



**Approved Minutes of the
Wisconsin Apprenticeship Advisory Council
to DWD, Bureau of Apprenticeship Standards & Wisconsin Technical College System Board**

March 10, 2020

The Management Association
Waukesha, WI

| Members Present | |
|--------------------------|---|
| Anthony Jr., Ruben | Urban League |
| Barker, Daniel | Ariens Company |
| Branson, Dave | Building Trades Council, Madison |
| Cook, Jim | NECA-IBEW Electrical Apprenticeship |
| Daily, Michael | United Steel Workers District 2 |
| Emrick, Leigh | Associated Builders & Contractors of WI |
| Griffith, Tracey | WI Transportation & Builders Association |
| Grohmann, Gert | Associated General Contractors, Milwaukee |
| Hayden, Terry (Co-Chair) | Wisconsin Pipe Trades Association |
| Hurt, Henry (Co-Chair) | Hurt Electric |
| Jacobson, Gene | PDC Electrical Contractors |
| Lentz, Seth | Workforce Development Board of South Central WI |
| Mortenson, Brandon | IAMAW District 10 |
| O'Neill, Hollie | IBEW 2150, WI Electrical Power |

| | |
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| Reader, Chris | Wisconsin Manufacturers & Commerce |
| Seeley-Schreck, Chrystal | Wisconsin Technical College System |
| Members Absent | |
| Kessenich, Mark | WI Regional Training Partnership |
| Kindred, Brent | WI Department of Public Instruction |
| McHugh, Shawn | Wisconsin Operating Engineers |
| Hellenbrand, Callie | Alliant Energy |
| Pfannerstill, Kathleen | Toolcraft Co., Inc. |
| Wieseke, Mark | UAW, Region 4 |
| Consultants and Guests | |
| Bloomingtondale, Stephanie | AFL-CIO |
| Case, Erica | Harley-Davidson |
| Conklin, Oliva | Bureau of Apprenticeship Standards |
| Johnson, Jessie | Forward Careers |
| Johnson, Joshua | Bureau of Apprenticeship Standards |
| Kasper, Andrew | Bureau of Apprenticeship Standards |
| Kendhammer, Melissa | Bureau of Apprenticeship Standards |
| Levins, Brian | Principal Financial |
| Nakkoul, Nancy | Wisconsin Technical College System |
| Polk, David | Milwaukee Area Technical College |
| Pratt, Dawn | Bureau of Apprenticeship Standards |
| Savage, John | University of Wisconsin-Milwaukee |
| Smith, Owen | Bureau of Apprenticeship Standards |
| Spencer, Shane | Northcentral WI Workforce Development Board |

1. Call to Order

The meeting was called to order at 10:08 a.m. by Co-Chair Terry Hayden.

2. Attendees introduced themselves. Director Johnson welcomed several representatives of pre-apprenticeship programs.
3. **Action:** *a motion to approve the draft minutes of the previous meeting as written was made by Mr. John Daily, seconded by Mr. Seth Lentz, and approved by the Council.*
4. **Special Topics:**

a. WI Delegation Study Tour of Germany Apprenticeship

Director Joshua Johnson reported that a delegation of ten representatives of WI Apprenticeship, including Co-Chair Hayden and DWD Secretary Caleb Frostman, visited Germany for an eight-day tour of its apprenticeship system. The tour offered a deep dive into the collaboration between German industries, the German government, and the German education system. Secretary Frostman captured his take-aways in an article published in the Capital Times, which Director Johnson distributed to attendees.

Director Johnson presented specific take-aways to the Council:

- Apprenticeship in Germany is a socio-economic institution. Many, many industries and occupations train workers through registered apprenticeship, and students qualified for apprenticeships are tracked as early as fourth grade. These dynamics are possible due to greater government involvement in industries and the K-12 institutions.
- Similarly, apprenticeship in Germany focuses almost exclusively on preparing students and youth; apprenticeship is rarely used by adults to change careers because they would be far behind the skill level of youth. In contrast, Wisconsin Apprenticeship focuses mostly on helping adults prepare for careers, and Wisconsin Youth Apprenticeship focuses on broadly exposing participants to a career cluster or industry rather than prepare for an occupation.
- WI Apprenticeship works very well within the contexts of U.S. society. Involving K-12 students in career and technical education is very important. Although the U.S. secondary school system would not accept "tracking" students early, students are now required to begin "academic career planning" in middle school.
- Therefore, the most feasible means of strategically positioning Wisconsin Apprenticeship in the K-12 system are to include youth and registered apprenticeship as options within academic career planning and to promote bridging youth apprenticeship to registered apprenticeship.

Co-Chair Hayden invited delegates to share their perspectives.

- Mr. John Savage noted that Germany widely embraces vocational careers; vocational careers are chosen over college by a striking number of individuals and are pursued early in secondary education.
- Mr. David Polk agreed. He noted that Germany views gainful employment and career growth as a social investment and antidote to societal ills. More than 350 occupations and half of the population use vocational education or apprenticeship. Most early career decisions occur as early as 14, and the average age of apprenticeship is 20-22.
- Ms. Stephanie Bloomingdale echoed that an astounding number of high schools students pursue apprenticeship after graduation, which is facilitated by the extensive collaboration between the Ministry of Education, chambers of commerce, and trade unions. In contrast, many U.S. high school students

graduate without a clear career path and incur lots of debt going to college.

- Ms. Tracy Griffith noted that partners believed strongly in the economic benefits of early career education and high school students were very proud of their careers. It was clear that Wisconsin Apprenticeship must emphasize youth apprenticeship and tie it clearly to registered apprenticeship.
- Ms. Erica Case agreed that Wisconsin Youth Apprenticeship offers a significant opportunity. German high school students are extensively trained, informed, and supported: they learn a specific occupation; adult career skills; and are supported by a network of cohorts. In contrast, WI Youth Apprenticeship is broad and exploratory; employers are more independent and competitive; and recruiting students can be difficult and disjointed.
- Co-Chair Hayden echoed the incredible collaboration and consensus between labor, government, and industry. Each apprenticeable occupation has a standardized exam. Students also learn how to have a long-term career through classes in professional decision-making, interpersonal skills, etc. The overall vision for the workforce begins much earlier and is much longer-term.

Co-Chair Hayden called for questions or comments.

Mr. Jim Cook asked whether the government subsidizes the apprenticeship program or apprentices. Ms. Case replied that the government funds most of the apprenticeship programs and the participating employers pay into the chambers of commerce. Mr. Savage added that every company has to join a chamber of commerce and pay a levy of annual profits. The chambers coordinate many activities, such as standard exams for each occupation and certifying instructors.

Ms. Dawn Pratt asked who decides the student's career path. Director Johnson replied that the teacher and parents collaboratively decide as early as fourth grade. Ms. Case elaborated that after fifth grade, Germany students track into one of three versions of high school: a vocational route; an associate's degree or middle college route; and a university or advanced placement route. She noted, though, that although the system is very effective, it is also rigid; changing career paths is very difficult after high schools. The Wisconsin system is much better at training older or returning workers.

Mr. John Daily asked how the Council could begin to enhance Wisconsin apprenticeship. Attendees of the recommended the following:

- Ms. Case supported viewing Wisconsin youth apprenticeship as low-hanging fruit and improving its organization and collaboration with employers. She recommended convening YA sponsors in a forum to discuss about success stories and lessons learned.
- Mr. Polk recommended implementing project-based career exploration in junior high, which would prepare interested students to enter youth apprenticeship.
- Director Johnson recommended investing in the dual enrollment model in Wisconsin: link youth apprenticeship and certified pre-apprenticeship to registered apprenticeship; and link registered apprenticeships to technical diplomas and associate degrees. Each component would require educating partners on the overall "system." These topics would fit best within the scope of the career pathways subcommittee.

Ms. Leigh Emrick asked to what extent women and minorities participate in German apprenticeship. Ms. Case replied that women constitute up to 15% of many apprenticeable occupations. Mr. Polk explained that "minority" commonly means "immigrant" in Germany; still, the percentages are higher than Wisconsin.

Mr. Seth Lentz asked whether the delegation discussed how ex-offenders could participate in registered apprenticeship. Director Johnson and Co-Chair Hayden replied that the topic was not raised because the

system is weighted heavily towards primary education and has few entries for adults.

Mr. Dan Ariens reminded that, although Wisconsin Apprenticeship can be enhanced, especially by involving more youth, both registered apprenticeship and youth apprenticeship work very well.

b. State Apprenticeship Council Alliance (Co-Chair Terry Hayden)

Co-Chair Hayden transitioned to the next topic. He reported that the Alliance is still growing but he does not know if additional states joined. The Alliance will meet again in September in conjunction with the National Association of State and Territorial Apprenticeship Directors Conference.

Co-Chair Hayden called for questions or comments. Attendees had none.

c. Implementation of Industry-Recognized Apprenticeship Programs (Director Joshua Johnson)

Director Johnson announced that the final rule for Industry-Recognized Apprenticeship Programs will be effective March 11, 2020, followed by a 60-day implementation period. The final rule did not include construction. Director Johnson will discuss the implementation with DWD leadership tomorrow. As it stands, the Bureau is approving agency of all apprenticeships in the state, including IRAPs, and the Bureau will support registered apprenticeships instead.

Co-Chair Hayden commented that WTCS President Morna Foy will testify before the national legislature on this topic. Ms. Crystal Seeley-Schreck will email Ms. Foy's testimony to the Council.

Co-Chair Hayden called for questions or comments. Attendees had none.

5. Discuss whether to reformulate the Council's membership

Director Johnson reviewed that the Council had discussed how to involve new sectors in the Council, such as health care and information technology. The Council had proposed expanding its size to include one representative from each new sector, but some members had expressed concern for how the Bureau would determine when a new occupation had grown sufficiently to warrant a seat on the Council. Therefore, Director Johnson decided, for now, to invite new sectors to attend meetings as non-voting consultants until the Council and the Bureau determine a procedure.

Mr. Owen Smith asked how the Council would prefer to expand its membership to ensure that new industries have integrated registered apprenticeship sufficiently to contribute to the Council's mission and to ensure that established industries are sufficiently represented. He noted that the most integrated new occupation is not in healthcare or information technology; it's the Arborist program in the service sector. In addition, the service and utility sectors are well established but currently underrepresented on the Council. He asked if the Council would prefer to distribute its membership across sectors by percentage of total apprentices, the methodology used by state advisory committees.

Mr. Chris Reader voiced concern that membership is not an appropriate discussion for an open forum because members are appointed by the Secretary of Workforce Development. Ms. Emrick and Mr. Jim Cook asked whether the underrepresented sectors had expressed interest or concern in serving on the Council.

Mr. Smith and Director Johnson thanked the Council for their input. They reviewed that the Council had expressed interest in increasing its membership, so the questions are intended to solicit input for the Secretary's consideration.

Director Johnson concluded the discussion by stating the Bureau will continue to invite new sectors to participate in Council meetings in a non-voting capacity, e.g. guests and consultants.

Co-Chair Hayden called for questions or comments. Attendees had none.

6. For action: review and approve applications for Certified Pre-Apprenticeship Applications

a. Welding Pre-apprenticeship, submitted by Northcentral WI Workforce Development Board

Director Johnson reviewed that this is the second program submitted by Northcentral WI Workforce Development Board. The first was approved. A brief discussion followed, and the Council agreed the application was "solid."

***Action:** the Council approved a motion to certify the program.*

b. IT Service Desk Pre-Apprenticeship, submitted by Concurrency

Director Johnson reviewed that this second application corrected errors and incorporated feedback noted by the Council in its review of the initial application. The Council briefly discussed the application and agreed that their concerns had been addressed.

***Action:** the Council approved a motion to certify the program.*

c. Financial Services Pre-Apprenticeship, submitted by Principal Financial

Director Johnson reviewed that this proposed program would support the first registered apprenticeship in the finance sector, Financial Services Professional. He introduced the program's representative, Mr. Brian Levins of Principal Financial.

Mr. Levins explained that the program would prepare participants to pass the certification and licensing exams required by law to begin working as a Financial Services Professional. The certifications and licenses are required prior to beginning the Financial Services Professional registered apprenticeship.

Mr. Anthony noted that participants would neither be employed nor paid during the program. Mr. Levins acknowledged those concerns and explained that work cannot be legally performed prior to obtaining the certifications and licenses. Therefore, Principal will agree to hire the participants upon successful completion.

***Action:** the Council approved a motion to certify the program.*

The Council recessed for a working lunch at 12:15 p.m. and returned at 1:00 p.m.

7. Sub-committee Updates

a. 28th Biennial Conference planning team

Director Johnson reported that the Conference will be held February 22-24, 2021, at the Wilderness Hotel in the Wisconsin Dells. The planning team began meeting in January. The theme and topics are being determined, but the conference will emphasize that registered apprenticeship is for everyone, e.g. all sectors, occupations, demographics, etc. The conference will also feature an Apprenticeship Expo: it will occur the day prior to the conference; start times will be staggered by stakeholder group; and it will conclude with a networking social.

Co-Chair Hayden called for questions or comments. Attendees had none.

b. Volunteering for subcommittees

Director Johnson explained that he wants to reconvene the subcommittees this year but he does not know whom to contact because official rosters were not made. Several Council members also volunteered to research old email threads to determine who else may have participated.

Career Pathways

The following individuals volunteered or were nominated: Dan Barker; Tracy Griffith; Co-Chair Hayden; Seth Lentz; Brandon Mortenson; Nancy Nakkoul; Elizabeth Roddy; and Mike Wagner.

Educational Linkages

The following individuals volunteered or were nominated: Dan Barker; Brent Kindred; Seth Lentz; Brandon Mortenson; Nancy Nakkoul; and Elizabeth Roddy.

Equal Access

The following individuals volunteered or were nominated: Ruben Anthony; Mike Daily; Tracy Griffith; Co-Chair Hayden, Co-Chair Hurt, Seth Lentz; and Hollie O'Neil.

Outreach

Council members will research past emails for volunteers for this subcommittee in particular.

Policies & Procedures

The following individuals volunteered or were nominated: Dave Branson; Jim Cook; Leigh Emrick; Co-Chair Hayden; Gene Jacobsen; and Chris Reader.

8. Registered Apprenticeship Update

a. Federal grants to expand registered apprenticeship

Director Johnson reviewed that the Bureau has three active federal grants: WAGE\$; the State Apprenticeship Grant (SAE); and a subsequent extension of SAE called the Apprenticeship State Expansion grant (ASE). All three grants are designed to expand registered apprenticeship into new sectors and new populations, albeit through different means.

The WAGE\$ grant is proceeding well and will conclude on September 30. WAGE\$ funded the development of the first registered apprenticeships in healthcare and information technology, the development of additional apprenticeships in advanced manufacturing, and increased opportunities for women and minorities. The Bureau anticipates meeting all over its targets except total number of apprentices in new occupations, which is not surprising because the first programs in new sectors grow slowly at first.

The SAE and ASE grants will expand Wisconsin Apprenticeship mostly by integrating registered apprenticeship into the workforce system and increasing the Bureau's administrative capacity. SAE will reimburse sponsors for register graduates of certified pre-apprenticeship programs; similarly, ASE will reimburse registered apprenticeship sponsors for certain costs of on-the-job learning. SAE funded the development of the Bureau's online registration software, BASERS; similarly, ASE funded two Apprenticeship Navigators, who will connect registered apprenticeship sponsors with WIOA certified individuals, youth apprenticeships, certified pre-apprenticeships, and ex-offenders.

Director Johnson introduced the Navigators: Mr. Tommy Myles and Ms. Dawn Pratt. Mr. Myles shared his appreciation for the position because he witnessed a strong shift to hands-on, experiential learning in his former career in higher education. Ms. Pratt shared that she believes the new position is a great opportunity to network populations into registered apprenticeship.

Co-Chair Hayden called for questions or comments. Attendees had none.

b. Implementing revisions to CFR 29.30 (AA/EEO)

Director Johnson introduced Mr. Andrew Kasper, the policy analyst managing the revisions.

Mr. Kasper updated attendees on the Bureau's progress:

- The Bureau's overall approach is to educate and assist sponsors, not punish them.
- BAS plans to meet with sponsors this summer to discuss the revisions, implementation, and expectations. The meetings will likely be held via webinar.
- The Bureau will use its AA/EEO website as the primary reference for sponsors and apprentices. The page can be accessed from the BAS homepage by clicking the AA/EEO tab on the left.
- BAS updated its information management systems to send automated disability disclosure forms to apprentices; if apprentices choose to complete the form, a copy is sent to the sponsor and ATR. This helps BAS meet the new requirement to track apprentices with disabilities for sponsors with five or more active apprentices.
- Sponsors should email their questions to Mr. Kasper.

Co-Chair Hayden called for questions or comments. Ms. Emrick recommended getting convening the Policy & Procedures subcommittee to review the implementation plan and policy manual. Director Johnson agreed and noted that the Bureau will first update policies that will not change over the long-term; once the Bureau begins revising policies that may change, it will present draft addendums to the subcommittee for review.

c. National Apprenticeship Week 2020

Director Johnson announced that the Department of Labor has yet to announce the dates for National Apprenticeship Week, so Wisconsin will celebrate its own apprenticeship week November 8-14.

Co-Chair Hayden called for questions or comments. Attendees had none.

d. Revising Transition to Trainer

Director Johnson announced that the Bureau and Wisconsin Technical College System have begun revising the course, "Transition to Trainer." The WTCS is leading the project. The revisions will modernize the curriculum, make it more pertinent to new sectors, and make certain modules deliverable online. Once the final drafts are ready, the Bureau and WTCS will present them to the Council for review.

Co-Chair Hayden called for questions or comments. Attendees had none.

e. BAS personnel update

Director Johnson thanked the Council for supporting his nomination as Bureau Director. He accepted the position in February. His vision for his tenure is innovation. His former position, Section Chief, is now vacant. He introduced Ms. Melissa Kendhammer, the new Apprenticeship Training Representative for La Crosse. The former ATR, Mr. Milton Rogers, now serves the Madison area.

9. Youth Apprenticeship Update

a. Modernization Project

Ms. Cathy Crary reported that the first of four project phases will conclude by June. The project will, in part, align youth apprenticeship curricula with the appropriate registered apprenticeship programs.

b. Enrollment Profile

Ms. Crary reported that 900 more students enrolled in youth apprenticeship this year than last. Of all youth apprentices, 40% are female, 10% are minority, 5.4% are at-risk youth, and 5.5% have disabilities. More than 4,000 employers participate statewide.

c. 2020-21 RFP

Ms. Crary reported that the biennial RFP is close to closing and reviews will begin in late spring. The RFP is the method by which the state youth apprenticeship program disburses funds to consortia.

d. YA Forum

Ms. Crary concluded by reminding attendees that the annual YA forum will be held on Thursday.

Co-Chair Hayden called for questions or comment on the youth apprenticeship topics. Attendees had none.

10. Wisconsin Technical System Update

Ms. Nakkoul reported the following items:

- The WTCS Apprenticeship Completer Report is now online. The response rate increased to 43%; the median salary increased to \$80,344; and respondents reported 92% satisfaction with on-the-job learning and 96% satisfaction with related instruction. The report now includes data on apprenticeships in new sectors, although the data is limited. The WTCS is researching methods to normalize salary reporting to account for over-time and workweeks above or below 40 hours.
- Unduplicated enrollment in apprenticeship programs increased by 9.9% from the prior year.
- The master chart of all apprenticeships with related instruction via technical colleges is now online.

Co-Chair Hayden called for questions or comment on the youth apprenticeship topics. Attendees had none.

11. Review participant statistics.

Mr. Andrew Kasper reviewed the 2019 annual participant report. He noted the increase in overall enrollment and trends per sector. Mr. Anthony complimented how well the report "tells the apprenticeship story."

12. The Council tentatively scheduled its next meeting for Tuesday, June 23, from 10:00 a.m. – 3:00 p.m. The location will be determined later.

13. The Council adjourned at 2:05 p.m.

Submitted by Owen Smith, Program and Policy Analyst