

WISCONSIN



NEWS

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

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Upcoming Events

November 30 - Youth Apprenticeship Conference – Wisconsin Dells

December 1 - Curriculum Committee Meeting, Moraine Park Technical College, Fond du Lac Campus, 9am-1pm

January 9, 2007 (tentative) - WisPASS Director Council Meeting, MATC Milwaukee Campus

February 22, 2007 - Leo Reddy Visit - Gateway Technical College



A Department of Labor funded Project

NAM ENDORSES MSSC PRODUCTION TECHNICIAN CERTIFICATION SYSTEM JIM MCCASLIN LEADS NATIONAL PRESS CONFERENCE



Governor John Engler

At the National Press Club on September 25th, John Engler, President of the National Association of Manufacturers and former Governor of Michigan, endorsed MSSC's training, assessment and certification system for all production workers. **"This is a breakthrough with great implications for the future of manufacturing in the United States,"** Engler said. "Introduction of this certification program underscores growing recogni-

tion that America must do a better job of training and educating our workforce to remain competitive in the global economy."

Governor Engler noted that MSSC's "federally recognized skill standards remain the most authoritative and comprehensive definition of the skills and knowledge sought by the nation's leading manufacturers. Using those standards as its foundation, the MSSC has since developed a comprehensive training, assessment and credentialing system for production workers up to the level of

(Continued on page 3 - NAM Endorsement)

PROJECT DIRECTOR'S COLUMN

DALE DULBERGER, MSSC PROJECT DIRECTOR



Dale Dulberger,
Project Director

This fall the Wisconsin MSSC Initiative continues to build excitement for the manufacturing skill certification efforts throughout the state. Activities include a speech by Jim McCaslin, President of Harley-Davidson Motor Company at the Council on Workforce Investment in Pewaukee on September 22nd, and a speaking tour by Leo Reddy, CEO of MSSC Council in three cities attended by 190 business and community leaders on October 26th and 27th, and a Train the Trainer session attended by 25 technical college and K12 educators on October

20th in Stevens Point. These activities created an awareness of the skill certification effort to the business and community leaders across the state. The statewide activities also have been boosted by a national press conference by the National Association of Manufacturers, and other major unions and corporations on September 25th which has encouraged its manufacturing organizations and other businesses and unions to support this national

(Continued on page 8 - Project Director)

GOVERNOR'S COUNCIL ON WORKFORCE INVESTMENT ENDORSES MSSC SYSTEM AND COMMIT FUNDS TO STATEWIDE IMPLEMENTATION

**SHERYL BILLUPS, DWD/DIVISION OF WORKFORCE SOLUTIONS
OFFICE OF ECONOMIC INITIATIVES**

The Department of Workforce Development (DWD) will provide \$250,000 in Workforce Investment Act (WIA) funds to help implement Manufacturing Skills Standards Council (MSSC) Certification in Wisconsin. The new funding is part of Governor Jim Doyle's "Jobs for the Future" Initiative, announced on October 11th. His announcement builds on the Governor's Council on Workforce Investment (CWI) commitment of \$100,000 to link the workforce development system to MSSC statewide implementation efforts. Governor Doyle's addition of \$150,000 for a total of \$250,000 enables a more expansive effort to build workforce development system capacity and to assist current and future workers to obtain the MSSC-related assessment, training and certification needed to succeed in Wisconsin's advanced manufacturing workplace.

While some funding will be used for training and marketing, most funds will be directed to work-

(Continued on page 10 - Endorsement)



Photos: (Clockwise) Jim McCaslin, COO and President, Harley-Davidson Motor Company; Julia Taylor, President, Greater Milwaukee Committee; (l-r) Secretary Gassman, Wisconsin DWD; Sue Gleason, Director, Office of Economic Initiatives, Joel Rogers, Vice-Chair, CWI.

JIM MCCASLIN SPEAKS TO THE GOVERNOR'S CWI COMMITTEE

Jim McCaslin, President and COO of Harley-Davidson Motor Company endorsed the Manufacturing Skill Standards during a presentation at the Governor's Council of Workforce Investment (CWI) committee meeting on September 22nd, 2006 held in Waukesha County.

Mr. McCaslin spoke to fifty business and community leaders who attended this meeting of the national and statewide skill shortage in the manufacturing industry. The following excerpts were part of his presentation:

"Our number one tool that we have is our productivity and innovation. Employers need people that can adapt to innovation and technological change.

In Wisconsin we have an acute shortage of skilled production workers and I believe that it's going to get worse as baby boomers retire. For example, Toyota is building a plant in Arizona and they received 100,000 resumes for 2,000 jobs. They've only filled 1,000 because they can't find the right people that have the appropriate skill sets. I believe that our MSSC approach is the solution. At Harley we are providing tuition reimbursement for those interested in MSSC skill certification. Harley will also give hiring preference to new employees who are MSSC certified.

The purpose of MSSC is to create the *industrial athlete of the future*. These are foundational standards that will not teach someone how to weld or a how to run a

(Continued on page 11 - Jim McCaslin)

SPEECH AT BUSINESS LABOR BREAKFAST OCTOBER 26TH AT MATC'S WEST CAMPUS

DAVE NEWBY, PRESIDENT OF WISCONSIN AFL-CIO, ENDORSES MSSC

You know it is very appropriate for Wisconsin to be one of the first states to have the manufacturing skills program. I hope you realize that Wisconsin has been recognized as a national leader in worker training, especially through the Wisconsin employment partnerships and also through our employment and training programs. **Through these partnerships and our employment and training programs we have been able to develop very strong labor management collaboration in order to perform labor management and high-performance manufacturing. That really has been the key to our success** and our hope is that these efforts are able to be supplemented and intensified through the Manufacturing Skills Certification program. This effort is also important to our nationally acclaimed apprenticeship program.



David Newby

Admittedly, we have some problems with our apprenticeship program particularly in our manufacturing sector. The problem there is that not enough manufacturers are willing to participate in our partnership program nor are they willing to invest in skill training for their workforce. We're hoping the Manufacturing Skills Training program will not only train certified workers but will also stimulate our industrial manufacturing programs that are key to the future of manufacturing in Wisconsin.

There are two recurring popular perceptions about jobs in the industrial center not only in Wisconsin but throughout the country. First, there are no good jobs left in manufacturing and there's no job security. Now it's true that many of the good manufacturing jobs left have been destroyed by disastrous and flawed interna-

tional trade agreements, starting with NAFTA and with trade association capital agreements and so forth. And, that this trade-in policy model has destroyed most of our low skilled manufacturing jobs in the United States, and that millions of jobs have been destroyed as a result of those misguided policies that take into account only the concerns of corporate profits from multinational corporations and not the interests of workers and their families either in the United States or in our trading partner countries. Nevertheless, as Leo Reddy has pointed out Wisconsin is one of the few states that have actually increased the number of manufacturing jobs in the United States. Why is that? I think that fundamentally it's because so much of Wisconsin's high end manufacturing is in the advanced production area. However, this advantage is very fragile because countries like Mexico and China are catching up to our level of sophistication and skill level in manufacturing. That illustrates all the more reason why we need to

(Continued on page 12 - Dave Newby)

(Continued from page 1 - NAM Endorsement)

'MSSC-Certified Production Technician.'

"The MSSC System today provides the tools needed to raise the competencies of millions of production workers in all sectors of manufacturing. We also see this MSSC System as reinforcing the U.S. Department of Labor's "Competencies Model in Advanced Manufacturing," that NAM is actively advocating."

Other Voices at NAM Press Conference

Other speakers at the press conference were *Jim McCaslin*, President & COO of Harley-Davidson and MSSC Board Chair; *Leo Reddy*, MSSC CEO; *John Rauschenberger*, Manager Personnel R&D at Ford and Industry Vice Chair of MSSC Board; *Keith Romig*, Director, International Programs at United Steelworkers and Labor Vice Chair of MSSC Board; and *Congressman Don Manzullo* (R-IL). A few quotes:

According to Mr. McCaslin, "This unique system is

(Continued on page 11 - NAM Endorsement)

MATC KICKS OFF LEO REDDY STATE SPEAKING TOUR

Over 80 people participated in a business and labor partnership breakfast at Milwaukee Area Technical College on Thursday, October 26, 2006. This meeting was the first of three stops by Leo Reddy, CEO of the Manufacturing Skill Standards Council (MSSC) on his statewide tour to promote the MSSC certification. Mr. Reddy said he was glad to be in Wisconsin and was excited that Governor Doyle and the state of Wisconsin is leading the nation by supporting an aggressive effort to certify 40% of the manufacturing workers in the state of Wisconsin by 2016. **According to Mr. Reddy, “this is the most ambitious plan taken up by any state in the country.”** Other attendees from industry and labor included representatives from Bucyrus International, Rexnord Gear, P & H Mining, Manpower, Quad Graphics, Masterlock, Lakeside Manufacturing, and other small and medium-sized businesses. In addition, a number of community, Workforce Investment System offices, and labor leaders attended this partnership breakfast. David Newby, President of the Wisconsin AFL-CIO spoke at the gathering and gave his full support to this effort. **We’re hoping the manufacturing skills training program will not only train certified workers but will also stimulate our industrial manufacturing programs that are so key to the future of manufacturing in Wisconsin.”** (See full text of speech on page 3)

Wispass Project Director, Dale Dulberger, said, “for those of us in the tech college system this is a major paradigm shift. **We can no longer provide just our traditional course offering of diploma and associate degree programs. Industry is demanding short term flexible training that provides employees with credentials and certifications ensuring their workforce have the skills and talents needed to keep our industries competitive in today’s global economy.”** The event was a big success and we are hopeful it will help propel efforts forward in the Milwaukee area.



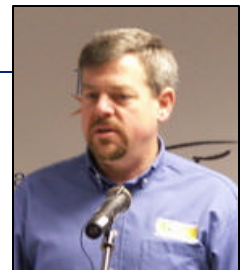
NORTHEAST WISCONSIN TECHNICAL COLLEGE

BY ANN FRANZ, EMPLOYER SERVICES PROJECT MANAGER, NWTC, GREEN BAY

On Friday, October 27th, Mr. Reddy had a whirlwind tour of Wisconsin by being the guest speaker at a labor/business breakfast at NWTC in Green Bay. Sec. Gassman of the Wisconsin Department of Workforce Development introduced Mr. Reddy to the over fifty people in attendance. Sec. Gassman shared with the audience how important the MSSC’s production technician certificate is to meeting the goals of the state. The certification is a key component in Gov. Doyle’s “Jobs for the Future” initiative. The governor wants forty percent of all production workers to be MSSC certified by the year 2016. Guest speaker, Dan VandenBush, staff representative for the United Steelworkers Union, expressed labor’s support of the certification. The response from the attendees was extremely positive. One manufacturer said that before attending the event he was rather negative about the certification, but now he supports it and wants his employees certified.

Mid-State College hosted a labor/business lunch event later that day. After Mr. Reddy’s speech, the response from the audience was again very favorable. All three

(Continued on page 11-NWTC)



Dan VandenBush



DWD Secretary Roberta Gassman (left) with Leo Reddy

MID-STATE TECHNICAL COLLEGE

BY DORIS McALLISTER, DIRECTOR OF WORKFORCE AND ECONOMIC DEVELOPMENT

Over 30 people participated in a business luncheon at Mid-State Technical College on Friday, October 27, 2006, to learn more about the Manufacturing Skill Standards Council (MSSC) Certification. Representatives from the paper, food processing, fiberglass, stainless steel and other durable goods industry attended.

Leo Reddy, Chief Executive Officer of MSSC, was the featured speaker. Dr. John Clark, MSTC President, provided opening remarks. Chad Lewis, Domtar Industries in Port Edwards, was introduced as a representative to the MSSC Director's Council.

Nationally recognized skill standards help maintain U.S. manufacturing competitiveness through well trained, tested, and fully certified workers who meet productivity needs in the 21st Century. MSSC Certification uses established standards and online assessments with a direct correlation to workplace productivity that validly defines the Baseline Competency needed

(Continued on page 10 - Mid-State)



Photos: (clockwise from top left) Chad Lewis, Domtar Industries; Dr. John Clark, President, Mid-State Technical College; Business presentation at MSTC.

MSSC BUSINESS/LABOR INFORMATION SESSIONS—MORaine PARK TECHNICAL COLLEGE

BY CHUCK BRENDL, PARTNER, ECONOMIC AND WORKFORCE DEVELOPMENT AND COMMUNITY TRAINING

On October 26th, Moraine Park Technical College (MPTC) participated in the web broadcast of the information session featuring Leo Reddy as the keynote speaker. The session was broadcast to the Fond du Lac and West Bend campuses which afforded representatives from various Workforce Development Boards and local manufacturers the opportunity to find out more about the MSSC Certification and training.

Participants were interested in hearing how the assessments and training could benefit their companies. Several questions which arose were: "How can our small company justify the costs?" "Will the training enable our employees to be more productive?" "How do we drive this down to the high school level so the graduates come into the workforce with these skills?" "When can we get started?". Most of the participants were looking to find the magic bullet to fill their skill gaps and meet the future needs of their company or companies that they serve due to the aging workforce.

Regal Ware, Inc. from West Bend and Signicast from Hartford are looking to get started with the training and assessment in short order. There was also interest in using the MSSC training and certification to make dislocated workers more marketable. Several high schools in the area are also interested in how this could be worked into the course work of the students interested in manufacturing as a career.

As the program moves forward, MPTC stands ready to move forward and help organizations fill the training needs through the use of the MSSC materials and tools. We feel that nationally recognized training and assessment for production technicians is necessary to keep our employers competitive, and our manufacturing economy strong. By using common tools to achieve this credentialing it becomes more valuable as employers recognize the skills that the employees have when completing the certification.

STATEWIDE TRAIN THE TRAINER MEETING

WISCONSIN MSSC TRAINING RESPONSE

Doris McAllister, Workforce and Economic Development Director of Mid-State Technical College, hosted the first session of Wisconsin / MSSC Train the Trainer Certification Initiative on October 20th. Jeff Szymanski, MATC Instructor, facilitated the session for 28 faculty members representing eight statewide technical colleges and four high schools. The curriculum was presented as a work in progress, specifically geared toward Wisconsin incumbent workers. The following individuals represented their institutions at this meeting:

- Chuck Brendel, Glen Thielke, Tom Roehl, John Horvath, Sue Silverstein – Moraine Park Technical College
- Becky Rajek, Mike Berry – North Central Technical College
- Frank Grbavcich, Jon Russell – Northeast Technical College
- Jim Mackey – Wisconsin Technical College System
- Doris McAllister, Bert Mayhak, – Mid State Technical College
- Jalal Nuruddin, Herb Centeno, Greg Holther, Dale Dulberger, Mona Schroeder-Beers – Milwaukee Area Technical College
- Mark Hendrickson, Daniel Flaten, – Chippewa Valley Technical College
- Robert Schmeling, - Milwaukee Public Schools – South Division
- Dan Strobel, Bill Kilsdonk – Stevens Point Area Senior High
- Joe Nied, Hartford Union High School
- Britt Hall, Olga Rammer, Bill Hayes – Waukesha County Technical College
- David Guarion, Milwaukee Academy of Science

Comments from instructors included: “practice test gave me ideas on what this is all about,” “very good introduction to MSSC,” “handouts were very helpful” and “discussion at the workshop was helpful to understand how this can be implemented.”

A number of suggestions and recommendations were made: “more face to face meetings with colleagues,” “encourage more businesses and major unions to get involved,” “curriculum needs to have better defined outcomes,” and “more work needs to be completed to fully roll out curriculum.” While it was a good start, more education was needed and additional work will be

required to have this information organized into an effective teaching and learning experience.

At the conclusion of this first work session the majority of attendees voluntarily stayed to discuss statewide implementation. A lively discussion followed and suggestions were made to Jim Mackey, Education Director of Manufacturing and Engineering and Director for Advanced Manufacturing Solutions, from the Wisconsin Technical College System to establish a stand alone course at the associate degree level and a continuing education credit course number throughout the statewide college system. Implementation of said courses could be expected during the winter and spring semester. All attendees agreed to meet again prior to the end of this semester. Special thanks to all at Mid State Technical College for being great hosts!

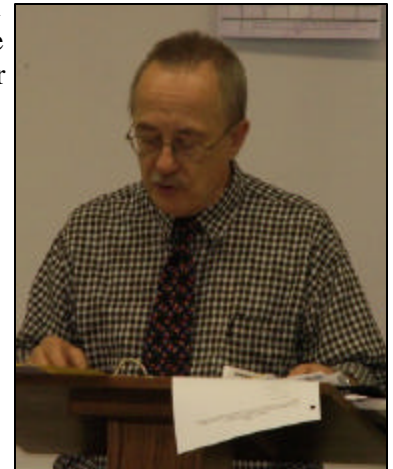


Photo: (top) Jeff Szymanski, Milwaukee Area Technical College Instructor; (below) Other tech college faculty who attended the meeting.

PROJECT SECOND CHANCE LINKS TO MSSC EFFORT

GENERAC ON-SITE SCHOOL-TO-WORK INITIATIVE

Second Chance Business Education Partnership is a unique partnership operating in southeast Wisconsin that provides an educational opportunity for disengaged high school students to earn their high school diploma. This year **Second Chance has adopted the MSSC High Performance Manufacturing textbook as part of its curriculum to meet the requirements of the Manufacturing Production Technician Youth Apprenticeship Program.** Implementation of the text began this fall with the incoming class of junior students representing Mukwonago, Elmbrook, Waukesha, Menomonee Falls, Palmyra-Eagle, and Whitewater school districts.

Second Chance students will be using the text as a core component of their academic content curriculum while observing first hand how the concepts are implemented in manufacturing settings such as Generac Power Systems, Inc., HUSCO International, Kelch, a Division of Bemis, and Industrial Towel and Uniform. These are just a few of the companies that are currently partnered with Second Chance to provide this unique educational experience for high school students.

Second Chance offers disengaged students the opportunity to gain work experience while earning their high school diploma; this combination suits many learners in high school today. **By committing to the 21 month year round program, students complete high school academic requirements for earning their diploma, earn articulated credits in the Wisconsin Technical College System, earn a paycheck, but most importantly gain valuable skills that prepare them for postsecondary options in today's world.**

Technology is a major component of the Second Chance program; each student participates in a computer lease program which provides them the opportunity to purchase and learn to use a Dell laptop that they will own upon graduation. Students are taught using the latest technology including online coursework, portal technology, interactive communication equipment, data gathering instruments, pda's, etc.



Second Chance students working on group project at the Generac classroom in Genesee Depot.



Overall, the students have the opportunity for exposure to many areas of manufacturing that are only discussed in the typical classroom. **Learning becomes real to the students of Second Chance and using the MSSC textbook is just another of the curriculum pieces that gives students a vision into the reality of their future.**

For additional information about how your business or school can participate with the Second Chance Partnership, contact Ms. Marty Gholston at 262-544-4811 x2042, or Michael Grady at 262-544-4811 x2299.

For more information on WisPass/MSSC K12 activities, contact Mona Schroeder-Beers, 414-297-8488.

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



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All submissions should be in Microsoft

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

(Continued from page 1 - Project Director)

effort.

The most recent activities was capped off by the Department of Workforce Development setting aside special funding in the amount of \$250,000 in the Governor's Jobs for the Future Initiative to expand the MSSC skill certification program statewide.

The Wisconsin MSSC Initiative continues to move ahead by helping the partner tech colleges set up their assessment and training infrastructure. The project hosted a successful meeting with twenty-eight faculty and K12 technology educators on October 20th at Mid-State Technical College in Stevens Point. This meeting was the first step to bring together technical faculty and K12 educators to hear a presentation by Jeff Szymanski, MATC instructor, outline the training response for incumbent workers. We hope to help train other technical college faculty and K12 tech ed instructors from across the state, and help offer training to statewide companies, as soon as January 2006. The Wisconsin MSSC Initiative is hosting its second work session on December 1st to review curriculum and training resources that were pulled together for the October 20th work session.

Other priorities for this effort to include: outreach with companies, trade associations and unions; building a partnerships with the Workforce Investment System; and linking this effort to marketing an aggressive campaign to marketing manufacturing careers. At our upcoming meetings we hope to showcase our new website and new marketing literature.

We are confident that the Wisconsin MSSC initiative will be an important statewide initiative to upgrade the

skills of manufacturing workers and a lighting rod to marketing 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. Those articles include: a presentation by Jim McCaslin at CWI; Council on Workforce Investment's Action to Support MSSC efforts; NAM's Endorsement for MSSC efforts; Leo Reddy's Tour Across the State; the Train the Trainer Session at Mid-State Technical College; a speech by David Newby, President of the Wisconsin AFL-CIO providing an important perspective from organized labor and why this effort is supported by the AFL-CIO; Project 2nd Chance at Generac Corporation; and a column by Leo Reddy, CEO of the MSSC Council.

Our state and region is faced with a severe skill shortage and businesses cannot expand and grow without skill labor. We believe the MSSC Skill Certification initiative can be an important tool that employers can use to upgrade the skills of their existing workforces. With that, we can work toward maintaining a strong and vital manufacturing sector in this state. Bringing business and labor together in meetings that were held this past month helps build an important partnership we need to help us achieve the ambitious goal of certifying 40% of the manufacturing workforce in the Wisconsin in the next 10 years.

For more information please go to our website: www.matc.edu/wispass or call our project office at 414-297-7296 or email to dulbergd@matc.edu, or contact one of our state MSSC service providers.

CEO Corner - Leo Reddy Executive Director of MSSC

I wanted to take advantage of this first “CEO Corner” to reflect on the larger purpose of this effort. MSSC’s goal is to equip the nation’s front-line workforce with the core knowledge and skills to keep pace with technological change. MSSC credentials signify a flexible, agile worker able to learn different processes and occupations rapidly. We owe a debt of gratitude to Mark Baker, Senior Vice President, Global Operations, Steelcase, Inc. for his apt description of the MSSC role at our Launch Event in Grand Rapids last November:

“Multi-industry and multi-functional, the MSSC’s badge of certification of rigorous foundational skills is creating the industrial athlete of the future”

Manufacturers have no alternative to adopting advanced technologies to accelerate their productivity, innovation and global competitiveness. Advanced, computer-based technologies began to make their way into the production process at a significant level in the 1970’s and have been growing steadily. This has been a period of experimentation, gains, and setbacks that accompany the nationwide infusion of any transformational technology.

The results have been an unquestioned success. Led by manufacturing, non-financial corporate sector productivity has grown an annualized 4.3% over the past three years—its most rapid growth in 45 years. This technology-driven productivity surge has enabled the economy to grow steadily at low rates of inflation, with unemployment at 4.6%—far lower than the average for the last 40 years (6%). The 2000-03 hemorrhage of low-skilled manufacturing jobs has ceased, with companies now clamoring for workers with the right skills to fill a growing number of openings. Pre-tax corporate taxes have doubled in only five years and capital investment is surging.

The major barrier to achieving the full benefits of this technology-driven productivity boom is the deepening shortage of workers with the core skills needed to secure the maximum return-on-investment (ROI) from technology investments. One example: Toyota has received over 100,000 resumes for 2000 technology-intensive production jobs at its new San Antonio plant, but has found only 1000 adequately qualified hires. In their landmark “Skill Gap” study in 2005, NAM, The Manufacturing Institute and Deloitte LLC showed 90% of its survey respondents reporting a shortage of skilled production workers.

MSSC is committed to filling that gap. Formally recognized by the U.S. Department of Labor’s National Skill Standards Board in 1998 as the “Voluntary Partnership” for the Manufacturing sector of the economy and with its industry-led skill standards officially endorsed by that Board in 2001, MSSC is well positioned for a leadership role in this quest. In recent years, it has been developing and piloting the tools needed to prepare the “industrial athlete” of the future: textbooks, certified assessment centers, a registry, credentials, diagnostic tools for employers, courses, and certified teachers.

MSSC is ready! We invite you to join our community to realize the MSSC vision of building a nationwide pool of “industrial athletes” to accelerate technology-based productivity growth.

Leo Reddy
CEO Manufacturing Skill Standards Council



Leo Reddy

(Continued from page 5 - Mid-state)

by the 21st Century manufacturing worker.

Governor Doyle will create a statewide manufacturing worker certification program, similar to what exists for auto mechanics. Workers can take a test of their competencies on a variety of skills, and then businesses and technical colleges can work together to upgrade workers' skills in areas where it's needed. The certification process helps both workers and employers by helping workers get additional training and certification and by helping employers identify a "good hire" with more certainty. Governor Doyle is setting a goal to have at least 40 percent of our workers receive the Manufacturing Skills Standard Certification (MSSC) by 2016.

Mid-State Technical College will complete requirements to become a certified MSSC Assessment Center in November, 2006.

- Advanced Fiberglass Technologies - Jennifer Mancl
- Del Monte Foods - Mary Kolodziej
- Domtar Industries - Chad Lewis
- Erco - Steve Hieger, Randy Rowe
- Felker Brothers Corporation - Jim Kluball
- Gamber Johnson - Bob Trembl
- Neenah Paper - Scott Sauer, Barry Plagens
- Stora Enso - Angie Strawser, Michelle Solinsky-Gaetz
- NCWWDB - Dave Eckmann
- Heart of Wisconsin Business & Economic Alliance - Melissa Loken, Connie Loden
- Kolbe & Kolbe - Jennifer Moore, Ann Micholic
- Plover Area Business Association - Cheryl Fahrner
- Western Technical College - Richard Westpfahl
- Northcentral Technical College - Mike Berry
- Western Technical College - Patti Balacek
- Job Service - Dorothy Miller
- DWD-Division of Vocational Rehabilitation
- Barron County Job Center - Greg Paquette, MS,LPC
- Wisconsin Division of Vocational Rehabilitation - Shawn Savka
- Department of Workforce Development
- Division of Workforce Solutions
- Office of Economic Initiatives - Sheryl Billups

(Continued from page 2 - Endorsement)

force development boards (WDBs) and implemented regionally in areas that target manufacturing as a key industry through the CWI's Growing Regional Opportunities in Wisconsin (GROW) initiative. Wisconsin has seven GROW regions that encompass a broad partnership of workforce development, education, economic development and business.

A key purpose behind the new funding is to help customers -- job seekers and employers -- understand and access MSSC assessment, training and certification. Job center partner staff and their customers must be informed about the MSSC system - both the skill standards and the system developed to enable current and future workers to obtain and become certified in those critical skills. At the same time, comprehensive job centers will have the opportunity to become an MSSC-certified assessment center if needed in the local area.

Creating linkages between Wisconsin's workforce development system and existing MSSC implementation efforts is central to DWD's MSSC implementation strategy. WDBs, technical colleges, and other educational institutions need to work together to establish coordinated approaches for engaging employers and clear mechanisms for ensuring their respective customers have access to existing or new MSSC opportunities.

Over the next several weeks, DWD will be working with WDBs, the Wisconsin Technical College System, Milwaukee Area Technical College/WisPASS and others to finalize plans for targeting these funds to assist with statewide MSSC implementation. For more information about the Governor's "Jobs for the Future" Initiative, see http://www.wisgov.state.wi.us/journal_media_detail.asp?locid=19&prid=2366. For more information about the CWI MSSC effort and its GROW Initiative, see <http://www.wi-cwi.org/>.

(Continued from page 2 - Jim McCaslin)

machine. What they're going to do is teach all production workers on how to do problem solving, and team those activities that an organization or an employer needs in order to get the best out of what an employee does. So, we're not looking for someone to just use their hands, we're looking for them to use their minds.

You may ask, what's in it for me as a worker? Well, this is the only nationally recognized industry certification that will improve the ability for advancement and companies will want to hire you. It will improve job security through the certification of proven skills. And, more importantly, it will provide a national portable credential. This is a passport that production workers do not have and this is a big deal in my book.

You'll find that though I may not have answers to specific questions, I would recommend that if you wanted to know more about what's going on contact your local WisPASS / MSSC statewide location."

At the conclusion of Mr. McCaslin's presentation the Governor's CWI Committee endorsed and a recommendation was made to allocate \$100,000 to link the workforce development system to MSSC statewide implementation.

(Continued from page 4-NWTC)

events were an important step at informing manufacturers, labor, workforce boards and educators about the MSSC's production technician certificate. The following is a list of some of the companies and organizations who attended this breakfast meeting:

Bay Towel
DeCrane Aircraft Seating Co.
Georgia Pacific

(Continued from page 3-NAM Endorsement)

the definitive nationwide program for creating a much larger pool of production workers with strong cross-cutting, multidisciplinary competencies that give them the flexibility to adjust to rapid change. I should add that my training experts at Harley have high regard for the MSSC. We have already put more than 150 of our workers through MSSC assessments and are using those results to guide our training priorities."

"There are two important problems the MSSC system addresses," added Keith Romig. **"The first is that many workers in our industries do have the skills they need to perform their jobs at a high level. What they lack is any formal means of certifying the fact, either to their current employers or to prospective future employers."**

John Rauschenberger noted, "MSSC's industry-led and federally-recognized skill standards remain the most authoritative and comprehensive definition of the skills and knowledge needed in manufacturing today and into the foreseeable future. The MSSC system will be a major benefit for manufacturers both large and small who require competent employees to remain competitive."

GKN Sinter Metals
Great Lakes Custom Tool
Great Northern Corp.
Lindquist Machine
Marion Body Works
Nicolet Plastics
Therma Tron X

We also had both Executive Directors of the Bay Area and Fox Valley Workforce Development Boards.

(Continued from page 3 - Dave Newby)

raise the skill levels in all areas of Wisconsin and American manufacturing. This reality also illustrates the need for Wisconsin to have an industrial policy that stresses high-end industrial manufacturing. I too am very pleased that Governor Doyle has stepped up to the plate and endorsed essentially that kind of strategy.

Secondly, I think there is a misguided perception about manufacturing not just in Wisconsin but nationally. And, that perception is that all you really need to do to have a job in manufacturing is to just show up. This never was true and it is less and less true today especially since advanced manufacturing requires very high skill levels coupled with good training. Increasingly, the necessary skills required for manufacturing are essentially the same skills required for colleges and universities. **But our American cultural bias says that if you have those skills you should go to college even though manufacturing or the building trades may very well give you a higher standard of living and more job security than if you go to go a four-year college program.** This is just one more reason that the Manufacturing Skills Certification may help, not only with the skill levels of our workforce but also with the transformation of public perception that'll help increase the desirability of manufacturing jobs.

Two final observations, I'm very impressed that the skill training modules not only stress technical skills but also safety and quality. There are too many workers killed in Wisconsin on-the-job and throughout the country as a whole, and I think this

program will help reduce those numbers. Not enough employers stress safety or quality and teach their workers what is necessary in order to avoid injury or death at work. This program can help bring forward the issues of safety and safety training toward the top of the list and make sure that employers are paying attention to those needs.

Quality training I think is the key to maintaining our manufacturing sector because unless we produce the highest quality goods in the world, especially high end high tech products, we're going to lose our industrial sector and if we lose our industrial sector we will lose our high-end standard of living in this country.

Secondly, I'm very pleased the Wisconsin Area Technical College System, specifically Milwaukee Area Technical College, has been assigned the lead role in training for the Manufacturing Skill Standard Certification. Wisconsin has the best technical college system in the entire country and it is terrific that its capabilities and dedication will be used to promote this program. The AFL-CIO and its employment-in-training-arm, the Working For American Institute, have formally endorsed the Manufacturing Skill Standard Council Manufacturing Production Technicians credentialing program. And, I can promise you that the Wisconsin's AFL-CIO will do all that we can to promote this program and at the same time we're also going to continue to do everything in our power to change our trade policies so that our manufacturing sector and its workers can thrive and be the core of national prosperity. Thank you very much.

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