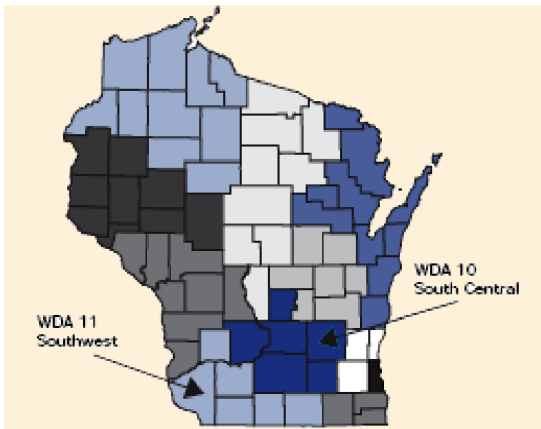


The WIRED Initiative Implementation Plan

“The only way to address the national challenge of global competition is by building strong regional economies. By bringing together all the key players regions can optimize their ability to innovate.” —Emily DeRocco, Assistant Secretary of Labor.



Need for Action

Industry sectors that employ large segments of our population are changing. Advances in technology have made skills that were once performed by humans entirely automated. To remain competitive in an increasingly global economy, these industries have changed the way they do business and are required to do more work with fewer employees and require workers with more advanced and more flexible skills than were necessary in the past. Presently, worker skills in our area are not at a level to support industry's present or future needs. To support our industries, and the workers that call Southwest and South Central Wisconsin home, we need to eliminate the gap between the skills required by our region's industries and the skills held by our region's workforce.

Call to Action

The goal of the WIRED Initiative is to develop the talent present in our region so that every resident has the skills necessary to contribute to our area's industries and economy. To be successful, this initiative will be a partnership, one that will require the skills of our current partners as well as the development of new champions so that as a team, we can transform the economy of our region.

Sector Collaboration

A key part of our work will center on developing industry partners who can advise our regional talent development system. These industry partners will teach us about the skills their field values and will need in the future to maintain viability. We also will gain valuable insight from industry partners about specific career paths and the training required for employees to move up the "career ladder" in a specific industry. With continued input from our industry partners, we will work to expand and evolve our talent development system to train a workforce with the skills industries need to thrive in our region.

System Development

Guided by input from our industry partners, we will create new industry specific training opportunities as well as expand the technology and capacity of existing training options to deliver needed skills to our population. New training developed will be in the career pathway format so that students can acquire the skills needed to enter employment and later continue their training and

advance their careers.

We will also address shortcomings in basic academic and foundational industry skills to engage under-prepared young adults and limited English speaking workers.

Key Outcomes of the WIRED Initiative

- Development of Skills Centers that focus on applied basic skills and foundational industry skills.
- Expanded English language curriculum that features industry-relevant skills and language.
- Expanded access to industry-based internships and youth and adult apprenticeship.
- Development of career pathway-based curriculum in specific industry sectors that allow students to continue their education throughout their careers.
- Expanded distance-learning opportunities that allow more people access to educational resources.
- Expand technical facilities/ training tools through shared technology-based facilities for Health Care and Advanced Manufacturing including: Medical SIM Labs, robotics training centers, and mobile advanced manufacturing trainers.
- Creation of visual road maps for careers within industries mapping the training and skills required to climb a career ladder.
- Expanded access to training and other resources to people in rural communities using distance learning, portable training units and interactive video.

Through the WIRED Initiative, we will train:

- 350 people in healthcare
- 100 people biotechnology and laboratory science
- 100 people in agriculture
- 330 people in advanced manufacturing
- 100 people in utilities

We will also provide basic skills development training to an additional 850 people through a combination of the Skills Centers, Youth Academies and Learning Academies.

The WIRED Initiative will give us the opportunity to create tools that can be shared throughout Wisconsin and the country to strengthen talent development systems.

We are ready for change

We came together 3 years ago when offered an opportunity by the State of Wisconsin's Grow Initiative to explore combining the efforts of the Workforce Development Boards of South Central and Southwest Wisconsin to begin to understand the economic impact of thinking and acting regionally.

As part of our Grow efforts, we commissioned the University of Wisconsin – Center on Wisconsin Strategy to develop an in-depth analysis of the economic and workforce profile of our 12 county area. The report, "Seeds of Workforce Change" clearly showed key challenges to transforming our region.

- A majority of the region's jobs require technical expertise and solid literacy skills. At the same time our region's high school graduation rates are falling and we are experiencing a dramatic increase in non-English speaking persons.
- 10 of our 12 counties are experiencing declining populations and the number of workers leaving the workforce due to retirement is greater than the number of new workers.

Rallied by an understanding of our challenges, leaders throughout the SCSW GROW Region have joined together to think and act strategically to grow the regional economy. We are positioned to utilize WIRED resources to truly transform our talent development systems.

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Implementation Process

Our work is organized into teams of people who represent significant resources to tackle our critical challenges. Our starting point is to have each work team validate their initial scope of work, create resource alignment matrices and agree on a work plan for the first year. The initial scope of work has been developed by core leadership in each sector. Draft resource alignment matrixes and work plans will be provided to aid the first stage of each teams work. The WIRED Sector and System Team members have been expanded beyond the core group to include leadership that is essential to this stage of our work. Additionally, staff support that is knowledgeable in the work content has been recruited to support each team.

Teams

Sector Development Teams

- Health Care
- Agriculture
- Laboratory Sciences
- Advanced Manufacturing
- Utility
- Skilled Trades
- College Integration

System Development Teams

- Skill Center Development
- Internship /Work Based Opportunity Development
- Career Pathway – Youth Academies
- Impact and Evaluation
- Public Education and Dissemination

We believe that every resident in our communities must be prepared to be an essential worker if our economy expects to grow and prosper. Our intent is to enable everyone to contribute.

Leveraged Resources Supporting the Transformational Strategies		
Strategies	Leveraged Resources	Amount
Sector Collaboration Develop industry-driven training		
General Sector Development Work	Joyce Foundation RISE: Career Pathway documentation, policy development, evaluation and dissemination	\$40,000
	NSF Institutional Reform of Tech Education Grant – flexible training modules	\$65,000
	WIA Special Response: dedicated to sector-based training	\$500,000
	Collaboration Council: Capacity building, sector-based development	\$2.3 million in private funds
Agriculture	Collaboration Council Ag cluster leader	\$100,000
Laboratory Science	Collaboration Council Biotech cluster leader	\$100,000
	GROW Grant: Capacity building	\$20,000
	US DOL Community Based Job Training Grant	\$1.9 million
Utilities & Trades	GROW Grant: Capacity building	\$20,000
	NSF Renewable Energy - Certificates in five technologies for trades people	\$300,000
System Development Develop robust and regional infrastructure		
General System Development Work	WIA Dislocated Worker (including Displaced Homemaker) - funds dedicated to sector-based training and One Stop support	\$1.75 million
	Displaced Homemaker – Perkins Funding	\$50,000
	Perkins Support Services - Minority Support, Counseling, Tutoring, etc.	\$600,000
	WIA Youth Funds: emerging worker development	\$900,000
Health Care Training	Collaboration Council Health Care cluster leader	\$100,000
	GROW Grant: Capacity building	\$20,000
Advanced Manufacturing	GROW Grant: Capacity building	\$20,000
	Advanced Manufacturing Network: WTCS -Builds manufacturing capacity	\$170,000
	WTCS Workforce Advancement Training Grants	\$100,000
Technology Augmentation of the One Stop	Distance Learning Grant - ITV and data casting - Interface with MATC, WTCN, JEDI, BadgerNet, UW State System	\$100,000
	Virtual Job Center- WIA funding	\$100,000
Workplace Skills Center	WIA Adult – funds dedicated to sector-based training and One Stop support	(\$1.5 million)
Foundational Skills	WTCS Workplace Education: ESL & Basic Skills	\$200,000
	Program Improvement Funds - Core Development – Bilingual Bridges	\$95,000
Internship and Apprenticeships	Tools for Tomorrow: Apprenticeship prep for non-traditional workers	\$45,000
	Career Counseling and Exploration, Project Lead the Way & new collaboration with UW – Rock County/Platteville Engineering Degree Program	\$100,000
Career Pathway Academies	Tech Prep: Counseling support to high school counselors	\$167,000
	Grand Total	10,737,000