

Youth Committee Meeting

**January 15, 2015
8:30 a.m. to 10:30 a.m.**

**Madison College
1701 Wright Street
Madison, WI 53704
C1435**

Members Present: Randy Guttenberg, Chair; Laura Cataldo, Rich Hands, Matt Hurtienne, Diana Shinall

Guests: Diane Kraus, Miles Tokheim, Cyndy Sandberg, Jenn Wegner, Sherry Stuessy, Lisa Hollman, Schauna Rasmussen, Jessica Holzman

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Tia Rice, Michael Stluka

Guttenberg noted a quorum was present and the meeting was properly noticed.

Agenda 1 – Welcome and Introductions

Guttenberg welcomed everyone and everyone introduced themselves.

Agenda Item 2 – Review and Approval of the October 27, 2014 Meeting Minutes

Guttenberg asked for a motion to approve the minutes of the October 27, 2014 Youth Committee meeting as presented. Hurtienne moved to approve the minutes as presented. Shinall offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Discussion of Future Strategy to Blend In-School and Out-of-School Programming

Schramm directed members to the handout titled “Discussion of Youth Program Design Work 2015-2016.” She asked members to read through the documents before discussion. Schramm stated that this is going to be a large amount of work so this is just a starting piece. She stated that we have new legislation that looked like a large problem but we have got some new clarity that there is a lot of opportunity. Part of the opportunity is because we are compulsory education state and we will include at risk youth as part of the population to serve. People who are habitual truants. She stated that the Boards work with the prosperity network has been very positive with Career Pathways and we may be able to visit this suite of work. In addition, it looks like out of school youth programming may be limiting income eligibility criteria which becomes a barrier because schools are unable to retrieve this data. For the Board, it is going to be important to keep our feet to the fire on low income, disadvantaged youth.

Schramm walked through the big categories.

#2 – Geography. Urban issue is different than the rural. We have leveraged the technical college resources to assist in reaching the rural populations.

#3 – Transportation. Transportation is still a large issue and a solution is a critical need no matter what the strategy is.

#5 – We can start working on breaking down stereotypes by talking to faculty and parents about what is technical skill training.

We shared that the Board has two initiatives: 1) GuideEd which is a program working with CESA 5 on developing a whole day intensive training with manufacturers for guidance counselors. The other one is working with the Dodge Manufacturing Council on a manufacturing campaign.

#6 – Encountering students that job out of high school. They need to work to help support their families. Schramm stated that we are going to see more and more of this and we need to find a way to blend these groups together.

#7 – Also need to look at junior year of high school. This could be a starting point for full skill engagement in Middle College.

Schramm stated that any model that is going to work in the community will need those who work in the secondary model to have more credentials to teach. We will have an incumbent worker piece with new legislation and we may be able to invest in a faculty training program.

Schramm asked for impressions.

Sandberg stated that currently Madison College only offers dual credits in welding. The need for a beginning level manufacturing course is very important.

Shinall shared a program called “Skills to Pay the Bills” – series of six classes of soft skills (age 14-24). She stated that the program can be modeled into any curriculum. She noted that as we plan and prepare, it would be good to infuse this component into the design model.

Cataldo stated that so many of these strategies do tie into academic career plans. The industry responsibility and career exploration is starting much earlier in schools which is very positive. Schramm added that we can start as early as age 14. Kraus stated that more employment preparation is needed before they get on the job.

Cataldo also stated that it is really important for industries to focus on their career pathways. She stated that construction has reworked their career paths to show the variation in positions. Construction has renamed coursework to “ACE” (Architecture, Construction, Engineering) to better market the industry and change the imaging of construction to students and parents.

Hurtienne asked about the role of the Board between the K-12 system and the technical college system. Schramm stated that we are anchoring on the sector work and using the sector teams to bring these two together and align. The Board is participating, with MMSD, in the Boston prosperity network to figure how to build career pathways that are seamless through K-12 to technical college. The sector champions are worried about their succession planning so this is an

important issue for them as they cannot start with adults in their companies. We need to be deliberate on strategies because it is complicated and expensive.

Schramm stated that she will share a piece from Nancy Hoffman with the committee.

Guttenberg shared a couple of thoughts. He stated that the urban and rural models are very different so it is important to look at it separately. He also stated that we have a huge strategic opportunity – with school to career people, guidance counselors, superintendents, etc.

Schramm noted that we do have time so that is positive. She directed members to the frame for future discussion on page 2. We need to consider rebranding Middle College to better align and complement other efforts.

She directed members to the PowerPoint handout, page 3 which shows a potential future model. She added that at the Council on Workforce Investment there was a lot of discussion on work based learning being part education. In addition, there are Youth Apprenticeship offerings.

Agenda Item 4 - Update on Middle College

Rice offered an update. She first thanked our Middle College partners and WorkSmart staff as she and Michael worked to transition into these roles.

January 26, 2015 – New cohort starts. 70 students in manufacturing, health care and culinary. She noted their excitement for the new relationship with Horicon high school and the addition of three students there.

She noted that we have revised the culinary format where the students will be in an employability-soft skills curriculum for 8 weeks. Students will get a certificate from Department of Public Instruction (DPI). They will follow the apprenticeship model so they are prepared for employment. Michael will sit in on the Monday classes as he has a background in culinary.

She reported on the M5 cohort.

- In Portage – 11 students interested in manufacturing. In Reedsburg, not enough interested in health care. Those five students will continue to engage and CESA 5 will provide some direction (continuing education or employment) for those students.
- In Fort – 13 students in manufacturing.
- Moraine Park – 9 students in manufacturing.
- Madison (Truax) – 16 students in manufacturing, 14 students in health care, 7 students in culinary. Culinary is smaller than expected but the Feed Kitchen is tight so this could be positive for more individualized instruction.

She reported that the returning class (M4 cohort) has a total of 54. These numbers are down slightly; some of the kids have had to leave to help parents or they lost interest. She reported that we need to continue the importance of Middle College as a stepping stone to the future.

Shinall stated that celebrating the impacts made is important despite some of the losses.

Rasmussen stated that in doing research of those students – a number of those students did transition into Madison College.

Rice also invited everyone to the Middle College Orientation at Madison College tonight at 5 p.m.

Hollman stated that they had a Middle College faculty orientation and it was great because Madison College is really moving in the direction with the program and addressing the importance internally with faculty and staff.

Agenda Item 4 – Update on Youth Apprenticeships including New

Kraus stated that the state is doing an online system and some staff had an opportunity to demo it. She handed out a document sharing the report. She said that the Dane the numbers are low.

Guttenberg asked about the numbers on the report. Kraus shared that the state hasn't cut a deadline as to when they can register students so they are hoping to be close by the end of March. Both Sandberg and Kraus stated it is frustrating because they know the students and employers are out there but they are just not getting the training agreements. The goal for graduation for apprenticeship is 100%.

Tokheim stated that MMSD projected 99 students and they are close to 70. They are struggling to find employment for these students. He directed members to a handout with industry focus where employment is needed.

Schramm stated that MMSD has created profiles of the students and we are waiting for approval from the attorney to see if we can push these profiles out to employers. The featuring of the students profiles is very powerful. Schramm stated that MadRep may also get the license for Inspire and we can use that platform to reach out to employers as well.

Cataldo asked about pushing this information out to Rotary, TEMPO, SHRM's, etc. to really educate these groups about these models and the students. Schramm added that staff may want to try a reverse job fair.

Sandberg stated that there is a challenge with the age of some students and the need for students to be 18 in a manufacturing setting.

Agenda Item 6 – Adjournment

With no additional business for the Committee, Guttenberg moved to adjourn at 9:58 a.m.

Adjourned: 9:58 a.m.

Respectfully Submitted:

Patricia Schramm
Executive Director
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Agenda
- Draft Minutes from October 27, 2014

Youth Committee Meeting Minutes
January 15, 2015

- Discussion of Youth Program Design Work in 2015-2016 – January 15, 2015
- Youth Committee – Framing the Future Youth Program System Design
- Marketing Materials