

Wisconsin Career Creator: Enhancing Wisconsin's Current and Future Workforce

Governor Scott Walker recently announced **Wisconsin Career Creator**, a \$20 million initiative at the Department of Workforce Development (DWD) aimed at improving educational and training opportunities for Wisconsin's current and future workforce.

2017 Act 58 allocated \$20 million to DWD for the 2019-21 biennium to support workforce development for electronics manufacturing jobs and to address long-term workforce development.

Wisconsin Career Creator was developed by DWD and has the support of the Wisconsin Technical College System (WTCS), University of Wisconsin (UW) System, and the Wisconsin Association of Independent Colleges and Universities (WAICU).

College Head Start

Provide \$5,000,000 to expand Dual Enrollment course offerings (one year of college in high school). UW System, WTCS, and WAICU schools will be eligible to participate.

Scholarships for Training and Education

Provide \$7,000,000 to address the need to match high demand employers with open positions with the necessary worker credentials. Scholarships could be provided to the company to allocate to their Wisconsin employees, or to potential employees who need to "upskill" their current credentials to meet the position requirements or obtain an additional credential to advance to a higher position. UW System, WTCS, and WAICU schools will be eligible to participate.

Flexible Technical College Funds

Provide WTCS \$2,000,000 to maximize workforce participation by helping to recruit, retain and successfully credential some of the hardest-to-serve populations.

Upskill Initiative

Provide the DWD \$6,000,000 to fund innovative workforce development programs including developing Sector Centers, launching Middle School Youth Apprenticeship, purchasing mobile job centers, preparing the incarcerated population for the workforce, upskilling military veterans, and providing transportation to training and employment.

- **Sector Centers**

In response to the unprecedented growth of the advanced manufacturing industry, the DWD will establish two Advanced Manufacturing Sector Centers to address the recruitment, training, and attraction needs of advanced manufacturing employers. Working with partners such as technical colleges, workforce boards, local Economic Development Corporations, and others, the Department will create a high-tech environment that reflects the innovation driving the industry while helping employers develop talent pipelines through customizable training, industry awareness and education, and tailored job services.

- ***Middle School Youth Apprenticeship***

Establish a pilot program to expand the Youth Apprenticeship model to serve middle school through 12th grade. The pilot would incorporate career awareness, job shadows, academic and career planning and possible internships to demonstrate viable career pathways through Youth Apprenticeship at an earlier age.

- ***Mobile Job Centers***

Adding additional mobile job centers would allow access more individuals in both rural and urban areas. We will be able to take our services such as short-term training, GED programs, assessments, and career consultations to the areas of most need. This allows our job services to be more robust and fluid to meet the needs of populations served and local businesses.

- ***Re-Entry Training Initiative***

To prepare the incarcerated population for work upon release, the DWD will expand upon efforts already in place to provide training and credentials within Department of Corrections (DOC) facilities. Currently, partnerships with Oak Hill and Red Granite Correctional Facilities exist, but the DWD will allocate funding to grow the number of DOC facilities participating in training programs or inner-facility job centers to reach a larger number of incarcerated individuals.

- ***Veterans Training Program***

Rockwell Automation currently funds a 12-week training program to upskill military veterans for digital manufacturing roles. With a successful model and employment opportunities already established, the DWD proposes additional funding to expand this venture to include the general population. Doing so would increase the number of skilled workers available to fill the advanced manufacturing talent gap.

- ***Transportation***

The DWD will allocate funding to implement a multi-county transportation plan through partnerships with local governments and the Department of Transportation to incentivize coordination of transit services and reduce route gaps.