

May 7, 2018

WISCONSIN APPRENTICESHIP ADVISORY COUNCIL

Tuesday, May 15, 2018
10:00 AM—3:00 PM

Crowne Plaza Hotel-Madison
4402 E Washington Ave
Madison, WI 53704

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AGENDA

1. Call to Order
Welcome Members /Remarks/Announcements
2. **Action:** Review and approve minutes of February 27, 2018 meeting
3. Update-Council on Workforce Development-Recap-Dawn Pratt
4. **Action:** Certified Pre-apprenticeship Programs
 - Wisconsin Operating Engineers Training Center
 - WOE Apprenticeship Readiness-Adult
 - Wisconsin Operating Engineers Training Center
 - WOE Apprenticeship Readiness-Youth
 - Mindful Staffing
 - The Mindful Solution Program-Apprenticeship Support Letter
 - School District of Brown Deer
 - BDMHS's Construction Courses Capstone Program
5. Sub-Committee Report
Equal Access Sub-Committee
Status Report Attached.
For Action/Discussion
Do we what to move ahead on the following three items?
 - Sponsor AA/EEO Handbook
 - Cultural Competency Workshop
 - Mentor Training
6. Presidential Executive Order Expanding Apprenticeships in American-Final Public Meeting held May 10, 2018

7. DPI Update-Brent Kindred
8. WTCS Update-Carrie Morgan
9. National Association of State & Territorial Apprenticeship Directors (NASTAD)-Annual Conference
- 10.. BAS Update
 - a) Grant Update
 - American Apprenticeship Grant-WAGE\$-Nancy Kargel
 - ApprenticeshipUSA Accelerator Grant-Karen Moran
 - b) Youth Apprenticeship Update—John Keckhaver
 - c) Report-Attracting & Retaining Millennial Workers in the Trades
 - d) Transition to Trainer Update
11. Apprenticeship in WI Statistically Speaking—Karen Morgan
12. Next Meeting Date

Adjourn



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

May 15, 2018
Crowne Plaza Hotel-Madison
Madison, WI 53704

Members Present	
Anthony Jr., Ruben	Urban League
Barker, Daniel	Ariens Company
Branson, Dave	Building Trades Council, Madison
Daily, Michael	United Steel Workers District 2
Daniels, Renee	Northcentral Workforce Development Board
Emrick, Leigh	Associated Builders & Contractors of WI
Cook, Jim	NECA-IBEW Electrical Apprenticeship
Grohmann, Gert	Associated General Contractors, Milwaukee
Hayden, Terry	Wisconsin Pipe Trades Association
Hellenbrand, Callie	Alliant Energy
Hurt, Henry	Hurt Electric
Jacobson, Gene	PDC Electrical Contractors
Kessenich, Mark	WI Regional Training Partnership
Kindred, Brent	WI Department of Public Instruction
Morgan, Carrie	Wisconsin Technical College System
Mortenson, Brandon	IAMAW Lodge 78
O'Neill, Hollie	IBEW 2150, WI Electrical Power
Pfannerstill, Kathleen	Toolcraft Co., Inc.

Wagner, Mike	NECA-IBEW Apprenticeship
Wieseke, Mark	UAW, Region 4
Consultants and Guests	
Anhalt, Tim	NECA-IBEW Apprenticeship
Arvidson, Mitchell	Bureau of Apprenticeship Standards
Griffith, Tracey	Payne & Dolan
Johnson, Joshua	Bureau of Apprenticeship Standards
Kargel, Nancy	Bureau of Apprenticeship Standards
Keckhaver, John	Bureau of Apprenticeship Standards-YA
Morgan, Karen	Bureau of Apprenticeship Standards
Nakkoul, Nancy	WTCS
Pierce, Mary	Bureau of Apprenticeship
Radcliffe, Kevyn	Bureau of Apprenticeship Standards
Smith, Owen	Bureau of Apprenticeship Standards
Wagner, Mike	NECA-IBEW Apprenticeship
White, Matthew	Bureau of Apprenticeship Standards
Pratt, Dawn (Co-Chair)	Walbec Group
Reader, Chris	Wisconsin Manufacturers & Commerce

1. Call to Order

The meeting was called to order at 10:03 a.m. by Co-Chair Dawn Pratt.

2. For Action: Review and approve minutes of the February 27, 2018, meeting

The Council noted that Mr. Vincent Rice's last name was misspelled on page two. A motion to approve the minutes as revised was made by Mr. Dave Branson, seconded by Mr. Reuben Anthony, and approved by the Council.

3. Council on Workforce Investment Update

Co-Chair Pratt provided the following update on her recent work on the Governor's Council on Workforce Investment (CWI) and one of its subcommittee, which she chairs.

The CWI has been drafting its strategic plan, which is included the meeting material for the Wisconsin Apprenticeship Advisory Council. The draft plan has yet to be reviewed by the Governor. A key priority of the plan is to "increase the net migration to Wisconsin," i.e. the CWI will help the Wisconsin Economic Development Corporation (WEDC) to attract people to Wisconsin.

Council on Workforce Investment Update, *continued*

Another key priority in the strategic plan, listed as priority three in the document, is to "expand worker training, including apprenticeship." The position of the CWI is to find and disseminate information and regularly report to the Governor. The CWI does not aim to change, override, or diminish other similar initiatives from similar entities.

The action plan for "expand worker training, including apprenticeship," involves increasing the awareness of career opportunities in Wisconsin through various means, including supporting the full deployment of the INSPIRE Program. Co-Chair Pratt shared that the INSPIRE program is part of a broader effort that used to be called, "Career Cruising," which was intended to inform high school students of career options they may not be made aware of through regular channels. She noted, though, that Career Cruising included many references to two and four-year degrees and an interview with a construction worker who advised viewers not to pursue construction occupations because they do not have longevity. However, it did not mention registered apprenticeship and its earn-and-learn benefits. She provided her review to the site administrators, asked representatives of the Department of Public Instruction to ensure the site represented registered apprenticeship, and enlisted the support of Lieutenant Governor Kleefisch. The interview was removed, and an updated version of the site, named "Zellow," may be rolled out soon.

Co-Chair Pratt returned to the subject of the INSPIRE program. She reiterated that the program supports the fact that students can choose from a variety of career opportunities. It is a means for companies to disseminate their mission, job openings, and marketing to the youth via the internet. Participating employers can select the geographic areas they wish to target. The program is active currently in certain schools and areas of the state, and the goal is to make it available statewide. To that end, WEDC has paid for the initial license for each economic region. neither in every school nor every area of the state. However, statewide nor in all schools at this time; interested stakeholders would have to research whether the program is active in their particular area.

Co-Chair Pratt gave the floor to Mr. Brent Kindred to discuss INSPIRE further. Mr. Kindred distributed a fact sheet on the INSPIRE program and briefly reviewed its contents. He emphasized that INSPIRE is a significant platform for business and industry to directly engage educators, teachers, and classroom mentors. Employers could visit high schools to present on their occupations; students may learn of

careers that pique their interest and schedule a field trip of job shadow. The program is not fully implemented currently, but it is rolling out steadily and the businesses that have registered for it see much promise in it.

Co-Chair Pratt concluded the discussion on INSPIRE by encouraging attendees to register their business or organization to help spread the word about registered apprenticeship.

Co-Chair Pratt transitioned to some of the remaining action items proposed by her subcommittee:

- "A.2. Expand outreach to non-traditional partners," is a key, ongoing activity of the Apprenticeship Advisory Council, she noted.
- "B.1. Expand and deploy registered apprenticeship" and "B.2. Expand and deploy youth apprenticeship" are also addressed by the Apprenticeship Council; in addition, Ms. Karen Morgan and the Bureau staff will present a status update on these topics to the CWI at its next meeting.
- "B.3. Post-secondary internship opportunities; engage employers to engage the pride and dignity of their work," focuses legacy stories that would aid in recruiting future workers.

Co-Chair Pratt thanked attendees and opened the floor to questions. The Council thanked Co-Chair Pratt for her hard work championing registered apprenticeship to the CWI.

Ms. Karen Morgan noted that the CWI has ownership over its strategic plan, but many entities perform similar work; such as, the Wisconsin Apprenticeship Advisory Council, the Wisconsin Apprenticeship Consortium, and many other grant funding programs. Therefore, she asked what role the CWI envisions for itself in the shared workspace. Co-Chair Pratt replied that CWI sees itself as an intermediary between the Governor and the organizations doing the work; its role is to identify leaders, assemble and disseminate information, and ensure methods of promoting it. She added that the CWI is an entity required by the federal Workforce Innovation and Opportunity Act in order to receive related funding. Therefore, the CWI also reports state activities as part of its WIOA.

Ms. Morgan asked Co-Chair Pratt to define a "legacy story" and elaborate on the discussion surrounding it. Co-Chair Pratt explained that a "legacy story" is a story of a company's success employing and training youth or registered apprentices or interns. The CWI wants to collect such stories and share them with various stakeholders; such as, chambers of commerce, so stakeholders begin talking about youth and registered apprenticeship. She suggested that the Apprentice Consortia may suggest some examples.

Mr. Ruben Anthony asked Co-Chair Pratt whether the CWI membership has diversity other than gender diversity. Co-Chair Pratt complimented the question as "an excellent point." She replied that the group is very large, so she would have to research the answer.

Ms. Karen Morgan directed attendees to the glossy map of Wisconsin workforce development programs and their funding streams. The map was originally developed by the previous iteration of the CWI and has been updated by the current iteration. She explained that she included the map to show attendees how many organizations perform workforce development and to emphasize how much is going on in the workspace. Co-Chair Pratt added that the CWI wants to avoid duplication, which is difficult.

Mr. Hurt asked who measures the effectiveness of the many workforce development programs and the CWI strategic plan. Ms. Morgan replied that although the number of active programs may lead one to believe many programs overlap, most programs deal with specific, targeted demographics. Furthermore, each program receives specific federal funding for specific federal agencies that have their own objectives, outcomes, and metrics.

Mr. Anthony thanked Ms. Morgan for distributing the document and called it a "great resources." He noted he agrees that different agencies serve different populations.

Ms. Renee Daniels asked how the CWI and this council can ensure their respective strategic plans are accomplished. She noted that the chairman of her workforce development board recently resigned from the CWI because, after much effort developing a great strategic plan, momentum simply stopped. Ms. Morgan replied that the Advisory Council relies on subcommittees divided by interest area to draft and present work to the entire membership; the Bureau is relying on the Apprenticeship LEADERS participants to strategize how to engage the legislature, especially as part of National Apprenticeship Week.

Mr. Dan Barker shared he participated in a youth apprenticeship event hosted by CESA 6 at the Wisconsin Capital. He spoke with the state senator from Manitowoc and the joint finance committee about the benefits of youth apprenticeship, answered a lot of questions, and received a follow-up letter from his local legislator. They appreciated hearing about youth apprenticeship, thought it sounded beneficial, and seemed surprised by how it operates. They wanted to learn more. Overall, he found the experience very rewarding.

Co-Chair Pratt shared that she also found the CESA 6 event helpful. She noted that the CWI can communicate and share information, but it does not have regulatory authority; other state and local agencies are responsible for doing more direct work.

Mr. Mark Kessenich acknowledged that the road to change is often long, so he encouraged the Advisory Council and Bureau to explore more strategic linkages between state agencies and the entities on the "map" of workforce development efforts in Wisconsin. Co-Chair Pratt agreed and added that she is still amazed by the large number of stakeholders, including state agencies, who are either unaware or misinformed about registered apprenticeship.

Co-Chair Pratt concluded the conversation by encouraging members of the Advisory Council to talk with the CWI if they have further questions.

4. For action: Certified Pre-apprenticeship Programs

Ms. Karen Morgan directed the Council's attention to the applications for certified pre-apprenticeship programs.

i. Wisconsin Operating Engineers Training Center: "WOE Apprenticeship Readiness-Adult & Youth"

Ms. Morgan stated that the Wisconsin Operating Engineers submitted two applications: one for a pre-apprenticeship for adults and one for a pre-apprenticeship for youth. Karen asked the Council whether the applications raised any concerns.

Co-Chair Pratt commented that she has no concerns; the applications are very comprehensive and the program receives strong support from contractors. Mr. Kessenich agreed.

Action: a motion to approve both applications was made by Mr. Kessenich, seconded by Mr. Anthony, and passed by the Council.

ii. Mindful Staffing: The Mindful Solution Program-Apprenticeship Support Letter

Ms. Morgan explained that Mindful Staffing resubmitted this application; the original application was reviewed by the Council at its previous meeting and was found to lack a letter of support from a registered

apprenticeship sponsor. She noted that the resubmitted application includes the letter. She quickly reviewed that Mindful Staffing took over Pro-Choice, a former pre-apprenticeship program, and included many components of the Pro-Choice pre-apprenticeship program in its application.

Action: a motion to approve the application was made by Mr. Hurt, seconded by Mr. Jim Cook, and passed by the Council. Ms. Leigh Emrick abstained.

iii. School District of Brown Deer: BDMHS's Construction Courses Capstone Program

Ms. Morgan informed the Council that she did not see any gaps or concerns with this application; the program has been operating for several years. However, she asked the Council whether the application raised concerns. The Council said the application was sound.

Mr. Joshua Johnson added that he worked with this program occasionally during his time as an apprenticeship training representative. He thinks the program is impressive "all the way around."

Action: A motion to approve the application was made by Mr. Kessenich, seconded by Mr. Hurt, and approved by the Council.

iv. Human Asset Development Corporation: First Choice Pre-Apprenticeship

Ms. Morgan informed the Council that she did not find deficiencies in this application. She reviewed that the program was previously operated by an individual, but with sustained high unemployment in Racine the program was forced to shut down. Now, with the pending arrival of the Foxconn manufacturing facility in Racine, the program has reopened.

Co-Chair Pratt commented that she believes the curriculum is not industry-driven. Mr. Anthony asked her to elaborate. She stated that the curriculum includes many social learning or life skills components; such as, nutrition and financial literacy; in addition, the program offers both OSHA 10 and OSHA 30, but she believes participants do not need both. She concluded by saying that she would like to see the program prepare participants for registered apprenticeship by focusing more construction skills, not life skills.

Ms. Morgan replied that the application includes detailed course descriptions. Anthony commented that he has had first-hand experience with this program; they did a great job running the TRANS program on the I-94 interchange project. Co-Chair Pratt commented that her company hired them and they didn't do well; the company had to let them go because they didn't follow the TRANS criteria. Mr. Anthony disagreed.

Ms. Daniels shared that her workforce development board supports including a balance of employability and life skills training in construction curriculum because many candidates do need it. Mr. Cook agreed; his organization has lost enough workers and candidates from underserved populations based on their lack of soft skills and life skills that his organizations now partners with training providers that deliver construction training blended with soft skills and life skills.

Action: a motion to approve the application was made by Mr. Cook, seconded by Mr. Anthony, but further comments occurred.

Mr. Kessenich commented that the Council has been approving more and more pre-apprenticeship programs, which is positive. He shared that the programs may need technical assistance from the Bureau or the Council as difficulties arise. He concluded by clarifying that his idea is a suggestion, not a motion.

Ms. Morgan acknowledged that Mr. Kessenich's suggestion is a point well taken; many programs may need technical assistance and some programs will be funded through the expansion grant, so the Bureau and workforce development boards will already be keeping an eye on those.

Co-Chair Hayden shared that the curriculum includes 40 hours of soft skills or life skills and 126 hours of diverse trade-related skills, which believes is acceptable. Co-Chair Hayden restated that a motion has been made by Mr. Cook and seconded by Mr. Anthony and called for the Council to vote.

Action: the Council approved the motion. Ms. Emrick abstained; Co-Chair Pratt opposed.

5. For action: Equal Access Sub-Committee Update

Mr. Henry Hurt provided the following updates to the Council.

i. Cultural Competency Workshop

Mr. Hurt reviewed that the cultural competency training has been in development for several years; the original format was a PowerPoint presentation; then it shifted to a workshop; and now the sub-committee has recommended that it move forward as an e-learning workshop. The development of the program and the content continues.

The Council and its guests did not have questions or comments.

ii. Mentor Training

Mr. Hurt continued. He reviewed that one the Council's strategic goals is to increase the recruitment and retainment of non-traditional employees from underrepresented populations. that managing a training program for any trade is difficult. Mentors are a highly effective component of retainment because they provide social and cultural support on the job-site. Therefore, the intent and draft content of the mentor training program is very important, but the sub-committee had struggled to find the appropriate format. The subcommittee proposes that the training be delivered in an e-learning environment.

Mr. Barker asked who will be responsible for developing the e-learning training. Ms. Morgan replied that the Bureau is prepared to hire a third-party vendor to develop the training, pending the approval of the Council. She elaborated that both she and the subcommittee think the e-learning format will make the training more accessible to a greater number of stakeholders. E-learning has also proved to be sponsors' preferred format for the Apprenticeship Orientation.

Mr. Mike Wagner agreed, stating that online learning formats are more easily accessible for all parties.

iii. AA/EEO Guide

Co-Chair Pratt shifted the conversation to the proposed AA/EEO technical assistance guide for sponsors, asking whether the subcommittee and Bureau have considered formatting it in e-learning.

Mr. Hurt replied that the technical assistance guide will be only a handbook, not an e-learning course. He added that the books will need to be distributed easily to stakeholders who need them, such as local committees and community-based organizations; without an easy means of distributing the books, stakeholders will be handicapped in their efforts to comply with important affirmative action goals coming down from the federal government.

Ms. Morgan explained the handbook will help sponsors come closer to meeting their affirmative action goals, which no sponsor has done, despite their best efforts. Many sponsors have expressed concern that they don't know what else to do. So, the proposed handbook would include different targeted outreach activities. She concluded by informing the Council that the fifth draft of the handbook is being reviewed by the Bureau's AA/EEO expert.

Mr. Johnson added that the handbook will be a valuable tool for the apprenticeship training representatives, too, because most sponsors are looking for help with this subject. He noted that the apprenticeship training representatives will receive affirmative-action/equal employment opportunity training this week, which will re-establish the baseline of education across the both the incumbent and new representatives.

Ms. Morgan added to Mr. Johnson's point: both traditional and new partners are looking for help understanding the new requirements. For example, the Bureau is working more extensively with workforce development boards to leverage resources.

Mr. Hurt asked whether either re-occurring training on AA/EEO topics or a single learning event will be made available to sponsors and stakeholders. Either would help sponsors comply with the revisions to federal regulations and help them engage other stakeholders. He suggested that perhaps the training could combine AA/EEO with cultural competency. The suggestion transitioned the discussion to the proposed diversity conference.

iv. WI Apprenticeship Diversity Conference

Ms. Morgan explained that the idea of training stakeholders on AA/EEO compliance and topics had led the Bureau and Council to consider hosting a "diversity conference" in the late fall of 2018. Since that discussion, she noted, two things occurred. First, some sponsors and stakeholders discouraged the title, claiming it may make others feel "forced" to attend. Second, the Bureau learned that several workforce development boards and community-based organizations will be sponsoring either diversity or recruitment and retainment events in the same timeframe.

Mr. Anthony concurred. He stated that his organization will host an event in the fall that will focus on recruitment and retainment strategies across the industry. The event will mention registered apprenticeship, but focus broadly across the industry. Ms. Daniels added that her organization will host an inclusivity conference in Milwaukee in April 2019; the event will include a breakout session on diversity in registered apprenticeship.

Ms. Morgan shared that the proposed topics include an overview of the revisions to CFR 29.30, the related tools the Council will have developed, and a presentation by Chicago Women in the Trades. She concluded by emphasizing that the Bureau will rely heavily on the Council and the Consortium to ensure the topics are relevant and comprehensive and all partners and stakeholders attend.

Mr. Hurt asked what the event should be called to attract participants. Ms. Morgan replied that the Bureau is exploring new names that hopefully won't make sponsors feel forced to attend.

Mr. Barker suggested that the proposed timeframe of October 2018 may be too soon. Co-Chair Pratt agreed, adding that fall is "super busy" for contractors. Ms. Morgan suggested spring of 2019. Co-Chair Pratt expressed support.

Mr. Barker asked how the Council will be asked to help. Ms. Morgan replied she will ask the Council to help plan the agenda, supervise the workshops, find keynote speakers, and maybe sponsor related events. She noted she asked the Council's help with these items for prior biennial conferences.

Co-Chair Pratt proposed having the event pull "double duty:" expand the scope to include AA/EEO topics *and* recruiting and retaining targeted and non-traditional populations; *and* expand the audience to include stakeholders *and* those who don't know about registered apprenticeship. Ms. Morgan replied that the Council could do anything; the event is a "clean slate."

A general discussion followed on the focus, timeframe, structure, and intended audiences for the event. Ms. Morgan summarized the consensus of the Council as follows: do not host a conference specifically on diversity this fall; instead, to attract more attendees, hold a biennial conference on Wisconsin Apprenticeship in the spring of 2019 that includes diversity workshops but focuses more broadly on understanding the future workforce and finding the workers you need. The Council concurred.

Ms. Morgan concluded the conversation by stating the Bureau will begin planning now because such events commonly take one year to prepare, mostly to reserve the facility.

The Council broke for lunch at 11:55 a.m.

6. Schedule the next meeting

Co-Chair Hayden resumed the meeting at 12:40 p.m. He asked the Council to schedule its next meeting now because several members had to leave the meeting early.

The Council tentatively scheduled its next meeting for Tuesday, August 28, at 10:00 a.m. in Madison. Mr. Henry Hurt volunteered to host the meeting, but asked time to verify his location would be available. Therefore, the location is pending.

7. Presidential Executive Order: Expanding Apprenticeships in America

Ms. Morgan reviewed the progress of the Presidential Executive Order. She explained that the Executive Task Force held its last meeting on May 10 and submitted its final report to the White House the next day. She noted that a copy of the final report is included in the meeting material.

Ms. Morgan explained that after the Executive Order had been announced, many discussions focused on whether industry-recognized apprenticeships would replace registered apprenticeships entirely. After much resistance and lobbying, the discussions shifted to how the two programs would operate parallel to each other along with recommended changes to registered apprenticeship. How registered apprenticeship will be changed and how the presence of industry-recognized apprenticeships will affect funding for registered apprenticeships are not known. Ms. Morgan will likely learn more about the next steps when she meets with the U.S. Department of Labor at the end of July.

Ms. Morgan transitioned to the back-story behind the executive order. She explained that "industry-recognized" apprenticeships would be started and operated by individual companies at their discretion, with far less oversight and regulation from states or the U.S. DOL. They were created in response to complaints from several industries that registering as an apprenticeship sponsor and registering an apprentice were unnecessarily difficult and full of "red tape." She acknowledged that the argument holds some truth; the process is difficult in some states due primarily to a lack of staff. She shared that Mr. Nate Butt of Quad Graphics, who serves as an Apprentice LEADER, has seen a range of efficiency in his

experiences working with Quad's apprenticeships in different states. Some states can register a program, sponsor, or an apprentice the next day; others take more than a year.

Mr. Kessenich shared concern that industry-recognized sponsors may be exempt from EEOC regulations.

Ms. Morgan emphasized that Wisconsin apprenticeship would not be affected by these programs unless a group of employers pulled out to support an industry-recognized program. That is unlikely to happen because many employers and sponsors are very networked with pipeline programs, such as youth apprenticeship and pre-apprenticeship. She admitted that all programs have room for improvement, but the Bureau has streamlined its processes very well and has many strong supporters.

Ms. Morgan concluded by suggesting that, in the future, the Council may consider writing a formal position on industry-recognized apprenticeships, but at this time, the programs are simply a recommendation to the President. Much remains to be seen.

8. DPI Update

Co-Chair Hayden asked Mr. Kindred to update the Council on efforts of the Department of Public Instruction.

Mr. Kindred reported that the 45th annual SkillsUSA competition concluded recently. It was the largest competition ever: participants included more than 1700 middle and high school students and more than 130 schools, 18 of which were recently chartered. He described the competition as "bursting at the seams." The "huge" number of participating schools shows how the competition continues to interest more students in career and technical education and occupations. The competition may be the one and only place that a student gets recognized for being the best at skills such as welding, machining, construction, etc. So, hopefully, the competition is encouraging and reinforcing students to pursue career and technical education. Mr. Kindred concluded by sharing that the winning students from all states are now preparing for the national competition in Kentucky at the end of June.

Co-Chair Pratt asked Mr. Kindred whether he has data on how many SkillsUSA participants enter a related occupation after graduation rather than attending college. Mr. Kindred acknowledged that the data would be helpful and shared that, currently, his staff collect only success stories from alumni that participate and volunteer annually.

Co-Chair Hayden thanked Mr. Kindred.

9. WTCS Update

Co-Chair Hayden gave the floor to Ms. Carrie Morgan. She stated that she did not have an official update for the Council but will email the Council a link to the latest "Apprenticeship Completer Report."

10. National Association of State & Territorial Apprenticeship Directors Annual Conference

Co-Chair Hayden gave the floor to Ms. Karen Morgan.

Ms. Morgan explained that she belongs to an organization of her counterparts across the nation, which includes 25 directors of State Apprenticeship Agencies and three directors from U.S. territories. The organization meets annually, and this year's conference will be held in Milwaukee from July 29 – August 3. The Tuesday, Wednesday, and Thursday sessions of the conference will be open to the public, so she invited the Council to attend. She noted that U.S. DOL's regional directors will attend NASTAD on Tuesday and Wednesday, so she encouraged the Council to attend those sessions to meet national leadership.

Mr. Johnson shared that the conference will be held at the Intercontinental Milwaukee hotel. He explained on behalf NASTAD that the organization is seeking sponsors to host events, donate free trinkets, or donate funding to support the event.

The Council did not have further questions or comments.

10. BAS Update

Co-Chair Hayden transitioned to the next topic.

i. WAGE\$ Grant

Ms. Karen Morgan introduced Ms. Kargel, the manager of the American Apprenticeship Grant, WAGE\$. Mr. Kargel introduced Ms. Kevyn Radcliffe, who creates the new apprenticeship programs funded by WAGE\$ and is the Outreach Coordinator.

Ms. Kargel distributed a handout on progress towards WAGE\$ metrics and a handout on the status of new programs being developed under the Grant. She noted that the data show the status as of March 31.

Ms. Kargel announced that the WAGE\$ grant is half way through its performance period and ahead in most metrics. For example, grant efforts must expose 10,000 individuals to registered apprenticeship; by inserting an overview of registered apprenticeship into the orientation for Job Service clients, the grant has already reached 40,000 individuals.

The only performance metric the Bureau is behind is participants in new apprenticeships. That does not concern the Bureau, however, because the new programs were only completed recently, and new programs commonly take several months to attract participants. Ms. Kargel summarized the progress of new programs by sector. In advanced manufacturing, the grant team has developed Mechatronics; in information technology, the grant team has completed IT Service Desk Technician and Data Analyst. The Mechatronics program has been implemented; Service Desk and Data Analyst will be implemented in the fall.

Last, Ms. Kargel explained that the 11 Workforce Development Boards that subcontract with the grant are required to write work plans that address how they will increase the number of apprentices from underrepresented populations. The plans focus on processes, partnerships, and convening stakeholders. Some Boards are developing toolkits for employers; some are working with WIOA partnerships to establish processes for sponsors to tap into the WIOA participants pool and vice versa. Some of the underrepresented populations identified for greater representation include the following; Menomonee Nation, offenders, pre-release offenders, and ex-offenders, women, youth, at-risk youth, and persons with disabilities.

The Council did not have questions or comment.

ii. State Expansion Grant

Ms. Morgan reviewed that the 18-month State Expansion Grant, the second federal grant the Bureau received, was recently extended for an additional year; it will now conclude April 30, 2019. The three key areas in grant are moving into the Financial sector, moving into the Biotech sector, and Construction with the primary goal of increasing women and minorities in the construction trades. The work in the construction sector will be done with two Workforce Boards; Employ Milwaukee and the Workforce Development Board of South Central Wisconsin. The Grant's primary performance target is registering

427 new apprentices, which the grant has "blown out of the water" with its work in construction. The Grant has not yet met its target percentages of women and minority apprentices, but the performance period is still open. Both boards will offer focused pre-apprenticeship classes help graduates get placed and retained.

Ms. Morgan concluded by informing the Council that the Bureau has requested a Round 2 of the Grant. The US DOL will award extensions by June 30. If the Bureau receives another extension, it will have to increase its target of apprentices served by 15%.

The Council did not have questions or comments.

iii. Youth Apprenticeship Update

Co-Chair Hayden gave the floor to Mr. John Keckhaver. Mr. Keckhaver briefed the Council on key activities in the statewide Youth Apprenticeship program.

He began by reporting that youth apprentices totaled 4,434 this fiscal year, which is a 22% increase over the previous year and 19% average growth over the past five years. The program also includes 3,030 employers and was offered by 33 consortia. He explained that youth apprenticeships are delivered and administered by local and regional consortia, which apply annually for allowed-expense reimbursement grants from the state office. This fiscal year, the state youth apprenticeship staff awarded approximately \$3.9 million, which is calculated by a statutory cap of \$950 per student served. The state staff are currently reviewing grant applications for the next fiscal year.

Mr. Keckhaver reviewed that he spoke to the Council at its prior meeting about the state staff's employer engagement strategies, especially reaching to employers and industries through "multipliers," e.g. chambers of commerce and community-based organizations. The strategy is proving successful; many employers appreciate hearing from local entities rather than the state. However, many employers do seem to encounter inconsistent information and rumors, so the state staff developed a fact sheet with frequently-asked-questions to provide consistent information. Now, community multipliers still engage employers, and the state staff joins periodically to clarify certain topics, such as liability insurance, because it does help to hear some issues directly from state staff.

Mr. Keckhaver discussed the recent youth apprenticeship outreach event at the Capital. State staff cannot engage in lobbying and have many limitations on educating lawmakers, so the event was organized and hosted by CESA 6, one of the largest and most active youth apprentice consortia. Many people attended, and the event was very successful.

Each year, the state staff host the Youth Apprenticeship Forum, a day or two-day event which consortia are required to attend to share best practices and receive training from state staff. Many technical colleges and Workforce Development Boards now attend.

Ms. Morgan interjected. She distributed a draft memo from the Department of Workforce Development to the Council and asked for its input. She explained that BAS is considering asking Regional YA Coordinators to become a certified pre-Apprenticeship program, in addition to the Youth Apprenticeship Credential. To do accomplish this, the local YA program would need to partner with RA sponsors in order to endorse the YA program. She added that she is presenting this to the Council because it is similar to the Certified Pre-apprenticeship program approval process, which she has always seen as belonging to the Council. She advised, though, that the Council should keep in mind that Youth Apprenticeship curriculum may be light compared to registered apprenticeship. She concluded by stating that she is not

sure whether this proposal will work, but before the department explored it further, she wanted to ensure she had the Council's support and answered its questions.

Co-Chair Hayden called for questions.

Mr. Barker asked whether the local consortia would work with technical colleges and industries in their areas. Ms. Morgan reiterated that this proposal is draft, not official, so many details are unknown. She wants the Council's opinions. Mr. Keckhaver replied that he thinks it would be an excellent idea and opportunity to further the link between youth and registered apprenticeships; he noted that youth apprentices are required to take one course per semester that is related to their occupational area.

Mr. Mark Kessenich asked whether school districts that participated would receive credits and reimbursement from the Department of Public Instruction for students who earn industry-recognized credentials. Mr. Keckhaver replied that youth apprenticeships already qualify. Mr. Kessenich then suggested that the Bureau include that fact in the letter because some students are oblivious to the credit.

Action: The Council and Bureau informally agreed to include mention of the reimbursement for industry-recognized credentials in the letter.

iv. Attracting & Retaining Millennial Workers in the Trades

Co-Chair Hayden gave the floor to Mr. Mitch Arvidson, an intern with the Bureau.

Ms. Morgan briefly reviewed that the Council previously agreed with a suggestion of the Apprentice Consortium to, in part, conduct a return on investment study that employers can use to determine the benefits of registered apprenticeship. As part of that, the Bureau stated it would research how to attract and retain millennial workers in the skilled trades. Mr. Arvidson, a graduate student in the La Follette School of Public Affairs at the University of Wisconsin-Madison, drafted a report for the Council.

Mr. Arvidson presented his report. He reviewed the relevant research, discussed the characteristics of the millennial workforce, presented several policy options, and assessed each according to its goals. To conclude, he recommended the following strategies:

- Establish well-defined, specific work requirements and describe how they contribute to the overall project.
- Focus on professional development and provide feedback to motivate millennial workers.
- Target recruiting efforts to the candidates and families that are most likely to accept offers.
- Engage youth at the high school level and advertise the advantages of trade careers v.s. college degrees.

The Council did not have comments or questions. Members thanked Mr. Arvidson for his work drafting and presenting the report.

v. Transition to Trainer Update

Ms. Morgan briefly reviewed how the course, "Transition to Trainer," came to fruition. In the late 90s, the Bureau and industry developed the course as a result of a survey of apprentices conducted by the Bureau. The survey asked how apprentices were treated during the on-the-job learning training and to rate how effective their learning environment was. The results were very surprising: apprentices reported that they were treated poorly, received poor training, and found journey workers were difficult to work with one-on-one and often were suspicious of apprentices taking their work.

The Bureau used grant funding to develop the Course with industry to help workers be more effective trainers. The Course includes how to communicate, how to provide constructive criticism, adult learning styles, and more. The Bureau and the Council have no authority over journey workers, so the parties decided to require the course of all apprentices statewide to graduation.

Ms. Morgan agreed that it is time to update the content again. She and a focus group will modernize. The course will not be delivered online because of the entire value of one-on-one interaction to the course material; the classroom serves as the job-site environment in which the lessons will be applied.

Ms. Morgan asked whether Council members would like to serve on the review team. Several stakeholder groups have already agreed to provide input. She shared that a facilitator from Worldwide Instruction Design System will facilitate a group review of the content and delivery.

Action: Tim Anhalt, Jim Cook, Leigh Emrick, Henry Hurt, Kelly Tourdot, and Mike Wagner volunteered to participate in the review.

11. Apprenticeship in Wisconsin, Statistically Speaking

Ms. Morgan reported that the Bureau did not prepare a statistical report, but will provide a mid-year report at the next meeting. She did note, though, that the number of participants in construction apprenticeships has grown greatly.

12. Adjourn

The Council adjourned at 2:00 p.m. Mr. Branson made the motion; Mr. Hurt seconded it.

*Submitted by
Owen Smith, Program and Policy Analyst*