



# IMPROVE INDUSTRY-DRIVEN WORKER TRAINING SERVICES

Skills Wisconsin will improve services to businesses through the development of new technological capacity, building on efforts around career pathways and industry partnerships, resulting in increased system coordination and more relevant and timely skills training for WI job seekers and workers. New partnerships, processes, work flows, and tools will be implemented to create a truly demand-driven workforce system.

## WHAT DOES THIS MEAN FOR WORKFORCE DEVELOPMENT BOARDS (WDBS)?

The Skills Wisconsin Initiative will help create a truly demand-driven workforce system focused on business needs by reforming Wisconsin's system for matching workers looking for a job with businesses looking for workers. The impact on workforce development boards and workforce partners will be significant as new partnerships, processes, workflows, and tools are implemented for this new system where business is the primary customer.

## PROJECT MANAGEMENT: ENGAGEMENT AND LEADERSHIP COMMITMENT

- Attend project Consortium meetings and conference calls
- Assign lead staff from each workforce development board to serve as an internal coordinator of activities
- Commit to project goals and activities for the forty-month timeframe length of the project
- Carry out project activities and coordinate local processes to achieve goals
- Work collaboratively in the true spirit of a CONSORTIUM, with an open mind and positive attitude

## WWDA PROJECT IMPLEMENTATION: COMMITMENT OF STAFF AND RESOURCES

- 1. Support training of all relevant WDB/partner staff on the demand-driven model of workforce development based on Workforce 2.0's 6 Steps to Placement Success:**
  - a. Agency needs analysis – to assess strengths and weaknesses and identify bottlenecks
  - b. Process improvement – to reengineer the workflow to place the emphasis on the business
  - c. Technology – to put in place the tools to serve the new business client
  - d. Staff training – to ensure training goes hand in hand with new processes and tools
  - e. Information management – to use newly available information tools for better outcomes
  - f. Job development support – to help teams in case management, training, and job development
- 2. Support Salesforce tools training and ongoing technical assistance for all relevant WDB Business Service Unit (BSU) staff.**
- 3. Implement the Salesforce platform and customized products by directing BSU staff to input and maintain business customer data into these databases.**
- 4. Direct and support implementation through the Statewide Business Service Group by re-committing to the coordination and collaboration outlined in that body's Statement of Purpose, and ensure that relevant WDB staff (BSU and beyond) participate in those coordination efforts.**
- 5. Within the new statewide demand-driven model, using Salesforce platform tools:**
  - a. Work collaboratively to improve business outreach and the assessment of business needs
  - b. Focus Job-Seeker recruitment efforts based on identified business needs
  - c. Work collaboratively on placement and matching of job seekers to available opportunities in all workforce development areas (WDAs) in an honest-broker process
- 6. Commit to maintaining common business customer data among all eleven WDBs so that:**
  - a. Each WDB can view data on the business customers being served by the other workforce development boards
  - b. All can access information about training and hiring needs, services proposed or delivered, and information about the industry and industry cluster
- 7. Develop and expand Industry Partnerships, in collaboration with other WDBs and with regional economic development partners to coordinate business skill/workforce needs and develop scalable training initiatives to meet those needs.**
- 8. Develop and provide customized skills training for businesses and industry clusters.**

### FOR MORE INFORMATION

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