

WISCONSIN



NEWS

e-Newsletter of the Wisconsin Performance and Assessment of Skill Standards (WisPASS)

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Upcoming Events

- April 25th - Manufacturing Matters, WMEP Annual Conference, Midwest Express Center, 8am-5pm
- April 28th - Curriculum Team Meeting, Fox Valley Technical College, Fond du lac Campus, 9am-1pm
- May 1st - Manufacturing Partnership Meeting, MATC West Allis Campus, 7:30-9am
- May 10th—May is Manufacturing Month, Jim Haney, MATC Downtown Campus T -Auditorium, 11am-12:30pm
- May 30th - MSSC Instructor Certification Workshop, Northcentral Technical College, Wausau, 9am-3:30pm



A Department of Labor funded Project.

MILWAUKEE 7 SHOWCASES MSSC AT REGIONAL MEETING

On February 22nd the Milwaukee 7 Economic Development Consortium meeting was attend by seventy-five business leaders at the Milwaukee Area Technical College, Mequon Campus. The team of Leo Reddy, CEO of Manufacturing Skill Standards Council and Jim McCaslin, President and COO of Harley-Davidson Motor Company, spoke to the audience of business and political leaders on the urgency of skill standards and how Wisconsin can be in the forefront of this national initiative.

Leo Reddy spoke of the National Association of Manufacturers (NAM) influential report by Deloitte Touche that fo-

cused on the critical shortage in the manufacturing industry for people with the right skills. **The report highlighted that 90% of responders found shortage in production workers coupled with 40% projections of the existing workforce**



Jim McCaslin, President and COO, Harley-Davidson Motor Company

(Continued on page 5 - Milwaukee 7)

PROJECT DIRECTOR'S COLUMN

DALE DULBERGER, MSSC PROJECT DIRECTOR

This winter/spring the Wisconsin MSSC Initiative continues to build excitement for the manufacturing skill certification efforts throughout the state. WI MSSC Initiative is proud to pilot its first MSSC continuing education class at MATC. Other noteworthy activities include speeches by Jim McCaslin, President of Harley-Davidson Motor Company and Leo Reddy, CEO of MSSC at the Milwaukee 7 Economic Development Consortium in Mequon on February 22nd, and a one day speaking tour by Leo Reddy, in two other cities (Racine and

Waukesha) attended by 200 business and community leaders. A teacher certification workshop on January 11th was attended by 19 technical college faculty from the four campuses at MATC in Milwaukee. These activities, along with seven presentations to trade and business associations, created awareness of skill certification efforts to the business and community leaders across the state including an article on MSSC statewide efforts in



Dale Dulberger, Project Director

(Continued on page 9 - Project Director)

OUR CHILDREN NEED TO COME HOME TO MANUFACTURING

JAMES S. HANEY, PRESIDENT OF WISCONSIN MANUFACTURERS & COMMERCE



James S. Haney,
WMC President

Wisconsin is home to some of the most recognized companies in the nation and the world. Our state is home to over 10,000 manufacturers that support more than 500,000 jobs. In fact, as a percent of total employment, Wisconsin employs the second highest number of manufacturing workers in the United States.

Manufacturers are the engine that drives the Wisconsin economy. Manufacturing creates economic growth that ripples through our economy, fostering job growth in other sectors of our state's economy.

We have a reason to be proud of our manufacturing successes. But our children have been less-than-interested in working in manufacturing and we need to turn that around. Our children need to come home to manufacturing if Wisconsin is to thrive.

“Our children need to come home to manufacturing if Wisconsin is to thrive.”

In May, Wisconsin will celebrate **May is Manufacturing Month**.

The program will put the spotlight on the state's diverse manufacturing industry. We encourage Wisconsin manufacturers, chambers of commerce and schools to get involved in this program and help us promote manufacturing as a career choice. For more information about May is Manufacturing Month, visit: www.mayismanufacturingmonth.info.

Wisconsin manufacturers pay the highest wages averaging \$44,447, compared to the average wage of all Wisconsin industries which is \$35,115. Most companies also provide health care and other good benefits.

Manufacturing contributes \$44.6 billion, or 21%, to Wisconsin's gross state product.

Every \$1.00 in manufactured goods generates an additional \$1.43 worth of economic activity -- more than any other economic sector.

In 2006, Wisconsin exported \$17.2 billion in manufactured goods.

(Continued on page 8 - Children)

MSSC AND THE K-12 SYSTEM DEVELOP ACTION PLANS

The Watertown Education Service Center on January 19, 2007 thirteen individuals from around the state participated in the first MSSC K-12 Planning Session. Dale Dulberger, MSSC Project Director, gave an overview of the MSSC training and certification system. Cyndy Sandberg, Maggie O'Brian-Kern, Mike Grady and Doug Baisley shared their experiences using the MSSC textbook with high school students. Joyce Christee updated the group on plans for revamping the Manufacturing Youth Apprenticeship programs.

The result of the group's work from brainstorming and identifying an action plan focused on three major initiatives: Staff Development, Curriculum and Marketing. Specific ideas that have a high priority include the following:

- MSSC Training for high school teachers, package it with tours etc. and an opportunity for teacher to get

certified.

- Align MSSC and Youth Apprenticeship manufacturing programs.
- Link to Tech Ed Standards and academic standards (Textbook)
- Create a Pathways program where students can get dual credit.
- Do curriculum mapping.
- Create a DVD / website to easily deliver what MSSC is for teachers and students.



Photo: Joyce Christee, Youth Apprenticeship Director;

Thanks to the following individuals for their participation and expertise, MSSC and the K-12 system have identified significant projects to help upgrade manufacturing skills and promote manufacturing careers in the

(Continued on page 11 - Action Plans)

MANUFACTURING YOUTH APPRENTICESHIP SHOWCASED AT BRIGGS AND STRATTON, LLC/TREK BICYCLE

Partnerships between business and education sometimes are born out of ideas when both are struggling with a problem. In 1996 the Watertown Unified School District was looking for options for its at-risk student population. They were invited to a Jefferson County Human Resource Managers Association meeting where business expressed their concern about the quality of the labor pool. Watertown had an extensive work-based program for its students which removed them from the high school setting and placed them in the adult world of work and had been successful in many cases. *An idea started to form as to whether Watertown could expand this concept and place the students full-time at a business site to receive their education. The idea was called work and learn.*

At the next meeting of the resource managers association, a presentation was given on Education for Employment and how it had evolved into school-to-work. The various components were explained and the types of programs that were available. At the end of the meeting, High School Principal, Kathy Wagner pitched the idea of her work-and-learn program and asked whether anyone in the audience was willing to explore this concept further. Dawn Tabat, Vice-President of Human Resources Generac Corporation Jefferson facility, and Debbie Cunningham, the company's Human Resources Manager, expressed a willingness to work with Watertown. Cyndy Sandberg, School-to-Work Coordinator and Wagner visited the company who was new to the county the next week.



Manufacturing Youth Apprenticeship at Briggs and Stratton

“Partnerships between business and education sometimes are born out of ideas when both are struggling with a problem.”

Within six months students were selected, the initial curriculum was written and the program was started with 10 students. Since that time Generac has changed hands, production has ebbed and flowed, but the program has survived and expanded. The program is now 11 years old and continuing to graduate students. Students come from the school districts of Watertown, Waterloo, Fort Atkinson, Jefferson, Johnson Creek and Lake Mills. Briggs and Stratton Power Products LLC in Jefferson, TREK Bicycle in Waterloo, OI Industries in Fort Atkinson and OI Packaging in Oconomowoc are the industry sites utilized by the program.

The program has used the Manufactur-



ing Production Technician Youth Apprenticeship curriculum since its inception. **(Last year the program started to use the MSSC textbook because of its relevance to the manufacturing industry.)** It is a goal of the program to have the students test for the national certification because they are immersed in the industry for both their education and training.

(Continued on page 13 - Showcase)

MSSC INSTRUCTOR CERTIFICATION WORKSHOP FOR TECHNICAL COLLEGE FACULTY

On January 11, 2007, nineteen faculty from four technical colleges participated in a one-day workshop to prepare for the MSSC assessments. The training was facilitated by MATC instructor, Jeff Szymanski. Jeff is a certified instructor and has taught at MATC for the past nineteen years. He is a journeyman tool and die maker and has a Bachelor's degree from UW-Stout in Vocational Education. In addition, he has worked as an on-site instructor; providing training for employees at Harley-Davidson and other Milwaukee area manufactures. Jeff has also developed curriculum for the state apprenticeship programs and for the Precision Metal-forming Association of



Wisconsin.

Faculty who attended this workshop found the tips on test taking strategies to be particularly helpful; they also appreciated the information on how to deal with the computer simulation. Other comments from the faculty included the usefulness of the binder, the insight from the practice test, hearing questions from the other faculty, discussions and insight from the facilitator. This workshop was an important step to involving technical college faculty in the statewide MSSC activities according to Dale Dulberger, Project Director. "The workshop

(Continued on page 9 - Faculty)



Top: Faculty member takes module exam; left and above: Technical College faculty study curriculum January 11, 2007 Instructor Certification Workshop.

Wisconsin MSSC Labor News

WI MSSC Initiative has formed a labor committee to develop strategy and plans to promote MSSC skill certification in the state. Committee members: Mike Balistreri, MCLC; Jose Busio, WI AFL-CIO; and Eric Parker and Joe Nicosia, Wisconsin Regional Training Partnership. This committee will be meeting to formulate a statewide campaign for Labor. WISPASS staff has recently met with IAM District 10 staff and made a presentation to IAM District 10 Council on February 8th. Twenty-five union delegates representing 10,000 workers in the southeast Wisconsin expressed support and interest in MSSC efforts. To join our labor committee, please call WI MSSC at 414-297-7296.

Milwaukee County Labor Council Article on MSSC Efforts

In the December issue of the *Labor Press*, MCLC showcased the WI MSSC initiative and staff members. Go to the MCLC website: www.milwaukeeelabor.org/in_the_news/labor_press/ to view this article.

STATEWIDE CURRICULUM TEAM MOVES - MEETING OF THE MINDS JANUARY 4TH AND MARCH 2ND MEETINGS

Though it is never easy to develop curriculum and even more difficult to do so while attempting to meet the needs of the entire Wisconsin Technical College System the Milwaukee Area Technical College instructors in partnership with technical college faculty across the state are well on their way in doing so. On January 4, 2007 and again on March 2nd the WisPASS/MSSC curriculum development team gathered together at Moraine Park Technical College and again at Lakeshore Technical College to pursue to a trained response developed by Jeff Szymanski and Dale Howser, technical instructors at MATC. During these two meetings, the technical instructors broke into groups and asked to reflect and dig deep into their years of experience and brainstorm potential learning activities for each module that could be included into a statewide template of suggested activities addressing the Manufacturers Skill Standards Council instruction. Many excellent suggestions were made and are being incorporated into the curriculum project. Britt Hall from WCTC provided some important comments and recommendations to adopt a similar training response that was developed for Lean Manufacturing Green Belt training. Everyone agreed that this would be an excellent model to follow and work on. At the March 2nd meetings, lesson plan templates were distributed to all participants. Faculty was given the charge to detail concrete activities for each content area. The curriculum team discussed progress we have made and discussed more specific learning plans and activities that we would incorporate into the training response. This meeting was very productive and helped provide additional detail to this curriculum project. In addition, Debra Richards, a MATC steamfitter instructor has added her expertise on the safety module. Lee Binz, quality and engineering instructor from Fox Valley Technical College will be adding below the line detail for the quality module. The



March 2nd Curriculum Team, *Front Row, l-r*: John Russell, Jeff Szymanski, Herb Centeno, Mona Schroeder-Beers, Chuck Brendel; *(Back row, l-r)* Frank Grbacich, Robert Novak, Jalal Nurrudin, Glen Thielke, John Horvath, and Mike Benoit.

curriculum team plans to meet later this spring to finalize the training response.

The following are some of the recommendation made by the curriculum development team members:

- Implementing interactive online learning simulation activities.
- Hands on activities aligned with Wisconsin Learning Objects.
- Address above the line and below the line curriculum in learning plans.
- Assessment test guidelines, tips, and strategy.

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(Continued from page 1 - Milwaukee 7)

retiring. Mr. Reddy made note that the approximate 3 million jobs lost within a five to six year span was predominately unskilled labor and that MSSC foundational skills approach addresses the need for having a workforce with academic and employability skills.

Before passing the baton to Jim McCaslin, Mr. Reddy spoke of Toyota building a new plant and looking to hire 2,000 employees. He said, "They got 100,000 resumes and to date have only hired 1,400 people due to the lack of academic and employability skills."

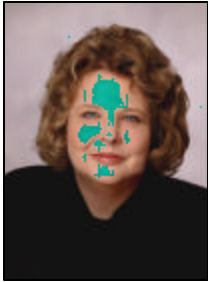
Jim McCaslin, mentioned that the value proposition of the MSSC foundational skills is just one answer. He added, "In fact, it's something similar to a 4-year degree because as an employer you know that they have the ability to learn and adjust to different subjects. For an hourly worker the certification test does the same, and I think it's a real value for an employer. This is only part of the solution because you can't get to the higher level skills if you don't have the basic foundational skills."

Mr. McCaslin spoke of former Governor Engler of

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MILWAUKEE VIRTUAL WIRED INITIATIVE: PART I

BY EMILY DEROCO, ASSISTANT SECRETARY, DOL



November 20, 2006
Milwaukee, WI

The following is Part I in a two part article from a speech made on November 20, 2006 by Emily DeRocco, Assistant Secretary of the Department of Labor.

Good afternoon. It is a pleasure to be here today in the Greater Milwaukee region. I am excited to see so many of the region's leaders participating in this important event and planning your economic future.

Milwaukee, like so many areas in the Upper Midwest, was a region built on an industrial base. For many decades, manufacturing, machining, and foundries provided a stable, secure living and defined this region's way of life. But, as with most legacy industries, the workforce is shrinking as new technologies and increased competition challenge the traditional model.

Southeast Wisconsin and the entire Great Lakes area is now seeking to transform their economy, moving to advanced manufacturing industries where America re-

“Rather than engage in this competition for low wage jobs, we must seek to attract, and create, the highest skilled, highest paid jobs in the global economy.”

tains a competitive advantage while also seeking new industries, ones that will provide a substantial number of jobs and offer wages that will allow its people to compete and prosper in today's economic climate. To achieve this transformation, we must create the conditions and the environment that attract growing industries to the region and the state. That starts by understanding the framework of the world economy.

Globalization has brought many new countries, representing nearly half the world's population, into the economy. Some of these countries are in a race to the bottom, competing fiercely to steal the lowest skilled, lowest paid jobs in the world for their citizens. As every country, state, and region is now learning, there will always be someone in the world who is willing to perform low skill jobs for less money. Rather than engage in this competition for low wage jobs, we must seek to attract, and create, the highest skilled, highest paid jobs in the global economy.

Of course, there are competitors for these jobs as well. Western Europe has been characterized as economically stagnant. While there is some truth to this, there is also tremendous strength in these countries. Germany is still the world's largest exporter of goods, in no small measure because of their engineering prowess. And the U.K. trails only the United States in delivering services to the world. Even France now recognizes that the majority of

(Continued on page 12 - WIRED)

MATC Student Advocates for MSSC

The MSSC certification expresses the importance of constantly striving to improve quality of what is being produced. As a student enrolled in the CNC setup and operations courses at MATC is easy to understand the importance of this certification. It validates to employers an individual's technical and academic skills. The knowledge of safety awareness is also accredited in this certification and that is very important in the trades. It also shows employers realize with the MSSC certification that these individuals have the knowledge of maintenance awareness. I owned and operated my own construction company for over 10 years and as a business owner these things matter. If a person is certified then I know that he understands the importance of safety, proficiency, and the importance of performing a job in a professional manor. Yes you are able to hire the guy down the street to do the job, but how many times will you be paying for that same job? If something seems like it is too good to be true – more often than not it isn't. Remember you get what you pay for. If you are certified you have passed the tests that are recognized in the trades proving to customers, bosses and companies that you have the knowledge to perform a professional job. The MSSC certification could really sets you on top when applying for a good paying job.

*Avalt Tohm
Business owner and
MATC Tool and Die Student*

\$2 MILLION FEDERAL GRANT SUPPORTS MATC CAPACITY BUILDING EFFORTS

“SUPPORT FOR EXPANDING SKILL CERTIFICATION EFFORTS”

MILWAUKEE (Dec. 19, 2006) – Innovative workforce development is the goal of a \$2 million federal grant to Milwaukee Area Technical College. Awarded by the US Department of Labor, Employment and Training Administration, the money will support the training of more than 2,000 new manufacturing workers in the next three years. Twenty-seven employers, educational institutions and community organizations supported the grant proposal and now will be recruited as active partners in the project.

As a first step, new educational infrastructures will be developed to strengthen the technical curriculum starting at the K-12 level. A career coaching system for high school students will be designed and proposed for implementation. Companies will be asked to help design the training vehicles and make a commitment to hire successful trainees. Candidates will be referred from the workforce development system. Part of the DOL grant will be used to develop the curriculum at the new Center for Energy Conservation and Advanced Manufacturing at the Oak Creek Campus.



Dr. Darnell Cole,
President, MATC.

“Continuing to reinvigorate technical training at the high school level will be a key part of this project,” said Darnell E. Cole, MATC president. “But community-based partners also will play a big role in that they will refer candidates to us. Finally, employers themselves will need to get actively involved and stay actively involved. For this to work, it has to be a seamless continuum. Recruits not only must be able to see light at the end of the tunnel. They have to know that a job awaits them

there.”

Cole termed the grant “a major step toward redeveloping our skilled labor force. We look forward to working with all the partners, employers especially.” He said a search is under way outside the college for a project manager with solid ties to the business community, education and government. Cole thanked Congresswoman Gwen Moore and Milwaukee Mayor Tom Barrett for championing MATC’s application. “We could not have gotten this grant without them, because the competition was intense,” he said.

The 27 organizations that supported the grant range from employment agencies to major manufacturers. Some key backers: Bucyrus International, Inc.; Eaton Corporation; Johnson Controls, Inc.; the Greater Milwaukee Committee; Ladish Co., Inc.; Milwaukee County Labor Council; Milwaukee Job Service Veterans Office; National Technologies, Inc.; Oldenburg Metal Tech Inc.; P&H Mining Equipment; Milwaukee Public Schools; the Milwaukee Metropolitan Association of Commerce; Milwaukee School of Engineering; the Manufacturing Skills Standards Council; the Private Industry Council of Milwaukee County; Rexnord Industries, LLC.; Rockwell Automation; UMOS, the University of Wisconsin-Stout; We Energies; and Wisconsin Department of Workforce Development.

According to the U.S. Bureau of Labor Statistics, **employment growth and replacement needs will create nearly 56 million job openings nationally in the manufacturing industry by 2012. Milwaukee by then is expected to lose 88 percent of its production manufacturing workers due to retirements.** For more information contact on the WIS-TEC grant, contact Duane Schultz, Associate Dean at 297-7807.

MSSC: A Well-Timed Message for the Wisconsin Youth Apprenticeship System

On November 30, 2006 Dale Dulberger, WI MSSC Project Director and Mona Schroeder-Beers, WI MSSC K12 Specialist shared information on MSSC with over 60 statewide Youth Apprenticeship Coordinators at the Wilderness Conference Center in Wisconsin Dells. A lively dialogue continued after the presentation with supportive comments and suggestions to assist in aligning the MSSC standards with other initiatives that are happening within the K-12 system. More specifically, Joyce Christee, Department of Workforce Development, has plans to revised and update the Manufacturing Youth Apprenticeship competencies within the coming year. MSSC will be a structure for the creation and alignment of the new competencies. Other suggestions included professional development, marketing of manufacturing careers, and the creation of a task force to develop more specific recommendations. (See article on page 2)

WisPASS is funded by a U.S. Department of Labor grant and administered by Milwaukee Area Technical College.



WisPASS Director
Dale Dulberger
Phone: 414-297-7296
Email: dulbergd@matc.edu

Coordinator, Career Coach
Mona Schroeder-Beers
Phone: 414-297-8488
Email: schroeml@matc.edu

Project Coordinator
Herb Centeno
Phone: 414-297-6664
Email: centenoh@matc.edu

Administrative Assistant
Shawntel Shands
Phone: 414-297-8267
Email: shandss@matc.edu

All submissions should be in Microsoft

WisPASS on the web:
www.matc.edu/wispass

WisPASS

700 West State Street
Milwaukee, WI, 53233

Office (414) 297-7296

Fax (414) 297-6711



Leo Reddy meets with Wispass staff (Left to right) Herb Centeno, Leo Reddy, Mona Schroeder-Beers, and Dale Dulberger

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Manufacturers are good corporate citizens, and help keep our communities strong and that means better jobs and brighter futures for our families.

If Wisconsin is going to continue to lead the nation and maintain its competitive edge in the global marketplace, we must do a better job promoting manufacturing as a career choice for our youth.

Wisconsin manufacturers face a looming crisis. Highly trained manufacturing professionals are in demand. The Wisconsin Department of Workforce Development reports that Wisconsin manufacturers will have 7,620 job openings each year through 2014.

Despite the number of available jobs and the fact that manufacturing jobs are highly skilled and well paid, many manufacturers are finding it hard to attract young workers to the industry. Wisconsin manufacturers have jobs to fill but not enough people to fill them.

The problem is young people have an outdated image of manufacturing. Young adults do not realize that dynamic, cutting-edge technology has transformed manufacturing in ways that are hard to imagine if you haven't visited a factory lately. Today's modern manufacturing plant is filled with a broad range of jobs for students who have finished high school and wish to follow a technical career path or four-year degree.

The future of manufacturing depends on overturning stereotypes so that a new generation can be introduced to the outstanding 21st century career opportunities it offers. The reality is, whatever it is young

people are passionate about, whether it's computers or airplanes, motorcycles, or fire trucks, sports or even art, they can find a great career and fulfill their dreams in manufacturing.

We need to make a commitment to doing a better job educating students and their parents about the new reality of manufacturing providing high-paying, challenging, and interesting careers in technologically advanced environments that are creating new and exciting innovations.

Companies such as OEM Fabricators, Inc. of Woodville, Greenheck Fan of Schofield, and Signicast Corporation of Hartford are just a few of the companies that are paving the way and are committed to educating parents, students and high school counselors about opportunities in manufacturing. And, Project Lead the Way, is a program designed to prepare middle and high school students for careers in the technical, high wage sector of engineering. Wisconsin should be proud of its manufacturing heritage. After all, manufacturers are responsible for almost two-thirds of all private sector research and development, which ultimately benefits other manufacturing and non-manufacturing activities. And, manufacturing productivity continues to outpace gains in the nation and the world as manufacturers adapt their business to utilize new technology and compete in a global economy.

Jim Haney is president of Wisconsin Manufacturers & Commerce, representing 4,000 Wisconsin businesses employing 500,000 workers.

(Continued from page 4 - Faculty)

helped prepare tech college faculty to take the MSSC online assessments and give them an important insight for what they needed to study and prepare to pass the rigorous test.”

On May 30, 2007 a second MSSC Instructor Certification workshop will be held at Northcentral Technical College in Wausau. This certification workshop is open to faculty from the Technical College System, K-12 System, and University System who would like to align themselves to get the MSSC credentials.

We'd like to recognize the following faculty who participated in the first MSSC workshop:

Mitch Anderson – Milwaukee Area Technical College
 Chuck Bleau – Milwaukee Area Technical College
 David Counard – Milwaukee Area Technical College
 Frank Grbavcich–Northeast Wisconsin Technical College
 Britt Hall – Waukesha County Technical College
 Tom Heraly – Milwaukee Area Technical College
 Greg Holther – Milwaukee Area Technical College
 Ron Hornik – Milwaukee Area Technical College
 Dale Howser - Milwaukee Area Technical College
 Mark Koehler – Milwaukee Area Technical College
 Brenda Kujawski – Waukesha County Technical College
 Bert Maykak – Mid State Technical College
 Robert Quesada – Milwaukee Area Technical College
 Deb Richards – Milwaukee Area Technical College
 Tom Roberts – Milwaukee Area Technical College
 Mitch Schuttke – Milwaukee Area Technical College
 David Simonson – Milwaukee Area Technical College
 David Stennett – Milwaukee Area Technical College
 Pat Yunke – Milwaukee Area Technical College.

CONGRATULATIONS

We would also like to recognize and congratulate the following faculty who have taken and passed all four MSSC assessments and have obtained the status of MSSC certified Production Technician. Congratulations.

Milwaukee Area Technical College

- Jalal Nuruddin
- Jeff Szymanski
- Mitch Schuttke
- David Simonson
- Dale Howser

Gateway Technical College

- Mike Benoit
- Lou Noto
- John Nelson
- Robert Hoff

Northeast Wisconsin Technical College

- Frank Grbavcich

Fox Valley Technical College

- Lee Binz



Left to right: Jim Mackey, WTCS, Deb Davidson, Gateway Technical College, Dale Dulberger, WISPASS, Leo Reddy, CEO MSSC, Judith Huffman, Senator Kohl's Office, and Brian Albrecht, President Gateway Tech at Gateway Technical College—Leo Reddy Tour, Feb. 22nd.

(Continued from page 1 - Project Director)

Corporate Wisconsin Magazine. The statewide activities also have been expanded by a presentation at the November 30th Youth Apprenticeship Conference at the Wisconsin Dells. This meeting was attended by 60 school-to-work activists who all expressed a lot of interest and excitement for the MSSC effort working with K12 schools. According to Leo Reddy, CEO from MSSC, “employers across the country are still requesting the national MSSC effort try to do more work helping build awareness and interest of manufacturing careers to students in the K12 arena.

The most recent flurry of activities was capped off by six additional Wisconsin technical colleges (Lakeshore, Western, Fox Valley, Southwest, Blackhawk, and Nicolet Technical College) joining the statewide MSSC initiative.

The Wisconsin MSSC Initiative continues to move ahead to help the partner tech colleges set up their assessment and training infrastructure. The project hosted a ground breaking meeting of the MSSC K12 Consortium with thirteen representatives and K12 technology educators at the Watertown School District in Watertown Wisconsin (see enclosed article). This meeting was the first step for K12 educators to discuss action strategies to promote MSSC skill certification for K12 students statewide. We

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are planning to set up a K12 professional development program to certify instructors, along with the Youth Apprenticeship initiative to link MSSC skill standards to new curricula reform for the Youth apprenticeship curriculum. Other activities are planned to drive expand interest in manufacturing careers statewide. The Wisconsin MSSC Initiative hosted two curricula work sessions, one January 4th at Fox Valley Technical College, and a second on March 2nd at Lakeshore Technical College. These meets reviewed curriculum and training resources that are being developed for the Fast Track Wisconsin MSSC training response. We anticipate completion of the training curriculum by June 2, 2007.

The project hosted its expanded Director's Council meeting on January 9th at MATC. The project welcomed new business representatives to the council, George Finco, training Director from Rexnord/Falk Corporation as well as Sheryl Billups, DWD staff, James Mackey, Director of Manufacturing Education from WTCS, and Richard Path, from UW Madison School of Engineering. In addition, but not attending are new member from Joe Nicosia, from Wisconsin Regional Training Partnership, and Chad Lewis from Chad Lewis from Domtar Industries in Wisconsin Rapids.

Other priorities for this effort include: doing outreach with companies, trade associations and unions; building a partnership with the Workforce Investment System; developing an online pre-assessment tool with the Department of Workforce Development, and linking this effort to marketing an aggressive campaign to marketing manufacturing careers. At our upcoming meetings we hope to showcase our new website, as well as new marketing literature.

We are confident that the Wisconsin MSSC initiative will be an important statewide initiative to upgrade the skills for manufacturing workers and a catalyst to market the manufacturing careers. WisPass is also continuing to work with state and national efforts to secure additional funding to expand the MSSC efforts.

In this, the sixth issue of the Wisconsin MSSC News we will be showcasing the events and activities around the skill certification efforts across the state. Articles will include: a presentation by Jim McCaslin and Leo Reddy at M7; Emily DeRocco, Department of Labor Assistant Secretary Speaks on Regional Economic Development Strategies; the January 11th Instructor Certi-

fication Workshop at MATC; the Project Second Chance program at Briggs and Stratton Corporation; and an article on celebrating May is Manufacturing Month in Wisconsin by Jim Haney, CEO Wisconsin Manufacturing and Commerce Association.

Our state and region is faced with a severe labor and skill shortage and businesses cannot expand and grow without skilled labor. **According to John Engler, President of NAM, "40% of the entire technical skilled workforce will be retirement age in five years."** While shortages are severe now in selected occupations, economists estimate that it will get much worse, according to Terry Ludeman, former DWD economist. We believe the MSSC Skill Certification initiative can be an important tool that employers can use to upgrade the skills of their existing workforces and our efforts will directly support skill development to promote high performance manufacturing. Bringing together business, labor, and community leaders in meetings helps build the important strategic partnership we need to help us achieve MSSC's ambitious goal of certifying 40% or 120,000 of the manufacturing workforce in the country in the next 10 years.

For more information on the Wisconsin MSSC Initiative please go to our website: www.matc.edu/wispass or call our project office at 414-297-7296 or email dulbergd@matc.edu.

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- Establish a minimum pre-assessment cut score that would determine whether participants should proceed directly to the assessment or require further instruction.
- Provide different company forms covering all modules.
- Familiarize students with terminology used by MSSC.
- Balance knowledge content with successfully completing the assessment.
- Package the training response to look like the Six Sigma Green Belt curriculum previously developed for the WTCS.
- Incorporate detailed lesson plan activities and other resource information into the WIDS curriculum templates.
- Add learning objectives into the curricula documents, and
- Set appropriate cut scores and review and validate pre-

(Continued on page 12 - Curriculum)

(Continued from page 5 - Milwaukee 7)



Photo, l-r: Jim McCaslin, President and COO, Harley-Davidson Motor Company; Leo Reddy, CEO, MSSC; John Stilp, Vice-President, MATC; Steve Smith, Milwaukee Journal Sentinel; City of Milwaukee Mayor Tom Barrett.

Michigan and now current president of NAM, also sees the need for foundational skills throughout the U.S. and as a result has endorsed the MSSC Skill Standards.

“This type of worker increases a company’s productivity and innovation because they have the ability to go beyond what we have now. As an industry to have these workers is an incentive for more employers to come to the Milwaukee area. At Harley Davidson we are very supportive of online training. Part of the problem that production workers have is that they may have the knowledge but it’s in the plant they’re currently in. And, terminology changes from plant to plant resulting in no consistency and that’s a problem moving forward. Production workers may have the language but not the language that the test is in. They need to know the language and part of the training is understanding the terminology so that they can prove they have the knowledge.”

Mr. McCaslin also mentioned that on October 11th Governor Doyle endorsed that 40% of the Wisconsin manufacturing workforce that’s approximately 140,000 workers would be certified by 2016. He concluded in saying, “How can we do that? Well, state employers need to step up, get together and buy into the MSSC certification. Tuition reimbursement and other incentives are those kinds of things we need to do statewide. Industry and state agencies need to get together to make this happen. Well, that’s my story and I’m sticking to it.”

(Continued from page 2 - Action Plans)

Wisconsin K-12 system.

- | | |
|----------------------|-------------------------------------|
| Doug Baisley | CESA #1 Second Chance |
| Mike Berry | Northcentral Technical College |
| Joyce Christee | Department of Workforce Development |
| Dale Dulberger | Milwaukee Area Technical College |
| Clint Geissler | Badger High School |
| Mike Grady | Second Chance Partners For Ed. |
| Diane Kraus | Dane County School Consortium |
| Joe Nied | Hartford Unified High School |
| Maggie O'Brian-Kern | Briggs & Stratton Power Products |
| Cyndy Sandberg | Watertown/Jefferson County |
| Kevin Schenk | Pulaski High School |
| Mona Schroeder-Beers | Milwaukee Area Technical College |
| Mark Spoerk | Bradley Tech |



K-12 Consortium Members l-r: Doug Basley, Mike Grady, Joyce Christee, Cyndy Sandbury, Mona Schroeder-Beers, Kevin Schenk, and Clint Geisler.

(Continued from page 10 - Curriculum)
assessment tool

The following representatives of curriculum team attended the one or both of the two recent meetings.

At the meeting:

Bert Maytek, Mid-State Technical College
Lee Binz, Fox Valley Technical College
David Wuestenberg, Fox Valley Technical College
Tom Roehl, Fox Valley Technical College
Steve Power, Lakeshore Technical College
Gary Retzak Lakeshore Technical College
Ted Hetzer, Lakeshore Technical College
Mike Benoit, Gateway Technical College
John Horvath, Moraine Park Technical College
Chuck Brendel, Moraine Park Technical College
Glen Thielke, Moraine Park Technical College
Jon Russell, Northeast Technical College
Frank Grbavcich, Northeast Technical College
Bob Novak, Northeast Technical College
Greg Holther, Milwaukee Area Technical College
Jeff Szymanski, Milwaukee Area Technical College
Jalal Nurrudin, Milwaukee Area Technical College
Dan Flatten, Chippewa Valley Technical College
Mona Schroeder-Beers, Milwaukee Area Technical College
Herb Centeno, Milwaukee Area Technical College
Dale Dulberger, Milwaukee Area Technical College
Britt Hall, Waukesha County Technical College
Olga Rammer, Waukesha County Technical College.

Both meetings were helpful giving additional feedback and detail for the training response and the project expects to complete the curriculum effort by June 1, 2007. To view a draft copy of the WI MSSC curricula please go to www.curriculumbank.org (see new projects).



(Continued from page 6 - WIRED)

job growth is found in gazelles, those small businesses at the cutting edge of the economic landscape, and they are moving to change their regulatory climate to encourage the expansion of such companies.

While Europe represents the established competition, the Far East and the Sub-Continent provide the emerging one. Most of us are familiar by now with China and India and the progress they have made. India in particular sees its future not in competition with China for low skill manufacturing, but in competition with the West for services. There are others too. South Korea has the most advanced wireless network in the world, providing access over cell phones to things Americans only dream about right now. And even Japan, awaking after a 15 year slumber, is once again driving the electronics market.

To compete in this world, the United States needs to position itself at the cross-roads of the world's cutting-edge industries, driving the innovations that lead to new products, product features, and services using biotechnology, nanotechnology, and other intersecting industries as yet undiscovered. This is where the high value jobs of tomorrow will be found and where Americans must work to continue improving our standard of living.

Given these economic realities, how can Milwaukee create the conditions and environment to foster success? It starts by understanding that the systems and structures that we built to feed and support our old economy need to transform to meet the demands of today's economy.

For most our history, political boundaries were the defining feature of our economic support structure. Each city, county, and municipality had an economic development organization, a workforce development organization, a chamber of commerce, and other similar organizations and institutions with which we are all familiar. The groups often were in direct competition with each, luring smokestacks from Milwaukee to Racine and the like. But in an era of global competition, many former competitors now share a common economic fate because economies are no longer defined by cities or counties, but by regions.

As the geographic area of economic development organizations has evolved, so too have the levers to promote economic growth. For most of its existence, economic development has been synonymous with infra-

(Continued on page 13)

(Continued from page 12 - WIRED)

structure development like buildings and roads and incentives like tax rebates and credits. Now, the definition of infrastructure has expanded to broadband access, wireless networks, and other technology advances needed to support today's businesses and encourage innovation.

But the greatest change to economic development is the priority placed on a skilled workforce. Every year, Area Development magazine, one of the country's leading economic development journals, conducts a survey on the factors businesses consider when determining site selection. Just five years ago, the availability of skilled labor was in the middle of pack. Today, it is the number one most critical element companies consider.

This places talent development at the heart of any region's economic strategy. It requires us to evaluate the structures we have built to support talent development and to transform those structures to meet the demands of an evolving economy. That, of course, starts with education.

Modern, innovative companies require workers with highly specialized skills; skills that can only be obtained only through a quality education. Not that long ago, a high school education virtually guaranteed a job good enough to finance a home, raise a family, and save for retirement. This is no longer the case. **In today's economy, 90 percent of the fastest growing jobs and 63 percent of all new jobs will require a post secondary education.**

A closer look at the numbers reveals that three-quarters of those fastest growing jobs require not just post-secondary education, but a college degree. And two-thirds of the high-wage, high-growth jobs will require a full Bachelor's Degree. These statistics are a sea change compared to the requirements nearly a generation ago, when post-secondary education was a luxury. Today, it is a necessity.

Through globalization, the substance of what we are required to learn has changed, too. Countries whose students perform well in math and science see the fruits of that labor in terms of stronger economic growth, which is why so much emphasis is now placed on the STEM skills – skills in Science, Technology, Engineering, and Mathematics. Much of President Bush's Competitiveness Agenda focuses on the development of skills in math and science in our K-12 school systems. Without this foundation, students cannot advance into the engineering and technology fields that are defining our innovation economy.

While this clearly impacts the younger generation as they look to build their future, it also affects the current workforce. Many workers across the region were trained for jobs or industries that have transformed. The skills they learned are no longer in demand in today's economy.

It is this group that the Labor Department has traditionally served through the \$10 billion workforce investment system. This system was created back in 1933 as one of the many New Deal programs. It was designed for the cyclical layoffs of the day, where labor was interchangeable and unemployment was temporary. Even as this system added a job training component, it was still focused on short-term training – all that was required at the time.

For this system to be an asset in today's economy, it must transform into more of an education broker. The primary mission should be to assist workers in accessing and obtaining the education and skills required to find a job and build a career in today's economy. This requires understanding the regional economy and labor market and working with the education providers, particularly community colleges and local universities, to design courses that meet the needs of regional employers.

Each of these systems – education, economic development, and workforce development – must transform if they are to meet the needs of their customers– the citizens of their region and state. But this transformation cannot happen only within their traditional silos. Part of the transformation process means breaking those silos down and working across programs to design an integrated system with one overarching goal – talent development. Because it is talent, and the ability to continually attract and create talent, that drives economic growth in regions, states, and our nation as a whole. *End of Part I.*

(Continued from page 3 - Showcase)

The rewards of having this program for the students of Jefferson County is seeing our graduates in manufacturing jobs and supervisory positions as well as being graduates from adult apprenticeship programs and further education. Students who would probably not have graduated from high school are graduating not only with a diploma but a Manufacturing Production Technician Skills Certificate and the next step will be the national MSSC certification.

For further information on this program contact Cyndy Sandberg at sandbergc@charter.net or 920-210-1129.

WISCONSIN MSSC DIRECTORS COUNCIL

*Joe Nicosia
Labor Representative
WI Regional Training Partnership

Larry Casper
Assistant Dean – Engineering
UW-Madison

Deborah Davidson
Executive Director – Advance Technology Ctr.
Gateway Technical College

Tim Elverman
Consultant
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*James Mackey
Education Director
WI Tech College Systems

Duane Schultz
Associate Dean – Technical and Applied Sciences
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Maintenance Manager
Domtar Industries

*Dave Wilson
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Private Industry Council

*Sheryl Billups
Consultant
DWD/DWS – Office of Economic Initiatives

*George Finco
Training Director
Rexnord Gear Group (Falk)

Brent Kindred
Consultant – Technology and Pre-Engineering
State of Wisconsin – Dept. of Public Instruction

Franklin J. Rath
Faculty Associate
UW-Madison

Mona Schroeder-Beers
Coordinator – WisPASS- K-12/Tech. Prep.
Milwaukee Area Technical College

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 920-693-1178



WisPASS / MSSC
 Project Office
 414-297-7296



Wisconsin Learning Center
 Workforce & Economic
 Development
 715-422-5430



Applied Mfg.
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 920-924-6371



Center for Business and
 Community Education
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Wisconsin Performance and Assessment of Skill Standards - An important initiative for Wisconsin Manufacturers, Unions, and Employees. For more information go to our website: www.matc.edu/wispass or call one of the above service providers.