

**WISCONSIN**



**DWD**

Department of Workforce Development

*Solving the Skills Shortage*  
**Workforce Paradox**  
*Solutions from Wisconsin*



**Secretary Reggie Newson**

**Wisconsin Department of Workforce Development**

***Wisconsin: The Workforce of Choice***

March 15, 2012

Monona Terrace

# Wisconsin Is Open for Business

## Governor Walker's Strategies Working

- 🌐 Unemployment rate down, lowest since December 2008
  - Remains below U.S. rate & other Midwest manufacturing states
  - Annual rate dropped to 7.5% in 2011 from 8.5% in 2010, putting Wisconsin among top 10 states in declining annual rates
- 🌐 Wisconsin added 15,700 private sector jobs in January
  - Added jobs in 3 of last 6 months, including Jan preliminary data
  - Breadth of January job growth encouraging
    - ✓ Construction, 4,200
    - ✓ Manufacturing, 3,700
    - ✓ Professional / Business Services, 3,600
    - ✓ Leisure & Hospitality, 3,300
    - ✓ Retail Trade, 2,200
- 🌐 Stabilized economy in 2011, set stage for job growth
  - Turning point follows 145,000 jobs lost in previous 3 years

# Wisconsin Working

## *Special Cabinet on Economic and Workforce Investment Plan*



***“For over a year we have been building a better job creation environment in Wisconsin. These new initiatives will continue our efforts to create jobs for Wisconsin families.”***

**Governor Walker**



Department of Workforce Development

**The Workforce of Choice**

# 2012 Milwaukee Manufacturing Career Expo

Thursday, May 10, 2012

10:00 a.m. to 3:00 p.m.

Wisconsin State Fair Park, Expo Center

West Allis





Department of Workforce Development

**The Workforce of Choice**

## **Manufacturing Career Expo: *Takes Recruitment to New Level!***

- ④ Goes beyond typical job fair to meet Milwaukee manufacturers' needs
- ④ Reaching out to employers about job needs
- ④ Open only to job seekers pre-screened, ready to work
  - ✓ Updated resume & cover letter
  - ✓ Able to state applicable skills
  - ✓ Defined interest or career goal
  - ✓ No major employment barriers
- ④ Job seekers also counseled, one on one, prior to expo on
  - Ability to pass drug screen
  - Criminal background checks
- ④ Maximizes manufacturers' opportunity for successful recruitment
- ④ Makes powerful statement about sector's importance in economy



# Wisconsin Workforce Partnership Grant

## ***Governor Walker's Initiative to Help Address Skills Gap***

- ④ 3-year, \$4 million pilot program run by Wisconsin Covenant Foundation
- ④ Training grants up to \$750,000 for tech college-employer partnerships
- ④ Covenant Foundation informational webinar April 3<sup>rd</sup>
- ④ 2012 application deadline May 9th

***“Closing the gap between jobs and available workers needs to be a high priority, especially in the area of manufacturing where career opportunities are growing.”***

**Governor Walker, announcing pilot March 7th**

# Workforce Paradox

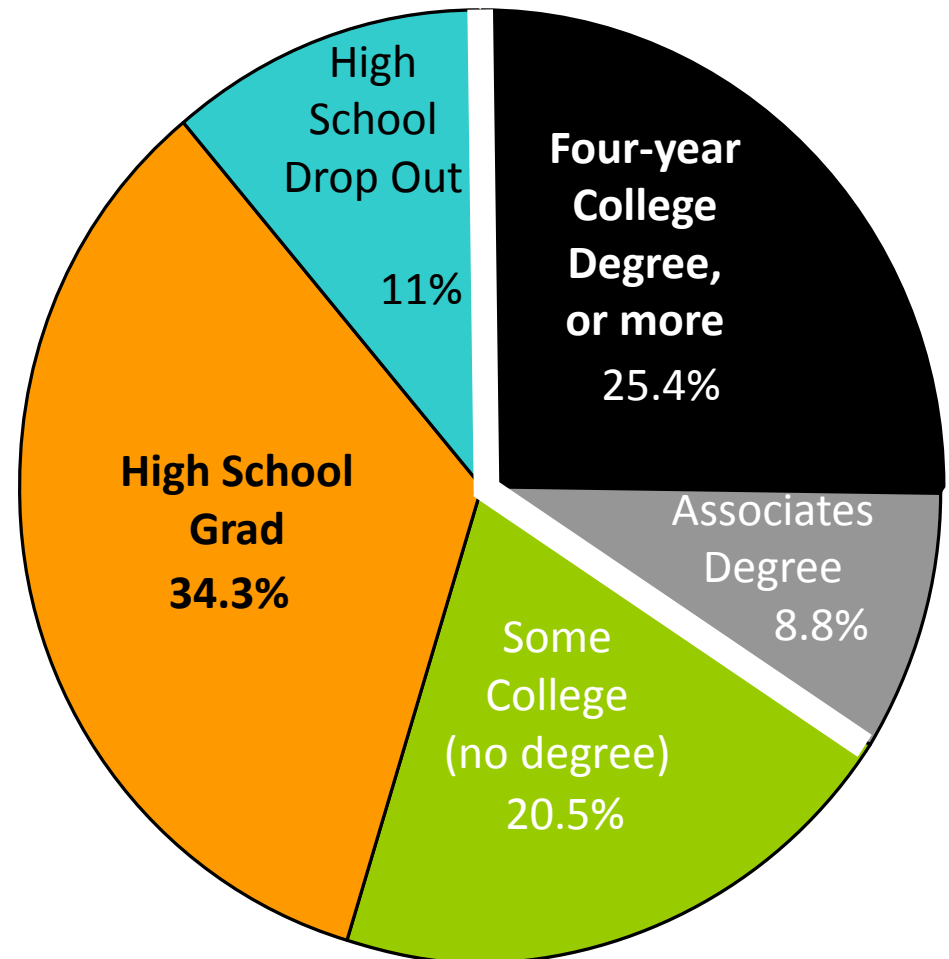
## *Workforce Skills Gap*

Workforce skills gap surprised us when we took office:

- 120,000 UI claimants, yet
- Employers with good jobs available

## *Workforce Challenge*

- Many occupations require at least technical degree
- 65.8% lack technical degree



**Wisconsin workers -- Age 26 & older**

Source: U.S. Census, 2005-2009 American Community Survey

## Comprehensive effort includes:

- [JobCenterofWisconsin.com](http://JobCenterofWisconsin.com) enhancements
- Specialized recruitments, job fairs, career expos
- Proven training programs
- Strategic Plan
- Stronger collaboration with WDBs, private sector, other key partners
  - ✓ Thanks to WMC for facilitating discussion



Welcome to the Job Center of Wisconsin! Everything you need is right here - at no cost to you.

**35418+** job openings   
**812** new jobs

**32886** total résumés  
**89** new résumés



**SECURE LOG IN**

Username:  Password:  [Go!](#)

**Set up an account**

[Forgot your ID or password?](#)   
[Account Management](#)

Find a job

Find employees

**Need Help?**

[Click here to get help.](#)








**FEATURED PARTNER**



-  Record 2011 job postings, over 151,500
-  Averaging over 2,700 new openings per week



## JCW enhancements

-  New UI claimants must register, post resumes, list skills
-  Employer focus groups to better assess needs, improve JCW
-  Web technology captures, posts listings from other job sites
-  Twitter & Facebook feeds with job search tips from experts
-  Assessment, testing tools to verify job skills

## Top 10 openings statewide

Production / Manufacturing

Office and Administrative Support

Sales

Management

Healthcare Practitioners (RNs/LPNs)

Transportation / Moving

Computer & Math

Architecture & Engineering

Personal Care & Service

Healthcare Support

## *Training solutions to ensuring skilled workers today, tomorrow*

### 🔗 Adult Apprenticeship

- Premiere on-the-job training partnership
- Manufacturing Construction & Service trades
- 7,500 apprentices, 2,300 employers
- Nearly 1,500 completed training in 2011



### 🔗 Youth Apprenticeship

- Manufacturing among 10 career clusters
- School-employer partnership
- Over 1,411 students enrolled, earning as they learn
- Over 1,000 employers, 200 schools participating
- Complements Project Lead the Way program





## ***“Grow Your Own”* – Hiring Incentives for Businesses**

- ④ Work Opportunity Tax Credit (WOTC)
  - Federal income tax credit for private sector employers
  - Eligible hires include veterans, people with disabilities, ex-offenders
  - Employers can save up to \$2,400 per new hire
- ④ DVR On-the-Job Training (OJT) Hiring Initiative
  - No-cost recruiting; pre-screened DVR referrals
  - 50% of salary and fringe expenses for up to 90 days
- ④ WEDC & WHEDA tax credits & loans to aid expansion, training
  - Enterprise Zone credits
  - State Small Business Credit Initiative





## DWD Strategic Goals

- Connect job seekers to jobs (250,000 jobs)
- Support development of highly skilled labor force
- Achieve unemployment insurance solvency and increase program integrity
- Deliver DWD services more efficiently and support increased transparency and accountability

# Thank You!



## *Questions?*

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### ***Next: Employer-WDB Discussion***

- Find the table with your WDB area listed on the tent table
- Introduce yourselves, discuss workforce needs, WDA services
- This begins conversations to be continued in your regions

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