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*Testimony before the Senate Committee on Local Government, Small Business,
Tourism and Workforce Development
State Senator André Jacque
March 20th, 2019*

Colleagues on the Senate Committee on Local Government, Small Business, Tourism and Workforce Development,

Thank you for your participation in this hearing today and the opportunity to testify before you in support of Senate Bill 72. Wisconsin's Youth Apprenticeship program has proven to be both popular and extremely beneficial for both students and employers. Rep. Dittrich and I are proposing legislation to expand Youth Apprenticeship even further to provide students with training opportunities and assist employers in filling workforce gaps in even more high-demand fields.

For example, according to the Burning Glass 2017 - 2020 reports of largest and fastest growing industries in Brown County, Local Government and Elementary and Secondary Schools are in the top 3 of the largest industries while Corporate, Subsidiary and Regional Managing Offices is the fastest growing industry in Brown County. It is also critical that we address the need to train future social workers, paralegals, court reporters, law enforcement and a host of other professions. Unfortunately, there are no Wisconsin Department of Workforce Development Youth Apprenticeship programs for any of these career areas, so local chambers of commerce cannot engage students interested in those fields.

Under current law, the Department of Workforce Development needs to approve and maintain a list of occupational areas, often known as "career clusters," however is not required to include any specific career cluster. Of the 16 generally accepted career clusters, DWD presently sanctions youth apprenticeship programs in 11 of them, leaving out the following areas:

- Business Management & Administration
- Education & Training
- Government & Public Administration
- Human Services
- Law, Public Safety, Corrections & Security

SB 72 will require DWD to approve and maintain programs in all 16 specific occupational areas for the youth apprenticeship program. Please support this common sense workforce development initiative for expanding youth apprenticeship, and thank you for your consideration of Senate Bill 72.



BARBARA DITTRICH

STATE REPRESENTATIVE • 38th ASSEMBLY DISTRICT

March 20, 2019

Senate Committee on Local Government, Small Business, Tourism, and Workforce Development

RE: Rep. Dittrich Testimony on AB 72/SB 72 – requiring certain occupational areas to be included in the youth apprenticeship program

Good Afternoon...I would like to thank the committee for taking up this important bill that seeks to further provide students with available training opportunities and help employers in filling hiring gaps in high-demand fields.

As you have already heard from Senator Jacque, SB 72 would expand the generally accepted career clusters to the full 16 categories, whereas the Department of Workforce Development currently sanctions only 11 of them, leaving out important areas including Business Management and Administration; Education and Training; Government and Public Administration; Human Services; and Law, Public Safety, Corrections and Security.

It is our hope that by including these categories, bringing us up to the full 16 career clusters, we can continue to help fill the career gaps in our workforce and give students more options to find fulfilling and meaningful careers where they can flourish in our state.

In a time where we are speaking to expanding our workforce and educational opportunities for our students, it is only logical that we increase information about these clusters. Not every student is seeking the same vocational outcomes when enrolling in school. By increasing information available to them, thus providing them additional career options, we are helping to move them down the road to self-determination, independence, and a skill set than can serve them well over the course of their career.

Again, I thank you for this hearing. Senator Jacque and I will be happy to answer any questions you may have regarding this legislation.



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YOUTH APPRENTICESHIP
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From: Pat Schramm, CEO
Workforce Development Board of South Central WI
(On behalf of the South Central WI Youth Apprenticeship Consortium)
3513 Anderson Street
Madison, WI 53714

To: State of Wisconsin Assembly Committee on Workforce Development

March 15, 2019

RE: Support for 2019 Assembly Bill 72

My name is Pat Schramm, I serve as the CEO of the Workforce Development Board and provide staff support to the South Central Youth Apprenticeship Consortium's Advisory Council which is comprised of 22 Industry Representatives and Educators who guide the South Central WI Youth Apprenticeship Program.

I am writing to support Assembly Bill 72 which expands the legislative language to approve and maintain **occupational areas** over the prior legislative language referencing only occupations (which implies individual occupations). This legislation will give YA Consortia more flexibility to work with industry partners and DWD to create broad occupational pathways that in the current Labor Market environment often require grouping multiple occupations into a concentrated cluster of skills that can be applied by the Youth Apprentices across multiple occupations and industries.

A specific example is that within the Information Technology cluster, persons working in the skill area of "Information Support and Services" can be found in the majority of occupational areas and industries found within the State of Wisconsin.

The South Central YA consortium encourages the State of Wisconsin to continue to adhere to the rigor that is currently practiced that requires that Youth Apprenticeships only be developed where there is clear job demand, backed up by Labor Market Information and support of employers willing to hire in the specific occupation.

We thank you for your consideration of this bill and look forward to a favorable outcome.

Sincerely,

Pat Schramm, WDBSCW CEO

South Central Wisconsin YA Advisory Council Members;

Heather Dale, Covance • Dan Klecker, WI Automotive and Truck Dealers Association • Sarah Bass, Long-Term Care Workforce Alliance • Marshall Behringer, Greater Madison Chamber of Commerce • Cindy Brady, McFarland High School • Dave Branson, Building Trades of South Central WI • Michol Banes, American Marketing Association and Baker Tilly • Michelle Chawla, Chawla T-Acres • Kari Davis, State Bank of Cross Plains • Josh Fassl, Dane County Schools Consortium • Greg Granberry, Oregon High School • Sheila Hibner, Middleton High School • Craig Kittleson, MadREP • Morgan Myers, Hilton Madison Monona Terrace • Ron Roehl, CNC Solutions • Jeff Roach, AGC • Cyndy Sandburg, Jefferson County School Districts • Pat Schramm, Workforce Development Board of SC • Sherrie Stussey, Madison Metropolitan School

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Tony Evers, Governor
Caleb Frostman, Secretary

Testimony on Senate Bill 72
Senate Committee on Local Government, Small Business, Tourism and Workforce
March 20, 2019

Thank you, Chair Jacque and Committee Members, for the opportunity to provide testimony on behalf of the Wisconsin Department of Workforce Development (DWD) regarding Senate Bill 72.

Senate Bill 72 directs DWD to develop occupational areas and curricula for youth apprenticeship programs in specific "occupational areas." Currently, the development of programs is driven by Wisconsin industry- and labor market-supported demand for specific occupations. Despite appreciating the objective of this legislation, the Department is concerned that mandated development of an occupational area could lead to programs that are not used by schools or youth and are not supported by Wisconsin businesses.

Senate Bill 72 mandates the development of curricula in all 16 Career Clusters and incorporates the terminology of those occupational areas. The Career Cluster initiative began in 1996 as the Building Linkages Initiative and was a collaborative effort between the U.S. Department of Education, the Office of Vocational and Adult Education (OVAE), the National School-to-Work Office (NSTWO) and the National Skill Standards Board (NSSB). The goal was to create curricular frameworks in broad career clusters, designed to prepare students to transition successfully from high school to post-secondary education and employment in a career area. Career Clusters are broad occupational groupings that serve as an organizing tool for schools that help categorize common knowledge and skill sets for secondary and post-secondary education. This framework was not in existence when DWD developed its YA program areas.

Between 1992 and 2005, DWD had developed 22 industry-specific program areas (and curricula) for YA based on state and national skill standards. By 2006, Wisconsin's education community had widely adopted the 16 Career Cluster Framework. To bridge the terminology between schools' course work (career clusters/pathways) and DWD's industry-specific programs (occupations), DWD took steps to align the YA program areas within the associated Career Clusters. DWD's 22 program areas happened to fall under 10 of the 16 career clusters.

The Career Cluster framework and industry occupations are not synonymous, but they do help facilitate the road map for stakeholders. DWD will continue to associate new YA program areas under the appropriate cluster; however, the Department is concerned with aligning terminology in statute, as it is possible that the Career Cluster terminology may be replaced with another mechanism to organize career development and exploration by the educational community in the future.

On the other hand, occupations will remain as defined by industry and labor and we will continue to need employer sponsors for our programming. For example, an automotive company will not approach DWD to ask for help with a labor shortage by developing a YA program in "Transportation, Distribution and Logistics," which is an organizing tool for the career/education/training folks. Instead, the company would likely express a need for qualified Auto Technicians, Auto Body Repair Technicians, Sales and Parts employees, etc. Then, our staff will research labor market information for that occupational area to confirm that it is a good fit for a new program.

The Department recognizes and appreciates the committee's support of Youth Apprenticeship. We look forward to a close partnership as we review LMI and work with industry stakeholders, including those in the five Career Clusters not currently represented, to determine whether the development of a new YA program may be appropriate.