

The Intersection of Workforce Development and Planning



Julie Cayo, AICP
Director of Policy and
Fund Development,
Employ Milwaukee



Amber Ridgeway
Planning Assistant

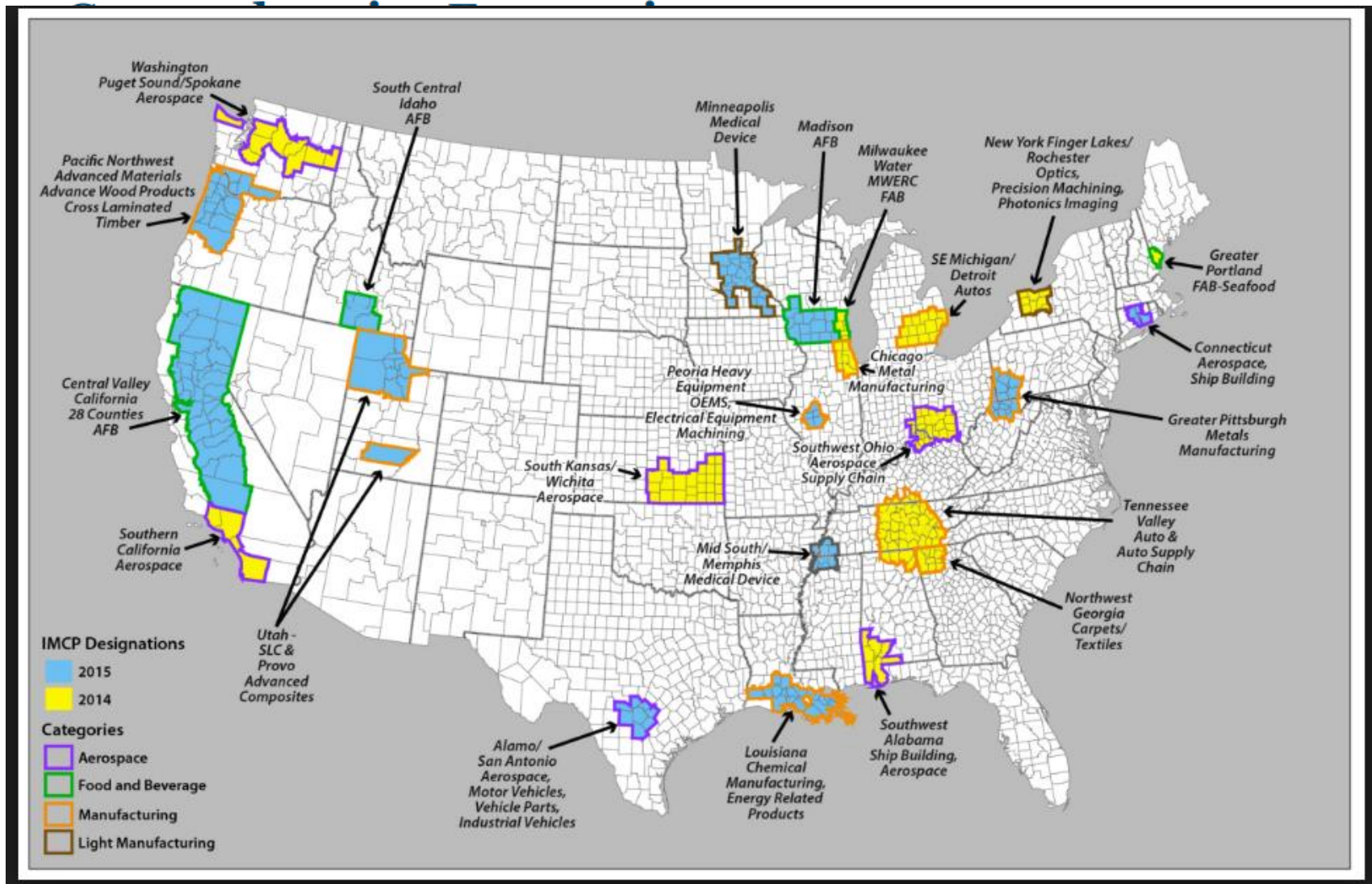
What I hear from employers day in and day out is, "I need to make sure I have that skilled workforce to compete."



"I have met with over 1,800 CEOs since becoming Commerce Secretary, and almost every one of them has said that the need for a steady supply of skilled, qualified workers to fill jobs throughout our economy is a key challenge for their companies."



Commerce
Pritzker



WIOA 101



Federal

**JOB TRAINING PARTNERSHIP ACT (JTPA)- 1982
WORKFORCE INVESTMENT ACT (WIA)-1992
WORKFORCE INNOVATION AND OPPORTUNITY ACT
(WIOA) - 2014**

State

**STATE OF WISCONSIN DWD
STATE PLAN
FUNDING ALLOCATIONS**

Local

**LOCAL WORKFORCE INVESTMENT BOARD
LOCAL PLAN
AMERICAN JOB CENTERS
EMPLOYER SERVICES
SERVICES TO YOUTH, ADULTS, AND DISLOCATED WORKERS**



Workforce Development Boards

Employ Milwaukee serves Milwaukee county and is the largest workforce development board (WDB) in the state.

There are 11 WDBs in Wisconsin. Each receives federal funding that flows through the Wisconsin Department of Workforce Development.

To find your WDB:

https://dwd.wisconsin.gov/dislocatedworker/wda/wda_map.htm



Local WDB Functions



- ❖ Develop and submit a local plan to the Governor
- ❖ Workforce research and regional labor market analysis
- ❖ Convening, brokering, and leveraging stakeholders and funding
- ❖ Employer engagement
- ❖ Career pathways development
- ❖ Lead efforts to develop proven and promising practices
- ❖ Develop strategies for using technology to maximize accessibility
- ❖ Conduct oversight for local employment and training services
- ❖ Select American Job Center operators and youth service providers, and eligible training providers
- ❖ Coordinate with local education providers
- ❖ Programmatic and fiscal oversight





Employ Milwaukee

\$20M annual budget

- *Local government, \$1,222,690:* summer jobs, career exploration, career readiness, transitional jobs, and skill building
- *State government, \$2,562,688:* re-entry programming, transitional jobs for those aging out foster care program, construction industry skill building, and summer jobs
- *Federal government, \$12,157,005:* youth programming, job skills, career readiness, credentialing, summer jobs, and drop-out prevention
- *Local foundations, \$1,200,000:* research, summer jobs, healthcare job skills and employment, and year-round youth employment

Last Year's Accomplishments

- 1,200 people enrolled in training
- Over 2,000 individuals placed in permanent unsubsidized employment
- 1,200 placed in subsidized employment
- Wages generated within the community: \$48,728,046
- 1,000 youth received summer youth employment through the Earn & Learn program
- 3 American Job Centers including one in the Milwaukee House of Correction
- New initiatives developed through competitive federal funding (grants):
 - Youth information technology training
 - Youth employment and education
 - Registered Apprenticeship
 - Reentry career services

Workforce Resources for Planning and Economic Development



LONG RANGE PLANNING

ECONOMIC DEVELOPMENT

**URGENT COMMUNITY
RESPONSES**



Table 4: Milwaukee Workforce Development Area – Long Term Occupational Projections, 2012-2022

Table 6: Top Employer Skill and Certification Needs by Job Posting

Rank	Industry	Employers Hiring	Top Skills	Top Certifications
1	Healthcare	Aurora Health Care, Inc. Froedtert Health Wheaton Franciscan Healthcare Milwaukee Center for Independence Extendicare	Electronic Medical Record (EMR) Systems Behavioral Health Medicaid Quality Assurance (QA) Geriatrics	Certified Registered Nurse (RN) Basic Life Support (BLS) Certification in Cardiopulmonary Resuscitation Driver's License Certified in Nursing Administration
2				
3	Manufacturing	Johnson Controls, Inc. Harley Davidson General Electric Rockwell Automation	Quality Assurance (QA) Quality control Motion control Computer Aided Design (CAD) Enterprise Resource Planning Software	Occupational Safety Food safety programs Driver's license Certified Public Accountant (CPA) HAZMAT
4				
5	Hospitality	Marcus Hotels and Resorts Aurora Health Care, Inc. Pizza Hut Columbia St. Mary's KFC	Food preparation Quality control Pharmacy Benefit Management Electronic Medical Record (EMR) systems Quality Assurance (QA)	Driver's license Basic Life Support Certified Registered Nurse Food safety programs Automotive Service Excellence
6				
7	Construction*	City of Milwaukee TradeCORE Milwaukee County We Energies Master Lock Company	Preventative maintenance inspections Electrical systems Preventative maintenance Motion control Lean manufacturing	Driver's license Commercial Driver's License (CDL) National Electrical Code Occupational safety Journeyman Plumber
8				
9	Financial Services	Northwestern Mutual BMO Harris U.S. Bank Aurora Health Care, Inc. PNC Financial Services	Medicaid Structured query language (SQL) Anti-money laundering (AML) Quality Assurance (QA) Bank Secrecy Act (BSA)	Certified Registered Nurse (RN) Continuing Education Driver's license Basic Life Support Nationwide Mortgage Licensing System
10				

Source:
Statistic

Source: Wanted Analytics; March 6, 2016

*Construction occupations may be underrepresented in online job posting data.

Wisconsin's economy from 2012 to 2022. It is important to note that unemployment trends may affect the accuracy of these projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015

Economic Development Initiatives



Availability of Skilled Labor is a Critical Site Selection Factor for Businesses

- ✦ What does your workforce look like? What are the demographics, age, education, and skills of your workforce?
- ✦ How competitive are you in the eyes of the businesses you are targeting?
- ✦ Do you have enough talent to recruit – now and in the future? If not, how can you plan for success?

Business Outreach

- ✦ Who are the largest employers in your community or region?
- ✦ What occupations and industries are they hiring for?

Business Incentives

- ✦ Employment and training activities can be included in incentive packages for employers and provide an additional benefit to community residents that obtain jobs.
- ✦ What incentives could the WDB offer that would complement your efforts? Examples: Human Resources assistance (pre-screening and interviewing), customized recruitment, training, on-the-job training.

Urgent Community Responses

Rapid Response

- Work with business to transition workforce to other companies
- Targeted job fairs for affected workers
- Transition sites and on site assistance for affected workers
- Job Center resources for workers



Talent Recruitment

- Identify current available workforce
- Work with employers to identify skills needs
- Customized recruitment, screening, and orientation sessions
- Training



Jonathan Cohon

Policy + Resources = Successful Collaboration



Greater Arena Project

\$500M Bucks Arena
\$1B Associated Development
40% RPP
Funding to Recruit, Assess, Train and Place
City Residents in Construction and End User
Jobs
1,000 Individuals Touched
500 Receive Employment Services
100 Received Training
150 Connected to Employment



Northwestern Mutual Life

\$300M Downtown Office Tower
40% RPP
Funding to Recruit, Assess, Train and
Place City Residents in Construction and
End User Jobs
1,000 Individuals Touched
350 Receive Employment Services
150 Connected to Employment



Milwaukee Streetcar

Construction Sector Workforce Partnership
40% RPP
Train and Place Residents in the Skills Required by Streetcar
Construction Contractors and Operators

**THANK
YOU
AND
ANY
QUESTIONS**