

February 22, 2018

## WISCONSIN APPRENTICESHIP ADVISORY COUNCIL

Tuesday, February 27, 2018  
10:00 AM—3:00 PM

WI Technical College System Office  
4622 University Ave  
Madison, WI 53706

Board Room

### AGENDA

1. Call to Order  
Welcome Members /Remarks/Announcements
2. **Action:** Review and approve minutes of November 14, 2017
3. Council on Workforce Development-Recap-Dawn Pratt
4. **Action:** Certified Pre-apprenticeship Programs
  - Workforce Essentials for Manufacturing & Construction
    - Fox Valley Workforce Development Board
  - Carpenter Pre-Apprenticeship Readiness Program
    - Operation Fresh Start
  - Conservation/Forestry Pre-Apprenticeship
    - Operation Fresh Star
  - The Mindful Solution
    - Mindful Staffing Solutions LLC
  - YWeb Career Academy
    - YWCA Madison
5. 2017 State Committee Report—Owen Smith, BAS Policy Analyst
6. Presidential Executive Order Expanding Apprenticeships in American-Discussion/Update
7. BAS Update
  - a) Apprentice Orientation--Update
  - b) American Apprenticeship Grant-WAGE\$-Update  
Nancy Kargel, Grant Coordinator

WI Apprenticeship Advisory Council

Agenda

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Kevyn Radcliffe, Outreach Coordinator

c) Youth Apprenticeship Update—John Keckhaver

8. CFR 29 Part 30—Update
9. WTCS Update—Carrie Morgan
- 10.. DPI Update-Brent Kindred
11. Apprenticeship in WI Statistically Speaking—Karen Morgan
12. Next Meeting Date

Adjourn



## WISCONSIN APPRENTICESHIP ADVISORY COUNCIL

to DWD, Bureau of Apprenticeship Standards &  
Wisconsin Technical College System Board



**Approved Minutes of February 27, 2018**

Wisconsin Technical College System Office

Madison, WI

Members Present	
Anthony Jr., Ruben	Urban League
Branson, Dave	Building Trades Council, Madison
Daniels, Renee	Northcentral Workforce Development Board
Emrick, Leigh	Associated Builders & Contractors of WI
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.
Pratt, Dawn (Co-Chair)	Walbec Group
Rainey, Anthony for Wieseke, Mark	United Auto Workers, Region 4
Reader, Chris	Wisconsin Manufacturers & Commerce
Wagner, Mike for Cook, Jim	NECA-IBEW Apprenticeship

Members Absent	
Barker, Daniel	Ariens Company
Cook, Jim	NECA-IBEW Electrical Apprenticeship
Daily, Michael	United Steel Workers District 2
Wieseke, Mark	UAW, Region 4
Consultants and Guests	
Abbott, Nick	Bureau of Apprenticeship Standards
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
Radcliffe, Kevyn	Bureau of Apprenticeship Standards
Smith, Owen	Bureau of Apprenticeship Standards
Vander Heyden, Steve	Bureau of Apprenticeship Standards
White, Matthew	Bureau of Apprenticeship Standards

**1. Call to Order**

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

**2. For Action: Review and approve minutes of the November 14, 2017, meeting**

The Council reviewed the draft minutes from the previous meeting.

*Action: Mr. Henry Hurt motioned to approve the minutes as written; Mr. Dave Branson seconded the motion; and the motion passed.*

Ms. Karen Morgan introduced the new public member of the Council, Ms. Renee Daniels, Director of the Northcentral Workforce Development Board. Ms. Daniels replaces Mr. Bill Cadotte. Ms. Morgan shared that Ms. Daniels is fantastic for the committee because, in her position, she has done a fantastic job partnering with the Department of Workforce Development and the Bureau of Apprenticeship Standards to expand registered apprenticeships in her area. For example, Ms. Daniels helped begin expanding registered apprenticeship into the information technology sector by introducing apprenticeship to the IT sector alliance. In addition, Ms. Daniels is a member of the

Apprenticeship Consortia.

Co-Chair Pratt asked attendees to introduce themselves. As part of the introductions, Ms. Morgan introduced Mr. Matthew White, the newest program and policy analyst in the Bureau. Mr. White replaced Mr. Vincent Rice who accepted a position with the Wisconsin Economic Development Council. Mr. White worked as a civil rights employment lawyer for six years and then with DWD Equal Rights Division for the past three years. Ms. Morgan then introduced the new apprenticeship training representatives in the Milwaukee area: Mr. Steven Vander Hayden, who will work with apprenticeship programs south of I-94; and Mr. Nick Abbott, who will work with all sponsors north of I-94. Mr. Hayden and Mr. Abbott replace Mr. Bob Scheldroup, who retired in late 2017, and Ms. Hafeezah Ahmad, who will retire this June.

### **3. Council on Workforce Development Recap**

Co-Chair Pratt presented recent updates from her involvement with the Governor's Council on Workforce Development (CWI) in which she represents registered apprenticeship. She explained that the GCWD is developing its strategic plan for the next five years as part of the Workforce Investment and Opportunity Act (WIOA). The Executive Committee meets once a month and the subcommittees meet every other month. She chairs the partnership subcommittee, which includes registered apprenticeship.

Co-Chair Pratt reported that her subcommittee recently completed a day-long planning session. The main topics were bridging youth apprenticeship to registered apprenticeship so that a youth apprentice graduate has a clear path to registered apprenticeship. However, the education institutions, government agencies, community-based organizations, and contractors all have different view. In addition, the subcommittee considered how to align its work with WEDC's campaign on alternative careers, including registered apprenticeship.

Co-Chair Pratt commented that the collaboration is proceeding slowly but surely, given the amount of input to consider. She noted, however, that many participants are misinformed about the basic structures and policies of both registered and youth apprenticeship.

Mr. Hurt asked what WEDC means by "alternative careers." Co-Chair Pratt explained that the term refers to technical and manual occupations. The focus is to de-stigmatize them as "dirty" and "less than" and promote them as valid forms of post-secondary education.

Ms. Morgan suggested that Ms. Co-Chair Pratt bring a member of the Apprenticeship Council or the Apprenticeship Consortia to consult on how to align the Apprenticeship Council's strategic plan with that of CWI. Co-Chair Pratt agreed, once her subcommittee develops its key bullet points.

Several Council members asked Co-Chair Pratt to elaborate on the composition of the subcommittee and the incorrect beliefs about registered and youth apprenticeship. Co-Chair Pratt explained that the subcommittee is a cross-section of all stakeholders and geographic areas of the state. Members represent educational institutions, the legislature, community-based organizations, and contractors. Many incorrect beliefs concerned the application process and the basic policies of the program. In addition, many discussions concerned whether registered apprenticeship is as valid as other post-secondary career education options: such as, a four-year degree.

The Council thanked Co-Chair Pratt for representing registered apprenticeship.

Ms. Daniels shared several important perceptions of registered apprenticeship from the "non-apprenticeship side."

First, registered apprenticeship seems like a complicated process to the outside world. The application processes and timeframes vary substantially by occupation. It can be overwhelming to employers and career seekers. Therefore, Ms. Daniels encouraged the Council to simplify its outreach messages. Ms. Morgan agreed with Ms. Daniels that the application processes vary and can be confusing and overwhelming. The main reason is that each industry, employer and occupation maybe unique. Ms. Morgan noted that the application processes and requirements for four-year universities vary widely, too. Therefore, the Advisory Council's outreach efforts must compare the application processes for registered apprenticeship with those of universities, which are a common frame of reference for parents and high school students.

Mr. Josh Johnson added that he emphasizes to Apprenticeship Training Representatives the importance of educating potential sponsors and sponsors on the access points to registered apprenticeship. The Bureau has done a lot of work to make registered apprenticeship easier to understand and access.

The conversation concluded, and Co-Chair Pratt returned to the agenda.

#### **4. Action: Certified Pre-apprenticeship Programs**

Co-Chair Pratt gave the floor to Ms. Morgan.

Ms. Morgan explained that she provided members with five applications for pre-apprenticeship programs. The Council had been asked the Bureau to review the applications and to be ready to provide, a recommendation to the Council at the meeting. She reiterated that the Bureau's role is to make organizations aware of pre-apprenticeship as a method of increasing their pool of qualified applicants.

Ms. Daniels asked whether pre-apprenticeship has been clearly defined or whether it is evolving. Ms. Morgan replied that it has been defined and the framework for certified programs is explained in the guidelines document approved by the Council.

Ms. Daniels asked whether that means all applications brought to the Council meet the necessary criteria. Ms. Morgan replied that applications do not necessarily meet the criteria; rather, the Bureau and Council must review each to ensure they meet the criteria. The Council has requested that it not review the quality of the applications but whether the applications include the required components.

##### i. "Workforce Essentials for Manufacturing & Construction" - Fox Valley Workforce Development Board

The Workforce Development Board and Fox Valley Technical College partnered to offer a program in workplace essentials for manufacturing and construction. Overall, the application is strong: the outline is comprehensive and the program is aligned with technical college programs. However, the application does not include the required signature of approval from a registered apprenticeship sponsor. Instead, the Board and the Technical College will assist with placing graduates, including conducting a job fair that markets them. Ms. Morgan noted that this is a new piece that has not been included with other applications.

Co-Chair Pratt asked whether the program blends manufacturing and construction into one course or

includes separate courses for each. Ms. Morgan confirmed that the program blends both subjects.

**Certified Pre-apprenticeship Programs, *continued***

i. "Workforce Essentials for Manufacturing & Construction" - Fox Valley Workforce Development Board

Mr. Mark Kessenich commented that one of the core components of pre-apprenticeship readiness programs is it must be aligned to a specific registered apprenticeship. Otherwise, it is a job training program, even if the curriculum is fantastic. Mr. Kessenich stated he feels adamant that many programs will provide great instruction and be valuable for job training, but will not qualify as pre-apprenticeship readiness programs.

Mr. Mike Wagner stated that blending manufacturing and construction may cause confusion with some topics, such as OSHA requirements, which vary by sector.

Co-Chair Pratt commented that she feels uncomfortable with the blended subjects because it may not necessarily focus a candidate for a specific apprenticeship. She stated that the program in question is not a bad program, but does not appear to be a prelude to a registered apprenticeship.

Mr. Gert Grohmann commented that the course seems like a general introduction to both industries.

Co-Chair Hayden agreed a pre-apprenticeship must be directly linked to a registered apprenticeship.

Co-Chair Pratt concluded by commenting the Council is not trying to cast stones at different programs, but it is looking specifically at whether the program qualifies as a pre-apprenticeship readiness program. Programs that don't qualify are still valuable, but as broad, general industry training.

Ms. Morgan asked the Council to vote and, if it denies the application, to provide advice on how the application can be enhanced. Co-Chair Pratt proposed that the Council denies the application and requests that the training provider tailors the program to a specific registered apprenticeship. Mr. Brandon Mortenson requested letters of support from registered apprenticeship sponsors.

*Action: Co-Chair Pratt motioned to deny the application and advise the provider to align it with a specific registered apprenticeship; Co-Chair Hayden seconded it; the Council approved it.*

ii. Carpenter Pre-Apprenticeship Readiness Program by Operation Fresh Start

Ms. Morgan explained that this application includes everything it needs to, including a letter of endorsement from a registered apprenticeship sponsor. The application also includes a Memorandum of Understanding with an employer to hire the graduates.

Co-Chair Pratt commented that the application is comprehensive and redirect. Mr. Wagner commented that the graduates from this program are outstanding. Mr. Kessenich commented that the organization and program are great. Mr. Reuben Anthony commented that his organization partners frequently with Operation Fresh Start; it has an excellent track record of preparing candidates.

A general discussion followed. Council members agreed the application is comprehensive and aligned to a specific registered apprenticeship.

*Action: Mr. Kessenich motioned to approve the application; Co-Chair Hayden seconded the motion; and the Council approved the motion.*

iii. Conservation/Forestry Pre-Apprenticeship by Operation Fresh Start

Ms. Morgan continued. She stated this application has everything in place, but the registered apprenticeship program it aligns with, Arborist, is new and does not have an extensive track record. The pre-apprenticeship program partners with Dane County Parks, which has a summer program that could be entered a head of the pre-apprenticeship program. Dane County does not yet sponsor Arborist registered apprentices, but it is preparing to do so.

Co-Chair Pratt asked whether plant workers would qualify for the Arborist registered apprenticeship. Mr. Owen Smith, who helped developed the program, stated that the pre-apprenticeship candidates would likely receive applicable training in hand and power tools and plant identification.

*Action: Mr. Hurt motioned to approve the application; Mr. Anthony seconded the motion; and the Council approved the motion.*

iv. The Mindful Solution Program by Mindful Staffing Solutions, LLC.

Ms. Morgan reviewed that this Mindful Staffing Solutions bought Pro-Trade. Pro-Trade submitted an application previously and the Council approved the curriculum but denied the overall application. Mindful Staffing Solution is resubmitting an improved application with the same curriculum. Ms. Morgan commented that this submittal includes the necessary facilities and curriculum but lacks letters of support from registered apprenticeship sponsors and instructor resumes.

Mr. Wagner questioned why graduates of this pre-apprenticeship program would be forwarded to WRTP/BIG STEP for further training. Mr. Johnson agreed that the program seems to prepare candidates for WRTP/BIG STEP, not registered apprenticeship. Ms. Nancy Kargel shared that she met with the organizer and he explained that program prepares candidates and offers them temporary employment, but may send them to WRTP/ BIG STEP for further training. Mr. Kessenich commented that this application is another example of a great job skills program that is not a pre-apprenticeship. He noted that he supports Mindful Staffing Solutions, but believes the Council needs to encourage them to connect their graduates to registered apprenticeships, not temporary work.

Mr. Hurt stated that he would prefer Mindful Staffing Solutions resubmit the application with the missing information. Co-Chair Pratt stated she is concerned with the lack of recommendations from registered apprenticeship sponsors. Mr. Grohmann stated that the program seems to prepare participants to work for Mindful Staffing Solutions, not a registered apprenticeship. Ms. Daniels agreed that the program should be connected to registered apprenticeship, not temporary jobs.

*Action: Mr. Hurt made a motion that the application be denied; Mr. Wagner seconded the motion; and the Council approved the motion.*

v. YWeb Career Academy by YWCA Madison

Ms. Morgan explained that this application is very different. It is a pre-apprenticeship program for the information technology registered apprenticeships. The challenge is that the industry champion supporting the program does not yet sponsor a registered apprenticeship. However, it does offer us a foot in the door with the information technology sector that we may not get otherwise.



The employers supporting the program support it strongly and hire the graduates. The question to the Council is, "Should it be approved as a pre-apprenticeship now that the information technology apprenticeships are available?"

Mr. Hurt asked whether the employers involved with the program would sign a memorandum of understanding to hire the graduates. Ms. Kevyn Radcliffe explained that the employers have agreed to work with the Bureau to approach other potential sponsors.

Ms. Daniels commented that she is worked very hard in her area to recruit sponsors and it is difficult. However, she does not see the direct connection between this program and registered apprenticeship and she does not see credit for graduates. This program could serve as a feeder to registered apprenticeship, but it needs to be refined further.

Co-Chair Pratt agreed: to be sanctioned as a pre-apprenticeship program, the program must be linked to a registered apprenticeship occupation. Mr. Hurt expressed concern over the intent for internships. Ms. Morgan confirmed that the participants would have to be put into apprenticeships, not internships.

Co-Chair Hayden suggested the Council could be flexible with this application if the employers were working to become registered apprenticeship sponsors soon, but their intention is not clear, especially because the application includes the term, "internship." Mr. Tony Rainey supported a conditional approval rather than "road-blocking" the initiative.

Ms. Morgan summarized that the application is a good start in the information technology sector, in which the Bureau needs a foot-hold. The sector has been very active in developing and exploring new programs. Co-Chair Pratt agreed with encouraging a resubmittal; the program is close but not there.

*Action: Mr. Hurt motioned to deny the application and request more information; Mr. Reuben seconded the motion; and the Council approved the motion.*

## **5. 2017 State Committee Report**

Co-Chair Pratt gave the floor to Mr. Smith.

Mr. Smith explained the structure and logic of the report. He reviewed the key issues discussed with all state committees; such as, the revisions to CFR 29.30 and the key issues discussed by several committees; such as, accepting ACT scores.

The Council did not have questions or comments on the report. However, the pending apprenticeship for Automotive Collision Repair Technician led to a side discussion on the lack of quality mechanics across industries and previous efforts to train mechanics and truck drivers.

## **6. Presidential Executive Order Expanding Apprenticeships in America**

Co-Chair Pratt gave the floor to Ms. Morgan.

Ms. Morgan explained that the Federal Task Force in charge of recommending the implementation held its second meeting recently. The Task Force is divided into subcommittees. The agenda and presentation from the meeting were included in the Council members' packets.

The main perception driving the order and Task Force is that registered apprenticeship is too difficult for employers and career seekers to apply to. Other misperceptions include the following: the length

is too long; it's for unions only; and it has too much government regulation and paperwork.

Ms. Morgan shared that last she heard from the U.S. Department of Labor, the Task Force had shifted focus from potentially dismantling registered apprenticeships to running registered and industry-recognized apprenticeships parallel. The President's budget includes \$200 million for "apprenticeship" but not "registered apprenticeship," so it is unclear where the funding will go.

Ms. Daniels asked how registered and industry-recognized apprenticeships would differ. Ms. Morgan explained that industry-recognized apprenticeships would be led by industry and is no government involvement. In contrast, registered apprenticeships have statewide minimum standards for participants and contents and a nationally-recognized credential at the end. Ms. Morgan noted, though, that all of this is undetermined; the Task Force has not issued its recommendation.

Ms. Morgan concluded by stating that Congress is beginning to push back on the order because registered apprenticeship supporters are beginning to lobby.

Co-Chair Hayden issued a final call for questions. Attendees had none.

The Council broke for lunch at noon.

## **7. BAS Update**

The Council resumed at 12:45 p.m. Ms. Morgan announced that Co-Chair Pratt had to leave early and Co-Chair Hayden would lead the remainder of the meeting.

Ms. Morgan distributed the Council roster and asked members to forward any corrections to Mr. Smith.

### i. Apprentice Online Orientation

Ms. Morgan distributed a presentation and handbook on the reformatted Apprenticeship Orientation. Ms. Morgan reviewed the background of the orientation. The legislative audit of the Bureau several years ago discovered lots of cancellations of women and minority apprentices. So, the orientation began, in part, as a means of shaping the jobsite culture by preparing apprentices to succeed on the job and in the culture. The initial version of the orientation was a handbook, which the apprentices did not like. The second version was a web-based application, which many sponsors did not like. The current version is the third revision. It, too, is a web-based application that excludes some of the topics and approaches that received poor feedback.

Ms. Morgan showed the working version of the third version. She noted that all information in the orientation is also in the handbook. The orientation includes five modules, each of which is 20-30 minutes in length. Ms. Morgan also noted that the "Personal Survival Plan" was revised to the "Personal Plan for Success." She concluded the presentation by informing attendees that the electricians will pilot the orientation to all apprentices throughout March and share feedback with the Bureau.

Ms. Morgan drew attendees' attention to the draft flier that the Bureau will ask sponsors to provide to their apprentices. The back of the flier includes instructions on how to access the online orientation with the apprentices' unique log-ins.

Ms. Morgan discussed several features of the third version. The orientation is free for apprentices to

take. The orientation is easy to access, but apprentices will have their own unique log-ins, provided by Job Center of Wisconsin or the Bureau. The Bureau will pay for all licenses for the application, so the Bureau will track which apprentices take it. The application works on laptops, desktops, and mobile devices. The Bureau projects 2,000 apprentices will take the orientation annually. When sponsors previewed the second version, they argued that it should be used with applicants, not apprentices. This version is intended for apprentices. The Bureau has no way of preventing applicants from taking the orientation, but the Bureau does want to ensure that the orientation is used primarily by apprentices. Last, Ms. Morgan asked that additional groups interested in piloting the orientation in March contact the Bureau.

Ms. Morgan asked the Council for feedback. Mr. Hurt expressed support for this version: it engages the user as an adult; it is easier to navigate; and it tells the apprentices what they'll have to do and expect. Mr. Wagner commented that this version is "really good." Co-Chair Hayden commented that this version has a "very nice flow." Ms. Kathleen Pfannerstill commented that this version is "great."

Ms. Morgan asked the Council for guidance on implementing the orientation. For example, how should the Bureau inform manufacturing sponsors because the manufacturing state committees have less communication to local sponsors than construction state committees do. Ms. Pfannerstill suggested that the Bureau conduct a mass mailing to all sole sponsors.

Ms. Morgan continued. She explained that the orientation targets "new" apprentices, or any apprentice registered within the last year. The orientation will be recommended but not mandatory; the Bureau does not want the orientation to be seen as punishment or one more requirement of sponsors. Along that line, there will be no cost to any apprentice or sponsor; the Bureau will pay for each user license, with some assistance from federal grants. However, the Department of Workforce Development will monitor the application to ensure only apprentices are using it.

Ms. Callie Hellenbrand asked whether sponsors could show the orientation to groups of apprentices hired at once. Ms. Morgan replied that the Bureau would prefer each apprentice takes it individually since the orientation asks the user to reflect on his or her learning and answer related questions.

Mr. Wagner stated local construction committees will discuss whether to recognize the orientation as part of paid or unpaid related instruction. Ms. Morgan agreed.

Mr. Wagner added that many local construction committees will supplement their own, unique in-house orientations with the Apprentice Orientation. Ms. Morgan reiterated that the Apprentice Orientation will not be mandatory to avoid sponsors feeling that it is being forced upon them. Co-Chair Hayden agreed that making the orientation optional will help it be received well.

Mr. Gene Jacobsen asked whether Council members have access to the orientation. Ms. Morgan replied, yes; the access instructions are on the back of the flier.

Mr. Wagner and Ms. Leigh Emrick suggested that the orientation would be easier to implement if it was combined with BASERS. Ms. Morgan agreed, and stated the Bureau will consider that. The two programs were developed independently at very different times, so they were not developed together. However, combining them makes sense.

## ii. BASERS

Ms. Morgan explained that the Bureau is always trying to modernize its operations, which includes its information management system, BASIS. BASIS stores information on apprentices, sponsors, committees, and contract actions. and processes all contract actions. The Bureau wanted to give sponsors more control over contract activity. So, it upgraded BASIS with BASERS, an electronic registration system application similar to that used by the federal apprenticeship system.

Through BASERS, sponsors will enter their own apprentice application. It is fully programed and has been pilot tested by various groups since February, including Associated Builders and Contractors of Wisconsin, the IBEW joint apprenticeship committees, the laborers, the carpenters, and individual manufacturing sponsors. Through that process, the Bureau learned that many sponsors have their own individual databases for apprentices, which could cause double-entry. So, the Bureau is developing bulk upload for BASERS so sponsors can upload multiple files at once.

Ms. Morgan explained that the primary benefit of BASERS is the immediate processing of the application and signature; there are no delays. For example, three apprentices from Associated Builders & Contractors of WI that were attending an orientation stopped in and signed their contracts electronically via their mobile phones. The Milwaukee Ironworkers had an apprentice in the upper peninsula of Michigan sign via mobile phone, saving a long drive for the apprentice training representative.

The Bureau is often asked what the Apprenticeship Training Representatives (ATRs) will do with the time that BASERS saves them. The answer is more outreach, more growing of apprenticeship, and more compliance work.

Ms. Morgan informed attendees that BASERS will not be mandatory, but will be encouraged. As of yesterday, ATRs will work with all utility and manufacturing sponsors to begin using BASERS. The Bureau is proceeding more slowly with local construction committees

### iii. Apprentice Consortia

Co-Chair Hayden transitioned to the next agenda item and gave the floor to Ms. Morgan.

Ms. Morgan explained that she presented the key feedback from the LEADERS kick-off to the Apprentice Consortia in January. She reminded the Council that the Consortia advises the Bureau on outreach messages and initiatives. The Consortia reviewed the feedback and advised the Bureau to proceed first with developing an interactive, online map that features the locations of the LEADERS and other key stakeholders. The Bureau has already put the project out for bid. The Consortia suggested several additional initiatives: 1) produce an apprenticeship toolkit for LEADERS to assist them when they speak with new industries; include a social media campaign as part of the upcoming outreach campaign; and 2) develop a guide to help sponsors better understand millennials. To help develop the social media campaign, the Bureau will research best practices of federal grant recipients.

Ms. Daniels suggested developing an apprenticeship mobile app. Ms. Morgan said the Bureau would consider that, but the Bureau will focus on trying small projects first. That strategy was successful for the last outreach campaign the Bureau conducted as part of the SAGE grant.

Ms. Pfannerstill asked whether the Bureau has a document that outlines the roles and responsibilities of its various advisory bodies and how they interact. Mr. Wagner suggested adding a related section to the apprenticeship "blue book." Ms. Morgan agreed with the idea, and added that she welcomes anyone to join the Consortia.

Ms. Morgan concluded by informing attendees that the U.S. Department of Labor awarded an extension to the Bureau's state expansion grant. The Bureau will receive an additional year of funding. The Bureau will convene a focus group to discuss how to use the additional funding. She shared that her current idea is to focus on expanding further into the agriculture sector, such as, agriculture maintenance or motor repair.

#### iv. American Apprenticeship Grant Update

Ms. Morgan gave the floor to Ms. Kargel.

Ms. Kargel distributed a written report on the progress of the WAGE\$ grant and its metrics. She informed the Council that the second year of the grant ended on September 30, 2017, and the first quarter of the third year ended on December 31, 2017.

Ms. Daniels reported that two employers are now sponsoring three apprentices in the new Software Developer program, which was developed through WAGE\$.

Karen clarified the statistic that 33,834 apprentices will receive services through WAGE\$. The statistic captures the number of unemployed claimants that have viewed a module on apprenticeship during a presentation on work opportunities conducted by DWD Job Service.

The Council asked how to interpret the performance statistics. Ms. Kargel explained that metrics for new programs measure each time a sponsor registers an apprentice in a WAGE\$ occupation. So, if ten sponsors register a mechatronics apprentice, ten new programs are counted. If one of the ten sponsors also registers a Software Developer apprentice, eleven new programs are counted.

Ms. Radcliffe reported on the development of several new registered apprenticeship programs; such as, Data Analyst. Mr. Wagner asked whether new statewide registered apprenticeships will be overseen by a state committee. Ms. Radcliffe confirmed that they will.

#### v. Youth Apprenticeship Update

Ms. Morgan gave the floor to Mr. John Keckhaver, who presented an update on the youth apprenticeship program.

He reported that youth apprenticeship staff is focusing on updating much of its statewide curriculum and outreach to more employers. Nearly 4,000 youth apprentices are participating this year, which is a lot of growth. However, many employers remain unaware of the program. Therefore, the youth apprenticeship staff is focusing on outreach to "employer multipliers," e.g. chambers of commerce, school boards, etc.

Ms. Carrie Morgan asked whether the state youth apprenticeship staff was working with the Department of Public Instruction and regional pathway coordinators. Mr. Keckhaver confirmed that the staff is engaging those partners and discussing what the "ask" should be. He also noted that there is so much school-to-work activity in high schools that stakeholders are confusing the various programs.

Mr. Wagner asked whether Mr. Keckhaver has connected with registered apprenticeship sponsors, such as local construction committees. Mr. Keckhaver confirmed that the state youth apprenticeship staff is very focused on those relationships.

Mr. Keckhaver briefly explained that the statewide youth apprenticeship annually awards "allowable expense" grants to local consortia. The grants have a statutory cap of \$900 per student; if the consortia estimate it will serve 100 youth apprentices and then serves only 80, it will receive funding for 80. He noted this is a key distinction from other grants.

He concluded by reiterating that this is a period of exciting expansion for youth apprenticeship. Participants have increased annually for the past four years. Nine of the 11 occupational areas recorded all-time highs. The Architecture and Construction program is growing steadily. The Marketing program is in its first year. The most significant challenge to further expansion are the myths and misinformation about hiring youth apprentices.

Ms. Pfannerstill commented that sponsoring both youth and registered apprentices has proven very helpful for her company.

Mr. Wagner asked whether a list of active programs and school districts exists. Mr. Keckhaver answered that the public can search program areas and school districts through the youth apprenticeship website. Mr. Rainey asked whether he could search by occupation. Mr. Keckhaver confirmed that is a search option.

The Council thanked Mr. Keckhaver for his report. Co-Chair Hayden transitioned to the next topic and gave the floor to Ms. Karen Morgan.

#### **8. CFR 29.30**

Ms. Morgan reported that the Bureau submitted its affirmative action and equal employment opportunity plan to the U.S. Department of Labor, which replied that it is reviewing the plan. In the meantime, the Bureau is redrafting the administrative rule, which the Bureau will run by the Council once it is ready. The Bureau has one year to get ready to implement the revisions to CFR 29.30 and it is unclear whether that will be enough time for the related changes to be approved by the state legislature. However, the Bureau may be able to request an extension from the USDOL.

On a side note, Ms. Morgan reported that the fourth annual National Apprenticeship Week will likely occur this year after the election. Last year's event went very well, but stakeholders requested more advance notice in order to host events for their local audiences.

Co-Chair Hayden thanked Ms. Morgan and transitioned to the next topic. He gave the floor to Ms. Carrie Morgan.

#### **9. WTCS Update**

Ms. Carrie Morgan distributed the latest edition of the WTCS Apprenticeship Completion Report. She reported that the WTCS continued to work on system-wide curriculum for new apprenticeships, such as Organic Vegetable Farm Manager, Auto Collision Technician, and information technology apprenticeships. The WTCS also regularly reviews the curriculum for existing apprenticeships.

A general discussion followed in favor of the report. Many attendees complimented the information and new design. Several attendees noted that the number of survey responders had increased and asked whether more apprentices had responded this year or more apprentices had completed their programs. Ms. Karen Morgan replied that apprentice cohorts are larger now, so more apprentices are responding to the survey.

A subsequent discussion followed on the methodology. Several attendees asked how the data is gathered. Ms. Carrie Morgan reviewed the methodology, which is detailed in the report.

The Council reiterated its appreciation for the report and thanked Ms. Carrie Morgan.

**10. DPI Update**

Mr. Brett Kindred informed the Council that the Department of Public Instruction is preparing "furiously" for the 45<sup>th</sup> annual SkillsUSA State Conference. The event has already achieved a record high of 3,000 participants. It will feature 80 competitions, from manufacturing to robotics to S.T.E.M occupation to masonry.

He added a human-interest story. A former SkillsUSA state champion in automotive service technology from Racine proceeded to win a gold medal in the national competition in the same year, and then won a medal of distinction in the WorldSkills Competition in Germany. A few weeks ago, he was named to the WorldSkills Trust, which includes only one student from each hemisphere. Now, he is traveling around the U.S. promoting career and technical education.

Co-Chair Hayden thanked Mr. Kindred and turned the floor back to Ms. Karen Morgan.

**11. Apprenticeship in WI, Statistically Speaking**

Ms. Morgan briefly reviewed the annual statistics from 2017. She noted that the report format was created by Ms. Kathy Wellington, former Chief of Field Operations, and later modified by Mr. Vincent Rice. This report was produced by Mr. Smith. Ms. Morgan reviewed some of the key highlights of the report.

**12. Next Meeting**

The Council tentatively scheduled its next meeting on Tuesday, May 15, 2018, at 10:00 a.m. The Bureau will research an appropriate location.

**13. Adjourn**

Mr. Wagner motioned for adjournment. Mr. Branson seconded the motion. The Council approved the motion and adjourned at 3:05 p.m.

*Submitted by  
Owen Smith, Program and Policy Analyst*