

STATE ROOFER AND WATERPROOFER APPRENTICESHIP ADVISORY COMMITTEE

May 20, 2014

Roofers Local #65
16601 W Dakota St.
New Berlin, WI

APPROVED MINUTES

Members Present	Employer / Organization
Bartowitz, Alfred (Skip)	Roofers Local #65
Busalacchi, Chris	Schranz Roofing
Ferreira, Gerry (Co-Chair)	Roofers Local #65
Langer, Mark (Co-Chair)	Langer Roofing & Sheet Metal
McNulty, Dennis	Roofers Local #65
Noffke, Ben	Noffke Roofing (ABC)
Utecht, Allan	Walsdorf Roofing Co. (ABC)

Members Absent	Employer / Organization

Consultants & Guests	Employer / Organization
Belanger, Wayne	Associated Builders & Contractors
Breitlow, Lois	SE WI Area Roofing JAC
Morgan, Karen	Bureau of Apprenticeship Standards
Smith, Owen	Bureau of Apprenticeship Standards

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1. The meeting was called to order at 10:03 a.m. by Gerry Ferreira, in conformance with the Wisconsin Open Meeting Law.
 2. Roll-call was taken. A sign-in sheet was distributed. A quorum was ruled.
 3. The minutes of the October 08, 2013, meetings were approved as written.

4. Old Business

a. Follow-up Items from Previous Meeting

Owen Smith reported on the status of follow-up items from the 2013 fall meeting. The Bureau emailed a link to the Online Orientation to all state committees; however, the link proved to be inaccessible to many users, because it was stored by DWD on an internal network. The Bureau was unable to recruit a member from the Northern JAC, and tabled the brochure focus group, as well as most outreach activities, until after the Biennial Conference.

b. Roster Review

Owen Smith distributed a copy of the current Committee roster. Members reviewed their contact information. No revisions were necessary.

c. 2014 26th Biennial n Apprenticeship I Conference Summary

Owen Smith reported the outcomes of the 2014 Biennial Wisconsin Apprenticeship Conference Summary, asked members for their feedback and explained the Bureau's plans for future Conferences.

i. Summary

Overall, the Conference was a great success, attracting the second highest Conference attendance—450 participants—despite below-freezing temperatures, and earning praise for its speakers and workshops. Unfortunately, winter temperatures forced most high schools throughout the state to close. As a result, the Expo was attended by only 50 of the more than 600 high school students who had registered.

ii. Speakers

All speakers earned high ratings from attendees, especially Governor Walker, national economist Anirban Basu and national author Mark Breslin. Governor Walker's speech earned the Conference brief media coverage in several state metropolitan news and television outlets.

iii. Workshops

Most workshops received very favorable feedback from attendees, particularly for their professional relevance. The Conference offered a series of introductory workshops on apprenticeship and key partners, such as "The Department of Public Instruction 101"; and several well-received workshops on youth apprenticeship and apprenticeship prep programs. The three most attended workshops were, "Preparing Students for Apprenticeship Programs," "Diversity in the Workplace," and "Understanding Generational Differences in the Workplace."

iv. Criticisms and Suggestions

The Conference received two common criticisms: it was held during the timeframe of year that poses the highest risk for severe cold and inclement weather; and the removed location of the Expo, a mile from the conference activities, limited the amount of time attendees could visit without missing workshops and discouraged some attendees from visiting at all.

Therefore, the most common suggestions for improvement were twofold: hold the Conference in spring or fall; and hold the Expo and Conference as unique, separate events.

Owen Smith asked the members for their responses to the Conference. A general discussion followed. Feedback overall was very positive. Members supported holding the Conference in early spring and hosting the Conference and Expo together, but in a location that makes attending both easy.

v. Future Conferences

Owen Smith acknowledged the downside of scheduling the Conference in the first calendar quarter of the year and holding the Expo in a removed location from the main Conference area. However, he explained the factors that make the timeframe and hosting the two events together the most ideal plan.

Foremost, the first calendar quarter of the year is when the most apprenticeship stakeholders are available. Spring is when the construction sector, the largest sector of apprenticeship stakeholders, typically prepares to return to work, sometimes as early as mid-March and public schools generally have spring break. Fall is the beginning of the academic calendar for high schools and technical colleges, and the construction trades typically remain active through October. Late fall and early winter contain deer hunting season, Thanksgiving and Christmas.

Second, the few hotels that can provide all Conference accommodations are most likely to offer the state lodging rate during the off-season months. The Conference requires a large meeting space, five-to-seven breakout rooms for workshops, and at least 20,000 square feet for the Expo. Many hotels can meet the first two requirements, but very few can satisfy all three requirements.

Third, hosting the Expo and Conference as separate events on alternating years would place the Bureau in perpetual planning and fundraising cycles for the last half of each year. Conference preparations typically take at least six months, and the Bureau would be continuously asking its stakeholder base for donations.

Therefore, the Bureau will present feedback from the state committees to the Advisory Council with two recommendations: the next Conference be held in early March to maximize the potential for favorable weather without conflicting with preparations for the construction year; and the Expo in the same location as the Conference but one day prior to the opening of the Conference to maximize attendance.

d. Online Apprentice Orientation

The link to the Apprentice Online Orientation was not accessible at the previous meeting due to server security issues at DWD and at this meeting due to the absence of wireless internet at the meeting location.

Owen Smith and Karen Morgan discussed the background and highlights of the project, and noted that they would send an accessible link as soon as DWD determines a solution to the security matters.

The development of the Orientation was driven by the Bureau's finding that only 20-30% of sponsors provided their apprentices with a general orientation to the program. The Orientation was first developed in print format, but was redesigned as an online application after the print format was deemed too boring by a focus group of apprentices.

The key features include the following: comprehensive content, from the Apprentice Contract to tips for professional and academic success to the appeal process; inter-active graphics and content, such as games and storyboards; and the ability for the user to complete portions of the Orientation at a time.

The Orientation was mandated by the Council, to be completed within the probationary period. However, the Council also created an opt-out option for employers, if the employer can prove to the Bureau that it offers an orientation with similar content. The Online Orientation takes approximately 3-4 hours to complete.

A brief, general discussion followed. Members supported the opt-out policy and preferred to review the online version before discussing the matter further.

e. Apprenticeship Advisory Council Update

i. Apprenticeship Awareness Toolkit

Owen Smith walked members through the Apprenticeship Awareness Toolkit website, a one-stop resource on Apprenticeship for high school guidance counselors, teachers and staff to assist their raising awareness of registered apprenticeship among high school students and parents.

The website was created and is administered by the Department of Public Instruction.

Key content includes:

- An explanation of registered apprenticeship as well as a separate explanation of youth apprenticeship, which explicitly states it is "not the same as [registered] apprenticeship."
- Apprenticeship Salary Chart, a downloadable document that compares the potential earning of an apprentice to an individual on a four-year degree program
- Educator How to Sheet, which advises educators on classroom strategies for engaging students about apprenticeship, such as inviting industry representatives as guest speakers
- Apprenticeship Promotional Flyers, five versions, one per audience, communicate three central points to parents, educators, students, and more: apprentices earn a good wage without incurring student debt; they earn college credit, and they earn nationally recognized credentials.
- Sample Apprenticeship Pathway Program of Study, which outlines how high school general education courses and specific electives prepare students for potential apprenticeships in different economic sectors, such as manufacturing

Owen reminded members that the Toolkit is an organic, living website that is to be updated with new material as stakeholders see fit. He asked the Committee whether it preferred to publish additional material to the site.

A general discussion on the current and potential content followed: ...

ii. Guide to Apprenticeship

Karen Morgan reported that the Bureau will produce a guide to apprenticeship this fall for guidance counselors to distribute during career counseling sessions with parents and students. The document will be modeled after the Wisconsin Technical College System program guide. The project was recommended by guidance counselors who attended the apprenticeship presentation by Ms. Morgan and Mr. Clay Tschillard at the Wisconsin School Counselors Association meeting this spring. The counselors specifically requested a print publication because many students do not have access to computers and/or internet, particularly in rural areas.

f. Other

Co-Chair Ferreira commented that he would like the Bureau's help in redesigning the outreach brochure. Members suggested that the revised brochure should include better photographs and new areas of work, such as green roofing.

Follow-up: BAS will schedule an initial meeting of the brochure focus group before the fall meeting.

5. New Business

a. **BAS Personnel Updates**

Owen Smith reported several recent personnel changes within the Bureau:

Liz Pusch is the new Apprenticeship Training Representative (ATR) for Area 10, which includes Dodge, Ozaukee and Washington counties. Liz worked formerly as a legislative aide in Madison. She is from the Dodge, Ozaukee and Washington county area. The area was served previously by ATR Barb Robakowski.

Andrea Loeffelholz is the new ATR for Area 6, which includes Dane and Rock counties. Andrea worked formerly as a grant specialist for the WI Department of Transportation in Madison. The area was served previously by ATR Mary Pierce, who accepted a Policy Analyst position within the Bureau's Administrative Office in Madison.

Darrel Cappetta is the new coordinator of the Veterans in Piping program. Darrel was previously in the Office of Veterans services where he worked as a DVOP

Kay Haishuk, ATR for Milwaukee County, announced that she will retire in June. Kay has worked with the Bureau for many years.

b. **For Action: Helmets to Hardhats and Related Revisions to State Standards**

Karen Morgan presented an overview of the national Helmets to Hardhats (H2H) program and asked the Committee to endorse the implementation of the program in Wisconsin by adopting several modifications to the state standards.

i. Overview

The Department of Workforce Development supports implementing H2H in Wisconsin to streamline access to apprenticeship and career opportunities in the construction industry for veterans during a period of increase in both the number of returning veterans and the need for quality applicants to the skilled trades. Nationally, H2H is administered by the Center for Military Recruitment, Assessment and Veterans Employment (CMRAVE), a non-profit Section 501(c) (3) joint labor-management committee.

ii. Outcomes

The outcomes of endorsing the Helmets to Hardhats program would be:

- Veterans who have completed military technical training and/or participated in a recognized apprenticeship program or related craft while in the military may be given direct entry into a civilian apprenticeship program.

The local apprenticeship committee would evaluate the military training received to ensure they receive all necessary training for completion of the apprenticeship program. Apprentice applicants seeking credit for previous experience gained outside the supervision of the program sponsor would have to submit such request at the time of application and furnish all records, affidavits and other documents to substantiate the experience. The veteran applicant will be required to meet the programs entrance requirements, including entrance examinations.

- Veterans who have completed military service but have not completed military technical training or participated in a recognized apprenticeship program or related craft while in the military may be provided special consideration for entry into the apprenticeship program by the sponsor. The veterans would have to complete the sponsor's application process and may be required to take an entrance examination.

iii. Proposed Changes to State Standards

Karen Morgan reviewed three additions to that State Standards that she proposes the Committee adopt.

Section	Additions
I. Definitions	<p>"Direct Entry:" Qualifying applicants are directly admitted into the apprenticeship program, and all pre-selection requirements remain in force.</p> <p>"Direct Interview:" Qualifying applicants go directly to oral interviews and are placed on the list, if appropriate.</p>
VII. Minimum Qualifications of Apprentices	<p>F. Direct Entry for Veterans</p> <ol style="list-style-type: none"> 1) Meet qualifying requirements as stated VII of these standards. 2) Individuals must submit a DD-214 to verify military training and/or experience 3) Local committees may elect direct entry or provide for a direct interview after entry qualifications are met. 4) Entry of Veterans will be done without regard to race, color, religion, national origin, sex, age, creed, handicap, marital status, ancestry, or sexual orientation.
V. Local Apprenticeship Committee Functions and Duties	<p>D. Recommend to the BAS credit for previous experience/education in conformity with State Carpentry Apprenticeship Policy and Procedures</p> <p>Individuals selected into the apprenticeship program via direct entry and who have received training or employment in an occupation directly or directly related to the occupation in the local standards, will be award Credit for Previous Experience and will pay the apprentice at the wage rate commensurate the awarded credit.</p>

If the State Committee would approve the additions, local committees would have the discretion to adopt the changes.

A general discussion on the proposed additions and the value of veterans in apprenticeship followed. Members supported the revisions enthusiastically.

Action: *A motion to support the changes was made and seconded. The motion carried.*

c. 2013 WI Act 57 (Apprenticeship Completion Award Program) and DWD 295.25 (Emergency Rule)

The Department of Workforce Development is drafting an emergency administrative rule to implement 2013 Act 57, the Apprenticeship Completion Award Program (ACAP). ACAP was passed in November 2013, and will be active from June 2, 2014 through June 30, 2015. Developed by the State Legislature and signed by Gov. Walker, ACAP partially reimburses eligible apprentices, sponsors and employers for partial related instruction costs. Available funding totals \$450,000.

ACAP will be administered by the Bureau, as directed by law. BAS may reimburse the apprentices, the employer and the sponsor—whichever incurred the cost—a maximum of \$1,000 for up to 25% of the tuition, book, materials and other course fees directly associated with related instruction. An apprentice is eligible when he or she successfully completes either the one-year calendar anniversary of the contract start date or the entire apprenticeship program within the ACAP performance period.

Karen Morgan reported several key considerations and requirements for implementing the program. First, it will be a learning experience for the Bureau, and BAS will pay close attention to any lessons learned. Second, the Bureau will require the sponsor to confirm that the apprentice is in good standing to qualify for the one-year reimbursement. If an apprentice is eligible, the reimbursement will go to the party that incurred the cost. Split reimbursements can be made if more than one party incurred expense.

The Bureau plans to present performance data to the Legislature after the program concludes in the hopes that the program is continued in subsequent fiscal years. ACAP is projected to be used extensively by apprenticeship stakeholders, because similar funds available through the SAGE Grant (2011-2013) were disbursed entirely. Ideally, all funding will be disbursed before the performance period concludes, which would show a high need for additional funding.

A general discussion on the history and implementation of the program followed. Members asked clarifying questions regarding eligibility requirements and reimbursement procedures.

d. Wisconsin Apprentices Website

WisconsinApprentice.com is a privately owned and operated website that culls and collects news articles relating to apprenticeship from multiple news sites into a single blog format. The owner created the website as a public service to apprenticeship, and approached DWD to sponsor the site, but DWD declined. The Bureau is sharing the website with state committees because it may be a useful information tool and because the website address is close enough to the Bureau's website address, wisconsinapprenticeship.org, that stakeholders may inadvertently confuse the two.

e. Other

Karen Morgan distributed an informational flyer on veteran employment grants available currently through the Department of Workforce Development and the Department of Veterans Affairs. Governor Walker signed the grant program into law as part of the 2013-15 state budget, following approval by the Wisconsin Legislature.

Employers can receive a state grant of up to \$10,000 over four years when they hire a veteran who is eligible to participate. Participating veterans must meet statutory unemployment requirements and be rated with a 50% or more service-connected disability by the Federal Department of Veterans Affairs rating schedule. DWD's Office of Veteran Services will identify veterans who meet the disability requirements.

The state grant is in addition to up to \$9,000 in tax credits that employers can receive under the existing federal Work Opportunity Tax Credit program for hiring a disabled person.

6. WTCS Update

No update was given, as Nick Triscari was not in attendance.

7. Review of Program Participants

This item did not occur. Owen and Karen were unable to bring the program participant reports, because the Department of Workforce Development was closed the morning of the meeting following an early-morning electrical fire on the fourth floor. The data will be incorporated into the report for the 2014 fall meeting.

- 8. The next meeting** was not tentatively scheduled. Owen and Karen were unable to check their availability because they were unable to retrieve their laptops and smartphones from DWD. Members stated that it would be more helpful to select a date in the summer, because their availability will be clearer at that time.

Follow-up: The Bureau will survey members in summer for their availability for the 2014 fall meeting.

- 9. The meeting was adjourned** at 11:30 a.m.

10. Follow-up Items

- i. BAS will email a new link to the Online Orientation.
- ii. BAS will coordinate an initial meeting of a focus group to review the brochure.
- iii. The Bureau will survey members in summer for their availability for the 2014 fall meeting.

Submitted by Owen Smith, Program Analyst.