March 15, 2012
Monona Terrace

Solving the Skills Shortage
Workforce Paradox
Solutions from Wisconsin

Secretary Reggie Newson
Wisconsin Department of Workforce Development

Wisconsin: The Workforce of Choice
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
“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
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
Manufacturing Career Expo: *Takes Recruitment to New Level!*

- Goes beyond typical job fair to meet Milwaukee manufacturers’ needs
- Reaching out to employers about job needs
- Open only to job seekers pre-screened, ready to work
  - Updated resume & cover letter
  - Defined interest or career goal
- Job seekers also counseled, one on one, prior to expo on
  - Ability to pass drug screen
  - Criminal background checks
- Maximizes manufacturers’ opportunity for successful recruitment
- Makes powerful statement about sector’s importance in economy
Wisconsin Workforce Partnership Grant

**Governor Walker’s Initiative to Help Address Skills Gap**

- 3-year, $4 million pilot program run by Wisconsin Covenant Foundation
- Training grants up to $750,000 for tech college-employer partnerships
- Covenant Foundation informational webinar April 3rd
- 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

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
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
DWD Working to Solve Skills Shortage

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**

- **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

- **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

- **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?

**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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