Rockwell Automation. She suggested BAS contact Rockwell Automation, too. Ms. Morgan agreed.

Council Involvement

Ms. Morgan began a discussion of the Council's Conference role. The Conference is not the sole responsibility of the Bureau or the Council; as it is co-sponsored by both. Traditionally, the role of the Council has been to attend the Conference and assist with the Awards. The General Sessions were emceed by Ms. Morgan, and the workshops were moderated by BAS staff or other stakeholders.

Ms. Morgan asked the Council if they were interested in creating a new tradition in Wisconsin Apprenticeship by having Council members participate on a much more active level than in the past. She proposed three roles for Council members, and opened the floor to discussion:

- 1) Emcee all General Sessions except introducing Sec. Newson, which Ms. Morgan will do
- 2) Emcee the Hall of Fame Banquet.

- 3) Conduct the Council Town Hall workshop
- 4) Moderate other workshops
- 5) Participate in the Expo
- 6) Other duties, as needed

Mr. Hurt and Co-Chair Pratt supported expanding the Council's participation and expressed their surprise as not having been asked sooner. Co-Chair Pratt added that it would be invaluable for Conference attendees to see Council members active throughout the event. Members voiced their agreement.

Ms. Morgan concluded the discussion by asking members for a show of hands as to whether they would attend or not. All Members indicated that they will attend the Conference. Ms. Morgan then stated that she will host a planning webinar the second or third week of January. The objectives of the webinar will be to review plans and assignments.

Workshops, Hall of Fame Awards Banquet and Communication Tools

The Conference will include five sets of workshops with six workshops occurring simultaneously. The workshops will begin on Monday morning and conclude at 10:00 a.m. Ms. Morgan drew members' attention to the summary of workshops included in the Conference information packet. The summary will continue to be updated as the remaining presenters confirm or deny. No members have been assigned a workshop at this time, but will by the end of next week.

Ms. Morgan then discussed the Hall of Fame nominations, which are due to her by December 1. Nominations will be reviewed by the Council. Typically, multiple Hall of Fame Awards are usually given, depending on the total nominations, with at least one award granted in each of the following categories: employer, employee, government agency, and educational provider.

Last, Ms. Morgan pointed out the Apprentice Expo Invitational Flier for high school students and staff. Ms. Mary Wehrheim noted that the apprentice figures on the flier do not include a woman, and asked whether the Bureau could add a woman. Ms. Morgan agreed, and stated the Bureau would provide a revised flier to Mr. Brent Kindred next week.

Follow-up comments and questions included:

- Mr. Tschillard commented in support of including Mike Rowe, stating that he is popular for pushing the individual's personal responsibility to get into the apprenticeable trades. Gert Grohmann concurred. Co-Chair Pratt suggested that, if Mike Rowe confirms, perhaps he could speak Monday morning, and visit with students at the Expo afterwards. Members voiced their support of this idea.
- Mr. Hurt asked whether the "Diversity in the Workplace" workshop, listed on page 5 of the draft Conference guidebook, would address the Cultural

Competency workshop developed by the Council. Ms. Morgan answered that it would not. The workshop will be given by DWD Deputy Division Administrator DeWayne Street.

- Co-Chair Pratt asked what members are expected to discuss at the Town Hall meeting and added that Conference attendees should be directed to the Bureau website as much as possible. Mr. Tschillard replied that members are to talk about the work conducted by their sub-committees, and that the website could be listed on the Chula Vista message boards. Ms. Wehrheim suggested that members discuss their accomplishments at a separate time and focus on answering the audience's questions.
- Ms. Morgan suggested that BAS could prepare a Council Report and include in the Conference Packet.. Ms. Wehrheim agreed and Mr. Kindred seconded the idea, stating a similar report he produces for the Skills USA stakeholders is well received.

7. WTCS Performancebased Funding

Ms. Wood distributed a publication titled, "The Technical College Effect." She provided background for new members: WTCS has provided most of the related instruction to apprenticeship for more than one-hundred years, and in recent years, enrollment has decreased and finances have decreased. Therefore, technical college districts are funded through multiple sources: 65% of funds come through local property tax; 25% of funding comes from tuition and state aid. The funds that go to the colleges is based on full-time equivalency, or the cost of one full-time student taking 30 credits over the academic year. Apprentices have been disadvantaged because they are not as numerous as degree students and they only take four credits over the year. So, the funding formula has been debated.

In the newest state budget, President Foy asked to join a nation-wide movement towards performance-based funding. The legislature embraced the idea and we are shifting some of the funds that used to be given back to the colleges to performance based funding. There are nine performance-based measurement areas, and many are natural benefits of apprenticeship.

Ms. Wood stated that WTCS created an online survey for stakeholder input and has received 1600 responses. The public comment period is nearing its end and Ms. Wood encouraged members to take the online survey. She distributed a copy of the questions.

In response, Ms. Morgan asked whether Ms. Wood would draft responses on behalf of the Council, because she is very knowledgeable about the performance areas and data, and the Council is not. Ms. Wood replied that some applicable data can be found on the WTCS 2009-10 Apprenticeship Completer Survey, which she distributed. Using the Completer Survey, one could argue that apprenticeship completers have higher wages than anyone in the technical college system. In

addition, apprentices are taxpayers from day one; the employer is always involved; and there is a progressive wage scale.

Ms. Wood encouraged members to take the survey and enter either data from the Completer Survey or one of the broad funding categories to be used by the System Office; such as, Core Industries, Student Support, and Apprenticeship.

Ms. Morgan asked Ms. Wood a second time to prepare an official response on behalf of the Council, because she is far more knowledgeable about the issue than the Council members are. Mr. Tschillard seconded the idea, stating that although he attended several of the stakeholder hearings and meetings, he found most of the survey to be "edu-speak" and he did not understand the questions. Ms. Wellington added that Ms. Wood need not provide very detailed answers because the seven measures are very succinct. Co-Chair Hayden agreed, stating that the subject matter is outside the purview of the Council; he stopped taking the survey after two questions. Ms. Wehrheim agreed.

Ms. Morgan added that there is the perception that apprenticeship is being pushed out of the technical colleges for two reasons: the downturn in the economy and the inability of the program to support itself. Apprenticeship needs to have its voice heard and if this new initiative is a way to do so, then the Council really does need guidance within the framework of what the technical colleges are doing.

Ms. Wellington then volunteered to help draft a formal reply from the Council with Ms. Wood.

Ms. Wood continued with the rest of her update. She distributed an edited version of the student fee schedule self-reported by colleges, which covers everything other than tuition that can possibly show up as a student fee. Ms. Wood noted that \$112.20 per credit is the standard rate across all technical colleges. But everything is based on that number for a credit, so tuition is uniform through the systems. As ABC has noticed over the years, the actual numbers of what a student pays may vary because of other factors and fees. The table also shows an application fee of \$30, which is waived for apprentices, except at Indianhead Technical College this year. The document also included lines noted by Ms. Wood to indicate which fees apply to apprentices and whether there is an associated fee.

Ms. Wood noted that several colleges are moving away from using the Accuplacer test to assess apprentice applicants. Ms. Wood added that she personally does not believe the test measures the potential for success in the skilled trades.

Ms. Morgan replied that the Accuplacer test assesses math and reading skills. It does not measure whether they are competent or able to learn how to use tools. Ms. Wood stated that the test does determine your likelihood at earning a C or higher in your first post-secondary general education course, but agreed that it does not measure the individual's ability to apply those subjects.

Ms. Wood moved on to the topic of apprentice tuition. The average apprentices pays about \$500 a year in tuition costs, but recently approved legislation in the state would reimburse apprentices up to \$1,000 for tuition. The only apprentices that would be eligible for that amount would have to be co-enrolled in two programs and taking two full days of instruction per week.

Last, Ms. Wood asked Mr. Kindred if he could confirm that, starting in 2015, all high school juniors will be taking the ACT and WorkKeys. Mr. Kindred could not confirm that; instead, he stated, the State of Wisconsin is moving away from WorkKeys testing and replacing it with Smarter Balance Assessment and the ACT Suite starting in the 2014-15 school year. WorkKeys is part of the ACT Suite.

8. New Apprenticeship Legislation

Ms. Morgan reported that the apprentice tuition bill did pass the Assembly and Senate earlier this week with amendments. The legislative process requires the Department of Workforce Development to promulgate rules. The new legislation will not be effective until a prescribed number of days until the administrative rule can be promulgated. DWD/BAS will use the Policy and Standards Subcommittee to develop the rule draft. Ms. Morgan and the sub-committee will meet on Monday, November 25, in the afternoon at Associated Builders and Contractors in Madison to begin discussing the rules.

Ms. Wood asked Mr. Reader who initiated the legislation. Mr. Reader responded that it was the Governor's Office.

At this time, the Council broke for lunch. It then resumed at 12:30 p.m.

9. Subcommittee Reports

a. Equal Access

Online Apprenticeship Orientation

Ms. Morgan noted that the Orientation will not be ready until after the first of the year. She prefers to meet with the training coordinators to ask their input on content and implementation. The Bureau has not signed off with the designer, WIDS, in case minor changes are needed. Ms. Morgan encouraged members to pilot the Orientation for a year, see what happens, and make changes accordingly.

Mr. Wayne Belanger expressed his appreciation of the Orientation product and content, but expressed concern over mandating it without first testing it with a pilot group. In light of Mr. Belanger's concerns, Mr. Hurt suggested that the Council modify the motion to state the Online Orientation would be mandatory except where there is already an orientation in place, in which case it would be strongly encouraged. Mr. Tschillard and Co-Chair Pratt disagreed, citing too much wiggle room.

Ms. Morgan indicated that if the Orientation were mandated, the Bureau could gather feedback and evaluations, and then decide whether to continue to mandate it. If the Orientation is not mandated, it is unlikely that subsequent user surveys would yield many respondents. Ms. Wellington offered a compromise: the Orientation could be mandated but local committees could opt out if they were able to prove that they had an orientation in place that covered the same material; if the local committee orientation offered most but not all of the content in the Online Orientation, the Bureau could mandate that the local committee deliver specific content only. Mr. Belanger favored the compromise.

Mr. Hurt made an amended motion: "the Online Orientation is to be mandated to be taken within the probationary period as part of unpaid related instruction; and local committee can opt out of the Online Orientation if the committee can prove to the Bureau that it has an orientation in place that has duplicate content." The motion was seconded by Ms. Scaffidi. The motion was not put to vote; further discussion ensued.

Mr. Hayden asked when the effective date would be. Ms. Morgan replied that the Online Orientation would be effective for all new apprentices as of January 1 2014, unless the Bureau runs into a major issue during its December 2 meeting with the training directors. Mr. Belanger declared he would abstain from the vote. Mr. Reader asked if the matter could be discussed further and fleshed out after all of the products are ready. Ms. Morgan declined, citing that the Online Orientation is already fleshed out, as are the other products, and are ready to be implemented after a five-year development process. Mr. Hurt and Mr. Grohmann concurred.

Ms. Wehrheim called for clarification on the materials included in the vote, and asked whether the Orientation includes a mechanism to keep the content current. Co-Chair Pratt clarified that the vote pertains to the Online Orientation only, and, yes, the Online Orientation would be reviewed and updated by the Council and its sub-committees. Ms. Morgan added that the Orientation concludes with an online evaluation and the results are sent to the Bureau.

Mr. Hurt re-stated the motion: "The motion on the floor is to mandate the Online Orientation for all apprentices, to be taken within the probationary period. All local and sole sponsor committees are responsible, except those that have an orientation in place that has been proven by BAS to cover the same content. The mandate would be effective for all new apprentices as of Jan 1, 2014, pending any changes that may result from the Training Directors meeting or otherwise."

A vote did not occur. Mr. Reader inquired into which party would have the onus of approving the content and on what criteria? Ms. Wellington assured Mr. Reader that the Orientation and content are not erroneous to the committees. The committees would say, "We cover these topics already in this manner," and the Bureau would advise, more or less. Mr. Reader replied that his concern stems from spending experience working with state agencies on mandates, which informs his view of the Orientation as leaving too much to interpretation for his comfort. Co-Chair Pratt added that most committees are doing what they should. Mr. Branson added that the Orientation offers uniformity in the

delivery of content, which is very important to have across the board. Mr. Tschillard added that the Bureau and Council already do curriculum comparisons when they evaluate credit for prior education and experience; and the Orientation is a product industry is asking for.

Co-Chairs Hayden and Pratt called for a vote. Mr. Smith read Mr. Hurt's motion. Members voted. Wayne Belanger and Chris Reader opposed the motion; all other favored the motion. The motion carried.

Cultural Competency Course

Mr. Hurt updated Members on the Cultural Competency Course. His main message is that the Course helps employers see how they think, not tell them what to think. The main thrust of the course, which it demonstrates very well, is that all individuals have their pre-conceived ideas about people. Mr. Cadotte agreed. Mr. Hurt continued, stating he believes the Course will generate a lot of discussion by those who use it.

Ms. Morgan added that the course is geared to the construction sector, and as result of the 2010 Legislative Audit Bureau audit of the Bureau of Apprenticeship Standards, which concluded that minorities, primarily African-American men, were cancelled at a higher rate than other apprentices. Many of the contributing factors pointed to the job-site. The Co-Chairs will deliver pilot session during the first quarter of 2014 and will report to the Council on how it was received. Unlike the Online Orientation, the Cultural Competency Course will not be mandatory, but it will be available for employers and employer associations.

The next project the subcommittee will tackle, Mr. Hurt continued, will be a toolkit that helps apprentice applicants prepare and conduct an interview. The thrust of the project is to help local committees prepare applicants for the application process.

Mr. Hurt concluded the discussion by stating that, according to workforce projections, the workforce of the future will be in the once-minority category. Therefore, employers and workers alike will have to adapt attitudes towards traditional vs. non-traditional workers.

Educational Linkages

Members reviewed the 2013 Youth Development Campaign plan. Ms. Morgan briefed members that the plan is ready for use in career fairs. There was no change in content or errors.

Ms. Morgan noted several outreach activities:

- The Bureau was able to use remaining funds from the Outreach Campaign to purchase an ad in "No Limits," a publication for high school students in the state.
- The Bureau and WTCS just began discussions on a joint outreach campaign to the K-12 system. The next step will be a follow-up discussion meeting with the technical college coordinators. Wisconsin Manufacturers and Commerce, suggested BAS work with Jim Morgan, who knows which chambers of commerce

do workforce development projects. BAS will contact them to make presentations to their employer groups about the value to apprenticeship.

- BAS hired a game development student from Herzing University to design a video game that would engagingly lead users through the various paths to applying for an apprenticeship. The tentative title is, "The Road to Apprenticeship," but the game will likely not be designed as a road.
- BAS submitted a proposal to speak at the Wisconsin School Counselor Association's meeting in February.
- The Bureau compiled a list of speakers, including employers, skilled workers, and Bureau field staff, who are willing to present on the value of apprenticeship and a career in the skilled trades to high school youth or other audiences.
- Last, the Bureau will be developing additional communication tools for the parents, such as Career Pathways Comparisons developed by the State of Washington, but to be updated with Wisconsin data.

Ms. Morgan concluded by asking the Council to support the Outreach Plan in the form of a motion. Co-Chair Pratt asked for a motion to approve and support the 2013 Youth Development Campaign. Mr. Tschillard made the motion; Mr. Hurt seconded it. No discussion ensued. Members voted. The motion carried.

10. 2013 Apprenticeship Outreach Campaign Update

Ms. Morgan informed the Council that the radio advertisements on Packer Radio Network purchased by BAS in the summer will continue to air through the end of December, adding that the Bureau is getting a lot more than what is paid for. The current ad is read by the WI Secretary of Tourism. During the first half of the season, the ad was geared to employers and during the second half of the season, the ad message switched to earn, learn and succeed as an apprentice.

BAS is considering conducting a similar campaign for the Construction Sector in 2014.

11. DPI Update

Mr. Kindred updated the Council on activities conducted by the Department of Public Instruction. First, Mr. Kindred has used his fall series of professional development meetings with educators across the state to inform educators about apprenticeship, using the Apprenticeship Toolkit recently added within the DPI website. Now that the videos have been added to the Toolkit webpage, Mr. Kindred believes the page is complete and he will notify all technology teachers and school counselors about the page via email blast.

DPI did a month-long campaign with DWD and other partners in October for Manufacturing Month. The campaign culminated on October 29 with a visit to Beloit Memorial High School manufacturing department with State Superintendent Tony Evers

and Governor Walker. It was another example of how DPI continues to promote the importance of the skilled trades as career opportunities for high school students.

Ms. Wood added that Governor Walker also visited the manufacturing departments of six technical colleges and two of the visits focused on apprenticeship.

Co-Chair Pratt recognized Mr. Kindred for his hard work opening a door that has been difficult to open in the past. Members thanked and applauded him.

A general discussion on cancellation rates then ensued, prompted by Co-Chair Pratt's comment that Wisconsin's cancellation rate is unacceptable to her. Mr. Hurt noted, though, that the Mentoring program is an excellent tool for employers to use to retain apprentices. Ms. Morgan added that that is the very reason for developing the Online Orientation. Mr. Tschillard added that he required his local committees to review the summary of cancellation rates and examine what their committee can do to improve.

12. Apprenticeship in Wisconsin—Statistically Speaking

Ms. Wellington directed the Council to look at the monthly statistical report, and noted several key points:

- On page 4, the larger chart shows active contracts in all trades on the first of the month, and compares them with November 1 last year, five years ago, and ten years ago.
- Page 6 reports new contracts, which are what will help us rebuild.
- The Bureau will soon release new reports that have many more variables, due to new reporting software, called WEBi. The software will be used to generate specialized reports via the BAS website, which BAS staff and the public can use. WEBi offers the Bureau a true milestone in reporting.

Last, Ms. Wellington introduced Ms. Barb Robakowski, an Apprenticeship Training Representative in the West Bend Office, who recently accepted a new position with the Department of Health Services, after 17 successful years with the Bureau. Ms. Robakowski built a partnership and apprenticeship structure with the Department of Corrections nearly singlehandedly. Her new position offers upward mobility.

Ms. Morgan added that Ms. Wellington recently accepted the new position of Chief of Field Operations, following the retirement of former chief, Ken Moore. Ms. Wellington's previous position as policy analyst has been filled by Mary Pierce, an Apprenticeship Training Representative in the Madison area.

Ms. Wellington concluded the discussion by informing the Council that she and Ms. Wood drafted a good response to the performance-based funding survey on behalf of the Council over lunch. Ms. Wellington will reformat it as a letter from the Council signed by the Co-Chairs, and will send to Members for input on Monday morning.

13. Next meeting Date

The Council will meet next on Tuesday, March 25, 2014, at 10:00 a.m. in Madison. The location will be determined later.

Ms. Morgan encouraged any member, especially new members, interested in serving on the Standards and Policy Sub-committee to contact her.

14. Adjourn

Co-Chair Hayden motioned to adjourn the meeting. Mr. Hurt seconded. The motion passed.

Ms. Morgan then concluded the meeting at 2:36 p.m. by thanking Ms. Scaffidi for hosting the Council.