



Envisioning Wisconsin's Workforce

2008 Annual Report



*WISCONSIN WORKFORCE
DEVELOPMENT ASSOCIATION
OFFICERS*

CHAIR

JOHN HEYER,

W-O-W WORKFORCE DEVELOPMENT BOARD

V I C E - C H A I R

DON MADELUNG,

WORKFORCE DEVELOPMENT BOARD OF SOUTH
CENTRAL WISCONSIN

S E C R E T A R Y

CHARMAINE PREWITT,

NORTHCENTRAL WORKFORCE DEVELOPMENT
BOARD

T R E A S U R E R

RICHARD BEST,

WEST CENTRAL WORKFORCE DEVELOPMENT
BOARD

2008 WWDA Members

Beth Norris

Southeast Workforce Development
Board

Don Sykes

Milwaukee Workforce Investment
Board

Francisco Sanchez

W-O-W Workforce Development
Board

Cheryl Welch

Fox Valley Workforce Development
Board

James Golembeski

Bay Area Workforce Development
Board

Sally Cutler

Northcentral Workforce Development
Board

Steve Terry

Northwest Workforce Investment
Board

Richard Best

West Central Workforce Develop-
ment Board

Jerry Hanoski

Western Workforce Development
Board

Pat Schramm

Workforce Development Board of
South Central Wisconsin

Robert Borremans

Southwest Workforce Development
Board

Jim Kreuser

Kenosha County Executive

Mayor Tom Barrett

City of Milwaukee

Jim Dwyer

Waukesha County Board Chair

Mark Harris

Winnebago County Executive

James Barlow

Kewaunee County Supervisor

Erhard Huettl

Forest County Board Chair

Dan Racette

Price County Board Appointee

Colleen Bates

Eau Claire County Board

James Ehrams

Local Elected Officials Consortium

Howard Zellmer

Marquette County Board Chair

Art Carter

Green County Board Chair

Charles Colman

The Colman Group, Inc.

Dan Bader

Granite Microsystem

John Heyer

Kettle Moraine Coatings, Inc.

Norma Tirado

Agnesian Healthcare

Jill Hennessey

The Manitowoc Company, Inc.

Charmaine Prewitt

Blossoms & Bows

LeRoy Forslund

Forslund Consultants

Linda Clark

Xcel Energy

Sharon Folcey

Sparta Area Chamber of
Commerce

Don Madelung

Herzing College

Scott Stocker

Shullsburg Creamery

Welcome



JOHN HEYER
WWDA CHAIRMAN

The 21st century brings new economic realities of global competition sparked by innovation, new technologies, an accelerated pace of change, and the need for a higher skilled workforce. To be relevant in this century – national, state, and local workforce development systems must align human capital to meet business needs in the current and emerging economy by focusing on the quantity and quality of the entire workforce.

In 2000, the Wisconsin Workforce Development Association (WWDA) was formed with representatives from the 11 local workforce areas throughout the state of Wisconsin. WWDA is committed to representing the voice of the local workforce development system.

The main focus of the coming year will be to develop comprehensive, forward thinking solutions that embrace the realities of today's economy by promoting the role of business in workforce development and continuing to strengthen partnerships with education, economic development, community-based organizations and other workforce partners.

As WWDA better understands the challenges of the new knowledge economy, it is apparent that we must provide a comprehensive workforce system that meets the needs of individuals and businesses. We appreciate your continued support and look forward to working together throughout the year.

Sincerely,

John Heyer

About Us

The WWDA is an association of the leadership of the eleven workforce development regions of Wisconsin. This 33 member body consists of the 11 Private Sector Business Workforce Board Chairs, the 11 Chief Elected Officials representing local government and the 11 Executive Officers of the Regional Workforce Development Organizations. Together they represent: over 170 local businesses across the state who provide the majority of members and the business leadership that guides our member Workforce Development Boards; the 72 county/city Elected Officials who represent local government in these governing partnerships; and the 11 Executive Officers who carry out the strategic direction of the Workforce Development Boards.

Together we oversee the work of hundreds dedicated workforce development professionals who daily provide assistance across the state to tens of thousands of Wisconsin youth, adult and dislocated workers, job seekers and to thousands of Wisconsin businesses striving to create and maintain the jobs that make Wisconsin's economy strong. Collectively we form a powerful force that stands ready to strategically collaborate with our public and private partners to enhance workforce, economic, education and community development to GROW Wisconsin.

Strategic Priorities

- WWDA will work to ensure that the state of Wisconsin makes an appropriate investment in workforce development activities statewide.
- WWDA will be consulted by state CWI, DWD, legislature and other associations on other workforce / talent development issues.
- Better prepare K-12 graduates for entering the workforce through strategic workforce programs and planning.

Our Vision...

Partnering to create a workforce system that delivers quality workers for quality jobs.

Our Mission...

WWDA is dedicated to improving the quality of Wisconsin's workforce by supporting and maximizing the collective strength of the state's local workforce development boards.



WWDA Committee Accomplishments...

Legislative

- Developed State and Federal Legislative Platforms for 2007-2008.
- Hosted the first annual Workforce Development Day at the Capitol in Madison.
- Organized regular visits by WWDA members to the State Capitol building.
- Developed and began the distribution of a monthly WWDA Legislative update newsletter to all state legislators.
- Hosted the Wisconsin's first ever federal legislative reception in Washington D.C. Fostered relationships with key legislators and committees.
- Met with legislators and their staff to educate them on the consequences of the Job Center consolidation plan as proposed by the Department of Workforce Development.
- Working together with state legislators on the Joint Legislative Council Special Committee on Building Wisconsin's Workforce.

Partnership Development

- Formal partnership developed with the Wisconsin Counties Association.
- Co-hosted educational events and federal legislative reception with the Minnesota Workforce Council Association.
- Working with Wisconsin Economic Development Association to explore greater partnering opportunities.
- Continued identification of partnerships that would benefit the workforce development system.

WWDA Committee Accomplishments...

Financial Development

- Development of the Wisconsin Workforce Development Association Vision Paper.
- Examined available resources related to the WWDA mission and goals.
- Development of a new statewide policy that will generate new funding streams for workforce development.

Member Education

- Development of a WWDA website for the public and association members.
- Educational presentations on innovative funding strategies and a Board Member training took place at the WWDA Summer Meeting.
- Regular meetings have been conducted with the Secretary of the Department of Workforce Development.



WWDA representatives meet with Brian Heindl from Senator Herb Kohl's office during the Federal Legislative Day



Secretary Roberta Gassman is joined by Pat Schramm (far right), Don Madelung (3rd from left) and representatives from the Wisconsin Biotechnology and Medical Device Association (WBMDA).



Steve Terry, NW WIB (left) and Randy Hoglund (at podium) thank Senator Herb Kohl for helping fund a Boot Camp Welding Program

State Legislative Reception



In February of 2008, the Wisconsin Workforce Development Association held its first annual Day at the Capitol informational event. Over 44 members attended this event including Workforce Development Board members, economic development directors, workforce development staff, and local elected officials. Together the group visited over 73 members of the Wisconsin state legislature. WWDA members explained the importance of workforce development in Wisconsin and explained the current structure and needs of the system. Additionally, WWDA members stressed the need for the investment of state funding into the workforce system as Wisconsin has experienced a 56% decrease in federal funding in recent years.

The event proved to be an opportunity for local elected officials, business leaders, and workforce board members to meet with their legislators and discuss the local workforce issues.

Federal Legislative Reception

The Wisconsin Workforce Development Association partnered with the Minnesota Workforce Council Association to host the first ever federal legislative reception in February 2008. Planned in conjunction with the National Association of Workforce Boards conference in Washington D.C., the event provided an opportunity for workforce board members to network with their peers from the west to share best practices in talent development and to communicate Wisconsin's workforce challenges and opportunities.



Earlier in the day WWDA members made office visits to nearly every legislator from the great state of Wisconsin to discuss federal funding cuts, the recent recession of Workforce Investment Act funding, and the importance of the local workforce board system. The reception was held in the Transportation Hearing Room in the Rayburn House Office Building and was well attended by senators, members of congress, and staff from both states.

Wisconsin Workforce Challenges

Employment in all construction jobs is projected to increase 21 percent between 2004 and 2012. Jobs that will grow fastest are carpenters, electricians, plumbers, and pipefitters—jobs that pay well, but require substantial training.¹

Wisconsin faces a stagnant number of labor force entrants (18 year olds) at the same time that it faces dramatic increases in retiring baby boomers. This means Wisconsin's current workforce must have access to skill upgrading and retraining to meet the demands of a changing economy.²

Wisconsin's economic growth has fallen off the national pace. National income per capita exceeds Wisconsin's by \$2,500, and the gap is growing.⁴

¹ Wisconsin Department of Workforce Development, Construction in Wisconsin: An Industry Perspective, September 2005

² Wisconsin Department of Workforce Development, Office of Economic Advisors, 2006, citing WI Department of Administration, Demographic Services data (2004).

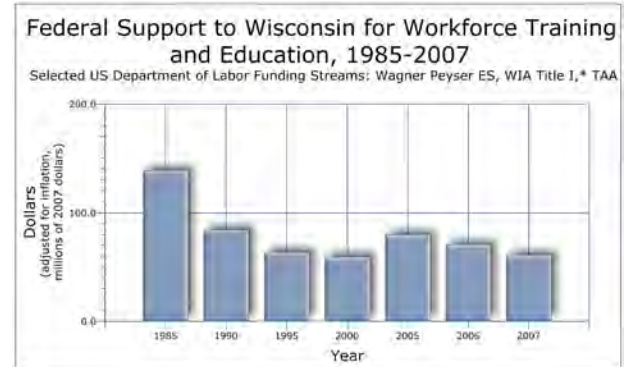
³ Wisconsin Department of Workforce Development, Wisconsin Projections 2004-2014, In Brief,

^{4 & 5} The Center on Wisconsin Strategy, The State of Working Wisconsin 2008.

- Wisconsin's most serious occupational and skill shortages are projected in jobs not requiring a four-year degree, including better-paid, more highly skilled jobs in the advanced manufacturing, information technology, health care, and construction sectors. These jobs require technical expertise and skills.³
- Wisconsin's unemployment rate has edged up to 5 percent. In 2007, Wisconsin's unemployment rate (4.9 percent) exceeded the national rate (4.6 percent) for the first time since the 1980s.⁵
- Federal workforce training dollars have been slashed by 56% since 1985. Wisconsin's workforce development system is largely funded with federal dollars, which may indicate a need to grow the state's share of investment.

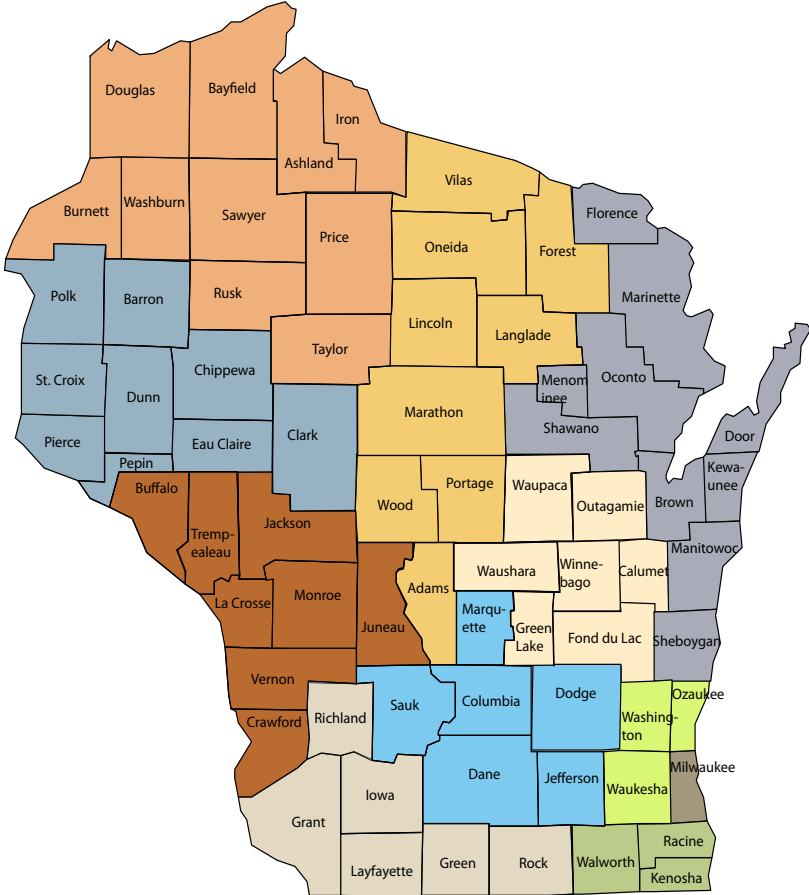
Orgins of workforce development funding, ranked by share of state support
FY stands for fiscal year and indicates year of the source data

	Federal	State
New York, FY03	55%	45%
Massachusetts, FY06	62%	38%
Minnesota, FY02	67%	33%
Tennessee, FY03	68%	32%
Illinois, FY02	69%	31%
Texas, FY02	71%	29%
Ohio, FY07	76%	24%
Wisconsin, FY08	83%	17%



*based on initial fiscal year allotments; recently legislated rescissions not included

Where Are We?



Contact Us

Workforce Area	Director	Website	Phone Number
Southeast	Beth Norris	n/a	262.595.2754
Milwaukee	Don Sykes	www.milwaukeeewib.org	414.270.1700
W-O-W	Francisco Sanchez	hwww.wowwdb.org	262.695.7880
Fox Valley	Cheryl Welch	www.foxvalleywork.org	920.720.5600
Bay Area	James Golembeski	www.bayareawdb.org	920.431.4100
North Central	Sally Cutler	www.ncwwdb.org	715.422.4720
Northwest	Steve Terry	www.nwwib.biz	715.682.9141
West Central	Dick Best	www.workforceresource.org	715.232.1412
Western	Jerry Hanoski	www.workforceconnections.org	608.785.9938
South Central	Patricia Schramm	www.wdbswc.org	608.249.9001
Southwest	Robert Borremans	www.swwdb.org	608.342.4220

For more information, resources, and to sign up for our newsletter please visit www.wwda.org



The Voice of Wisconsin's Local Workforce Development Boards

WWW.WWDA.ORG