

**Department of Workforce Development**  
**Secretary's Office**  
201 East Washington Avenue  
P.O. Box 7946  
Madison, WI 53707-7946  
Telephone: (608) 266-3131  
Fax: (608) 266-1784  
Email: [sec@dwd.wisconsin.gov](mailto:sec@dwd.wisconsin.gov)



---

**FOR IMMEDIATE RELEASE**

Thursday, February 14, 2013

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

## **Secretary Newson: Thousands of Milwaukee Area High School Students Exploring Career Interests through My Life! My Plan!**

*Bradley Tech High School students participate in innovative career planning workshop*

MILWAUKEE – During a visit today to Bradley Tech High School, Department of Workforce Development (DWD) Secretary Reggie Newson encouraged students to take advantage of the coaching and career exploration activities that are being made possible through the innovative My Life! My Plan! workshop program.

"The My Life! My Plan! Program pays dividends for students who are considering their future career possibilities while in high school," Secretary Newson said. "On behalf of Governor Walker, we are pleased to be partnering with educators and business community representatives to bring this program to thousands of high school students in southeastern Wisconsin."

Bradley Tech High is a participating site for the My Life! My Plan! workshop, a half-day event developed by the Greater Milwaukee Committee to help students work with business mentors, explore individual career aptitudes and develop plans that will help them reach their career potential after high school.

The program is supported through a \$30,000 grant that DWD awarded last year to the Milwaukee Area Workforce Investment Board (MAWIB) to serve students in high schools across the Milwaukee region. To date, more than 1,000 students have completed the workshop aided by more than 300 career mentors, including 900 who were served through the grant provided by DWD. Another 1,500 students are targeted to complete the program in the 2013 spring semester. Additional sessions will be planned in the future for the 500 remaining students.

"Thanks to the partnership between the Greater Milwaukee Committee, Milwaukee Area Workforce Investment Board and Department of Workforce Development, the My Life! My Plan! initiative has helped hundreds of high school students identify potential career paths that fit their individual interests and aptitudes," said Scott Jansen, Talent Dividend Director at the Greater Milwaukee Committee. "We look forward to building upon the success of this program to strengthen connections between high school, post-secondary education and the workforce."

"Establishing a pipeline to prepare and train students that meets Milwaukee-area employers' needs takes a collaborative effort," said John Kissinger, Chairman of the Board, MAWIB, President and CEO, GRAEF, and Greater Milwaukee Committee Member. "We are happy to be working with the Department of Workforce Development and Greater Milwaukee Committee to support the My Life! My Plan! program."

(more)

During the workshop, students meet with mentors from the business world and complete a series of assessments that align their interests and aptitudes with potential occupations in the Milwaukee area. Students also compare the results of the assessment to growing occupations in the area, including occupations that currently have job openings. The students and mentors complete a workbook that helps them to consider options after high school and develop a plan to determine how they can successfully transition from high school to post-secondary education and into a career.