

Next Generation Workforce

A Targeted Investment in Our Economic Future

Wisconsin Technical College System: 2009-11 Biennial Budget Initiative September 2008

“Wisconsin’s secret weapon in the fight to build a skilled workforce is the technical college system . . . Wisconsin businesses have hundreds of partnerships with the 16 tech college districts. Business owners will ask hard questions if they think those relationships are endangered.”

Tom Still
President, Wisconsin Technology Council
La Crosse Tribune, July 2007

ISSUE

Wisconsin’s Technical Colleges have begun training the **Next Generation Workforce**. To ensure a competitive advantage for Wisconsin’s employers and workers, colleges must adapt or develop programs in high-demand and emerging occupations that match graduate skills with employer demands, allowing both to succeed in an ever-changing global economy. Targeted and timely state investments in technical education and training are required to maintain affordable tuition and hold the line on property taxes.

SOLUTION

Wisconsin’s Technical Colleges are a key driver in the state’s innovation economy. A targeted state investment will ensure employers have the skilled workers they need in vital and emerging sectors by expanding capacity in critical programs, maximizing student success, and providing skills upgrades. The short-term investment of \$26.7 million will generate approximately \$53 million in new tax revenue.

In the next biennium, **Next Generation Workforce** will allow Wisconsin’s 16 technical colleges to develop specific initiatives that address regional economic concerns by:

- increasing the number of graduates in essential programs such as advanced **manufacturing** and other production, **health care**, and renewable **energy**; and
- expanding supports that lay the groundwork for **student success** in transitioning to—and completing—occupational skills training in high-demand areas; and
- providing the type of **skills upgrades** to dislocated workers that will help ensure smooth transitions for workers and skilled labor for employers.

Wisconsin Technical College System
2009-11 Biennial Budget: *Next Generation Workforce* Initiative

<u>District</u>	<u>Initiative</u>	<u>Areas of Focus</u>	<u>Estimated FY 2008-09</u>	<u>Additional Investment FY 2009-10</u>	<u>Additional Investment FY 2010-11</u>	<u>Adjusted Base</u>	<u>Additional Served Annually</u>
Blackhawk, Milwaukee	First Step	Student Success	\$ 3,746,700	\$ 422,200	\$ 422,200	\$ 4,168,900	1,600
Chippewa	Grow Chippewa Valley	Manufacturing, Energy	9,251,900	1,042,400	1,042,400	10,294,300	308
Gateway	21 st Century Gateway	Manufacturing, Energy	6,533,100	736,100	736,100	7,269,200	204
Madison	Access to Opportunity	Health Care, Green, Info Tech	12,790,300	1,441,000	1,441,000	14,231,300	110
Mid-State	Mid-State Advantage	Energy, Skills Upgrade	3,513,500	395,900	395,900	3,909,400	445
Milwaukee ¹	Skills Foundation	Health Care, Energy Manufacturing,	24,701,800	2,783,100	2,783,100	27,484,900	346
FVTC, LTC, MPTC, NWTC	New North	Manufacturing, Health Care, Energy	31,322,300	3,529,000	3,529,000	34,851,300	450
Nicolet	Nicolet Area	Health Care	639,800	72,100	72,100	711,900	20
Northcentral	Strengthening Central Wisconsin's Future	Manufacturing	6,120,400	689,500	689,500	6,809,900	600
Southwest	Sustainable Energy	Energy	3,457,700	389,600	389,600	3,847,300	52
Waukesha	Advance Waukesha	Manufacturing, Trucking	4,266,100	480,600	480,600	4,746,700	140
Western	Healthy West	Health Care, Diesel and Heavy Equipment	9,129,300	1,028,500	1,028,500	10,157,800	310
Indianhead	Northwest Growth	Health Care, Manufacturing	2,942,100	331,500	331,500	3,273,600	86
Total			\$118,415,000	\$13,341,500	\$13,341,500	\$131,756,500	4,671

¹ Includes \$1.0 million in both FY 2009-10 and FY 2010-11 for Blackhawk and MATC's joint "First Step" initiative, in addition to BTC's \$422,200.



NEXT GENERATION WORKFORCE: FIRST STEP

Blackhawk and Milwaukee Area Technical Colleges will collaborate to expand instruction and support services for under-prepared learners including secondary students, GED/HSED completers, dislocated workers, unemployed adults, and low-skilled incumbent workers, minorities, and English Language Learners. Under the initiative, Blackhawk and Milwaukee would be able to meet the learning preparation needs of an additional 1,600 individuals annually.

Student Success

The First Step initiative will allow Blackhawk and Milwaukee to expand and accelerate efforts to meet the needs of students that do not meet minimum required scores as measured with the COMPASS assessment test. Specifically, this initiative would allow the colleges to:

- expand their flexibility to offer general college courses, which are designed to improve students' basic reading and writing skills to the level required for admission to an occupational program;
- incorporate a study skills component into the general college reading course;
- use specific tools to assess foundational skills sought by employers;
- implement proven approaches to developing basic academic skills and occupational skills concurrently, including developing courses that combine instructors and instruction in both areas.

The First Step initiative would allow Milwaukee to meet the needs of an additional 1,100 students annually, while Blackhawk would be able to meet the needs of an additional 500 students annually. The initiative is supported by the M7 Regional Workforce Alliance, the Southwest Workforce Development Board, the Milwaukee Area Workforce Investment Board, the Department of Workforce Development, the Milwaukee County Human Services Department, the Milwaukee Mayor's Office, Milwaukee and Janesville Public Schools, and more than 40 community-based organizations that partner with Blackhawk and Milwaukee Area Technical Colleges.



NEXT GENERATION WORKFORCE: GROW CHIPPEWA VALLEY

Chippewa Valley Technical College (CVTC) has developed manufacturing and energy initiatives that will address critical skill shortages in the Chippewa Valley region and allow the college to serve an additional 308 graduates and trainees annually.

Manufacturing

The Grow Chippewa Valley initiative would allow CVTC to develop, equip and staff a state-of-the-art metrology laboratory for use by students and regional businesses and industry. Training in metrology—the application of measurement science to manufacturing processes—will support regional industry growth and innovation by providing this emerging training to industry managers and employees, dislocated workers, and current students. The lab would take advantage of existing facilities, partnerships, programs and staff to provide this critical training to approximately 30 certificate students and 200 other trainees annually. The initiative is supported by regional business and industry, including OEM Fabricators and Phillips Plastics.

The initiative would also allow CVTC to achieve Microelectrical Mechanical Systems (MEMS) certification for existing programs, including Nanoscience. MEMS is an enabling technology that is revolutionizing product development and will support the biotechnology, communications, and transportation industries. CVTC would purchase equipment and develop a lab and curriculum to provide MEMS instruction to at least 30 students annually in an existing facility. It is strongly supported by regional industries including 3M, Medtronic, TTM, and Boston Scientific.

Finally, Grow Chippewa Valley would allow CVTC to update its welding equipment and facilities to meet regional industry demand for individuals skilled in emerging welding technologies, such as submerged arc, laser, and robotic welding.

Energy

According to the Public Service Commission's *Strategic Energy Report 2012*, approximately 700 highly skilled workers will retire from Wisconsin utilities by 2010, and more than 1,300 will have retired by 2015. This initiative would allow CVTC to produce an additional 48 graduates annually in traditional and emerging energy production and distribution occupations. It has the support of a large number of industry partners such as Wisconsin Public Service, Xcel Energy, Dairyland Power Cooperative, and members of the Wisconsin Energy Cooperative Association and Manufacturing Works, a regional manufacturer and educational coalition.



NEXT GENERATION WORKFORCE: 21ST CENTURY GATEWAY

Gateway Technical College has developed manufacturing and energy initiatives that will address critical skill shortages and promote emerging industries in the region, allowing the college to annually produce 204 additional graduates and trainees.

Manufacturing

Gateway and its partners have identified a need for extensive training in Computer Numerical Control (CNC) machining and welding through a "boot camp" model. Gateway, in partnership with the WDC of Racine and Kenosha, has held eight highly successfully CNC boot camps. In addition, 6 welding boot camps have been completed. Gateway would like to expand its efforts to produce an additional 90 CNC graduates and 60 welding graduates annually. Regional employers—represented by Racine Areas Manufacturers and Commerce and the Racine Workforce Development Board—have supported this training with employment opportunities for graduates as well as start up funding and in-kind services. The region has embraced the model as a priority for the “Milwaukee Seven” (M7) and it is also included in the Governor’s *Grow Wisconsin* initiative.

Energy

Under this initiative, Gateway will accelerate its development of three new sustainable energy programs, in partnership with leading industries, that compliment the region’s industries and position graduates for employment in emerging energy occupations. Gateway will propose new programs in geothermal technology, alternative fuels, and energy management and is positioned to add capacity to its Elkhorn Campus and Horizon Center to house the programs. The job market is promising with new geothermal companies currently located within the region, alternative fuels developers in Walworth County, a new power plant located within the M7 region, and the expansion of the I-94 corridor. Gateway anticipates this initiative will allow it to produce an additional 54 graduates annually—18 in each new program—and the effort is supported by key Gateway partners, including Siemens Building Technologies, WE Energies, Johnson Diversey, Krantz Corporation, Snap On Tools, Chrysler, S.C. Johnson, KABA, the Office of Energy Independence, and the Department of Natural Resources.



NEXT GENERATION WORKFORCE: ACCESS TO OPPORTUNITY

Madison Area Technical College has developed initiatives in health care, green technologies, and high-tech occupations to address critical skill shortages in the region and allow MATC to produce an additional 110 graduates annually in these vital sectors.

Health Care

With three major hospitals and dozens of specialty clinics in Madison, as well as a vast number of smaller hospitals and clinics throughout the region, health care is a major economic driver in the MATC District. While labor market data projects an average annual need for 380 new registered nurses through 2014, MATC's associate degree nursing program is currently nearly 500 students over capacity. In addition, the radiography program is 170 students over capacity, and the surgical technologist program is about 50 students over capacity. This initiative would expand MATC's capacity and allow it to annually produce up to 50 additional RNs, 45 radiographers, and 15 surgical technologists. This initiative is supported by Meriter Hospital, St. Mary's Hospital, Dean Health Systems, Fort Atkinson Health Care, Divine Savior Healthcare, and University of Wisconsin Hospitals and Clinics.

“Green Technology”

The emergence of “green” technologies is leading MATC to collaborate with regional employers to redesign existing curriculum, integrating green skills and technologies into current programs. The redesigned programs will allow MATC to produce the highly-skilled graduates valued by employers while developing its career pathway approach to workforce development. This initiative will accelerate MATC's integration of green skills and technologies into existing programs in Agriculture, Laboratory Sciences, Applied Engineering, Construction and Skilled Trades, Manufacturing Technologies, Transportation Technologies, Culinary Trades, Meeting and Event Planning, Tourism and Recreation, Business Management, Marketing and e-Business, Health Care, Human Services, and Protective Services. The initiative has the potential to enhance the skills of 10,000 to 15,000 MATC students annually and is supported by such employers as Alliant Energy, Madison Gas & Electric, Wisconsin Bio-diesel Association, Cardinal Glass, Madison Area Builders Association, Wisconsin Builders Association, Covance, Inc., Placon Thermoformed Products, EVCO Plastics, Affiliated Engineers, Ayres Associates, Strand Associates, Mead & Hunt, Inc., Strang, Inc., Flad Structural Engineers, Meeting Planners International and the Green Meeting Industry Council.

Information Technology

Software engineering is an emerging high-tech sector in the MATC region. This initiative would expand program capacity in MATC's high-demand Animation—Concept Development program and annually produce up to 15 additional graduates. Hourly wages for recent graduates in this Associate Degree program have averaged more than \$18 per hour. This initiative is supported by area employers, including Raven Software and Human Head Studios.



NEXT GENERATION WORKFORCE: MID-STATE ADVANTAGE

Mid-State Technical College has developed an energy and skills upgrade initiative that will address critical skill shortages in the region and allow Mid-State to train an additional 445 individuals annually.

Energy

Employers participating in the March 2008 Renewable Energy Summit hosted by Milwaukee Area Technical College added strong support for Mid-State's three new Associate Degree programs in the areas of Bio-refinery Technology, Renewable Electricity, and Renewable Thermal Energy. These cutting-edge programs are unique to the Wisconsin Technical College System and were developed in collaboration with industry experts. This initiative, which will accelerate the implementation of these high-demand programs in emerging sectors and train up to an additional 95 students annually. It is supported by the Midwest Renewable Energy Association, Alliant Energy and Wisconsin BioDiesel Association.

Skills Upgrade

Ocean Spray Cranberries, Inc. is currently developing a \$77 million, 200,000 square-foot cranberry processing facility in Wisconsin Rapids that is expected to add more than 100 new high-skill, high-wage jobs to the region. Mid-State is collaborating with Ocean Spray to ensure it has a skilled workforce to staff this facility. At the same time, Mid-State will be challenged by the dislocation of 500 to 700 paper industry employees affecting some of the district's highest-paying jobs at Domtar, which is closing, and NewPage Corporation, which is reducing its workforce. This initiative will allow Mid-State to expand its career counseling services and occupational programming to accommodate dislocated workers and other individuals in need of skills upgrades. Mid-State anticipates serving an additional 350 students or trainees annually under the initiative.



NEXT GENERATION WORKFORCE: SKILLS FOUNDATION

The Milwaukee Area Technical College (MATC) Skills Foundation initiative will address existing and emerging workforce needs in the areas of health care, manufacturing, and energy and allow MATC to serve an additional 346 students annually.

Health Care

According to the Wisconsin Department of Workforce Development, Office of Economic Advisors (September 2006), long-term forecasts in health services project 39,420 job openings in metropolitan Milwaukee between 2004 and 2014. Under this initiative, MATC-Milwaukee will implement a Pre-Health Academy and expand its health occupations instructional labs to address a critical lack of effective clinical preparation and placement. The Pre-Health Academy will assist under-prepared learners in meeting the minimal industry assessment standards for participation in a health occupation program. Lab expansion will allow MATC-Milwaukee to accommodate cutting-edge simulation technologies for the purpose of enhancing the clinical experiences of our students in health occupations. The initiative is expected to serve 156 students annually and is supported by Froedtert Hospital, the Veterans Administration, Wheaton Franciscan Health Care, Aurora Health Care, and the National Hispanic Nurses Association and the Milwaukee Chapter of National Black Nurses Association.

Manufacturing

The Manufacturing Skills Standards Council (MSSC) recently reported that employment in high-skilled manufacturing jobs rose 37 percent between 1983 and 2002, while low-skilled factory jobs dropped 25 percent, a trend that continues. This initiative will allow MATC-Milwaukee to develop a Manufacturing Skill Development Program to meet employers' and incumbent workers' academic needs in the areas of math, computer applications, and blueprint reading. This initiative will result in an increased number of workers with essential occupational skills and academic preparation necessary to achieve the Manufacturing Skills Standards Certification requirements. The initiative will serve 160 students annually and is supported by Master Lock, Vulcan Industries, Harley-Davidson, Federal Tool, Milwaukee GEAR, and E.R. Wagner.

Energy

In 2007, MATC-Milwaukee implemented the Energy Conservation and Advanced Manufacturing (ECAM) Center, which positions the college to become a national leader in workforce development for energy efficiency and manufacturing. This initiative will allow MATC-Milwaukee to develop a program in Sustainable Energy Conservation that trains individuals to monitor and adjust energy usage. The program will train an estimated 30 students annually and is supported by Johnson Controls, WE Energies, Franklin Energy Services, the City of Milwaukee, and UW-Milwaukee.



NEXT GENERATION WORKFORCE: NEW NORTH

The New North technical colleges—Northeast Wisconsin, Fox Valley, Lakeshore, and Moraine Park—have collaborated to develop manufacturing, health care, and energy initiatives that will allow them to produce 450 additional graduates annually in key sectors. New North is an alliance of K-12 and postsecondary institutions, businesses, chambers of commerce, and Workforce Development Boards committed to economic and community development.

Manufacturing

Manufacturing is the largest employment sector (22%) in the 18-county New North region (with some community concentrations exceeding 40%), which is significantly higher compared to the state (17.2%) and the nation (9.9%). Under this initiative, New North technical colleges will launch an initiative to expand program capacity and produce an additional 230 graduates annually in manufacturing fields such as fabrication and welding, component manufacturing (including robotics and automation), and process control (electrical, mechanical, computer, and fluid). The initiative was developed in collaboration with—and has the full support of—the Northeast Wisconsin Manufacturing Alliance, which represents 44 employers more than 20,000 employees, including Coating Excellence International, EMT International, Bassett Mechanical, Enzymatic Therapy, Walker Forge, and MAG Giddings & Lewis.

Health Care

The New North region projects a rapidly increasing demand for health care workers with a special emphasis on caring for the elderly. By 2012, there will be more 65 year olds than 18 year olds. While 13% of the population was over 65 in 2000, 18% will be that age in 2020. The aging of the population and additional factors affecting New North will increase demand for health care workers trained in geriatric skills and persons servicing the needs of the elderly, such as activity directors, assisted living directors, occupational and recreational therapists, and finance consultants. This initiative will address this need in the New North by delivering education that will provide 120 graduates annually with specialized training in meeting the needs of an aging population. In addition, the colleges will provide incumbent worker training for health care workers that need specialized skills in meeting the needs of the elderly.

Energy

New North's energy initiative will train individuals for emerging occupations in the production and distribution of renewable and sustainable energy—bio-fuels, nuclear, wind, solar, and geothermal. Moraine Park and Northeast Wisconsin currently graduate 40 individuals annually in power distribution programs (electrical and gas), Lakeshore has a new degree in Wind Technology, and Fox Valley has the third largest solar array in the state. Lakeshore and Northeast Wisconsin are pursuing implementation of a shared Nuclear Technician degree. This initiative will expand development of certificates and degrees in renewable and green technology fields, producing an additional 100 graduates annually.



NEXT GENERATION WORKFORCE: NICOLET AREA

This initiative would allow Nicolet Area Technical College to develop a Physical Therapist Assistant program in response to statewide needs that will serve up to an additional 20 students annually within the Nicolet district and many more statewide.

Health Care

The proposed Physical Therapist Assistant program would consist of 70 credits in classroom, lab, and clinical instruction at the associate degree level. Nicolet has gauged the interest of additional technical college districts and will share its curriculum with at least three and as many as nine additional districts. The program is projected to serve up to 20 students annually within the Nicolet district and is supported by a number of regional health care employers, including Spine and Sport Physical Therapy of Wisconsin, a physical therapy provider with locations throughout the Nicolet district.



NEXT GENERATION WORKFORCE: STRENGTHENING CENTRAL WISCONSIN'S FUTURE

Northcentral Technical College (NTC) has developed a manufacturing initiative that will address regional skill shortages in wood technology, plastics production, manufacturing electronics, and engineering, allowing the college to serve an additional 600 students and incumbent workers.

Manufacturing

NTC and the city of Antigo are developing a Regional Wood Technology Center of Excellence. A recent study by the Wisconsin Economic Development Institute and UW-Extension showed that this program will help sustain the woods products industry in Langlade and surrounding counties and result in a significant increase in wood product manufacturing employment. The initiative is supported by numerous regional employers, including Gallenburg Studio, Kretz Lumber, Menominee Tribal Enterprise, Robbins Flooring, Top Shelf Cabinetry and Zelazoski Wood Products. Langlade County is home to over 125 wood manufacturing employers. On an annual basis, NTC will serve an estimated 32 program and certificate students and approximately 100-200 incumbent workers through continuing professional education.

Plastics is the fourth largest industry in Wisconsin and is a major employer in the Price County area, where the NTC North Region campus is located. In response to requests from business and industry leaders, NTC is proposing development of a Plastics Technologies Associate Degree program that will be offered at the North Region Campus, preparing students for careers in the plastics industry. NTC estimates that the program would result in over 30 program and certificate graduates annually. This initiative could benefit employers in the NTC district, including Phillips Plastics and Resilient Technologies. In meetings with NTC leaders, plastics manufacturers have voiced the need for incumbent worker training and educational pathways that produce a more highly skilled workforce. In turn, NTC staff will develop unique curriculum and training programs that address these skill shortages.

The addition of a Manufacturing Electronics Maintenance Technical Diploma at the NTC North Region Campus will help local businesses maintain a viable workforce. The College estimates that nearly 60 program and certificate students will be served annually by the program, which has the potential to ladder into NTC's Associate Degree programs. Over 200 incumbent workers, from employers such as MarquipWardUnited and Caterpillar Forest Products – Prentice, will also benefit from the additional educational offerings.

This initiative will also enable NTC to implement a pre-engineering track within its Mechanical Design Technology program. Curriculum will include calculus-based mathematics and hands-on labs that focus on the application of engineering principles. In addition, NTC recently signed an articulation agreement with UW-Stout to offer a Bachelor's Degree in Engineering Technology on the NTC campus. As a result, students who complete the Mechanical Design or Applied Engineering Associate Degree programs can continue their studies without leaving the community. The program is expected to produce 40-50 additional graduates annually and is supported by major employers including Greenheck Fan, Imperial Industries, Schuette Metals, Modu-Line Windows, Siemens and Sulzer Machine and Manufacturing.



NEXT GENERATION WORKFORCE: SUSTAINABLE ENERGY

Southwest Technical College will implement a Sustainable Energy Technician program to produce skilled technicians to advise and provide sustainable energy expertise to the construction industry. This program will address skill shortages in the Southwest region and allow the college to produce an additional 16 graduates and 36 trainees annually.

Sustainable Energy

Many traditional careers in the construction industry are currently identified as “in demand” by the Occupational Information Network. The national move toward energy conservation and “green” technology requires additional workers with new skills and understanding of sustainable alternatives for energy conservation in construction. Current workers need retraining to apply new concepts in their careers. Training needs to be provided for carpenters, electricians, plumbers, and other specialty construction related fields. We have two main choices when it comes to meeting the demand for more energy in our society. The first is to produce more energy. The second is to conserve and renew energy. This project focuses on the second of these choices by assisting new and incumbent workers to gain the skills necessary to be successful in a sustainable construction environment.

Southwest Wisconsin Technical College (SWTC) currently offers a one-year Building Trades Carpentry technical diploma program. Through a multi-agency partnership, students in this program constructed an energy efficient single family home in 2007-08. This home earned the Wisconsin Energy Star Award and is in the top 5% of energy efficient homes in Wisconsin. SWTC will build on and expand this success through the Sustainable Energy Technician program.

The Sustainable Energy Technician program will be an integral component of the construction career pathway. The program will serve as an additional step for both graduates of the Building Trades Carpentry program and incumbent workers in the construction field. Certificates designed from program curricula will serve to enhance the skills of incumbent workers in electrical and plumbing fields.

This initiative will allow Southwest Tech to respond to employer demands by implementing a Sustainable Energy Technician program to produce 16 skilled technicians annually, and serve additional 36 individuals to keep their skills current with training in the latest sustainable construction technology. The initiative is consistent with goals of Grow Wisconsin and a recommendation of the Governor’s Task Force on Energy Efficiency and Renewables.

NEXT GENERATION WORKFORCE: ADVANCE WAUKESHA

Waukesha County Technical College (WCTC), through its Advanced Workforce Initiative, will graduate or train an additional 110-140 students annually in manufacturing and truck driving.

Manufacturing

The Milwaukee 7 Initiative has identified “next generation manufacturing” as the number one driver of the area’s economy. Southeastern Wisconsin currently has over 171,000 manufacturing employees, many of whom need updated training or will be retiring in the near future, and manufacturers’ need for skilled workers is increasing in Waukesha County. Specifically, area employers have expressed a need for employees skilled in Advanced Manufacturing-Automated Systems Technology (AM/AST), which is defined as the integration of manufacturing hardware and software to enable automation. Individuals with basic AM/AST skills operate, maintain, and troubleshoot the high-tech automated equipment increasingly used in Wisconsin industry. This initiative will provide the resources necessary to expand program capacity and produce an additional 90 to 100 graduates annually to meet employer demands. It is supported by advisory committees consisting of 39 industry representatives.

Truck Driving

Department of Workforce Development labor market information shows that between 2004 and 2014, an average of 300 truck driving jobs will become available annually in the Waukesha-Ozaukee-Washington (WOW) Workforce Development Area, while WCTC’s current capacity for entry-level driver graduates is approximately 40 per year. This initiative will expand WCTC’s capacity and allow it to produce an additional 20 to 40 graduates annually. It will also allow WCTC to upgrade its program to provide current training in the advanced technologies and applications of alternative fuels, fuel conservation, and “green” transportation technologies. It is supported by the WCTC Truck Driving Advisory Committee, which includes 17 advisory committee members, and the Wisconsin Motor Carriers Association.

NEXT GENERATION WORKFORCE: HEALTHY WEST

Western Technical College, through its Healthy West Initiative, will graduate or train an additional 310 students annually in the areas of health care, diesel and heavy equipment, and manufacturing. The Initiative will support the Western region's essential industry sectors, and will promote and provide a healthy economy for key partners in the area.

Health Care

Based on regional data, the top ranked health care jobs for 2007-2012 in the Western district include Registered Nurses, with anticipated annual openings of 374 and median hourly earnings of \$24.22, and Medical Assistants, with anticipated annual openings of 104 and median hourly earnings of \$12.73. Western is currently significantly over-capacity in both of these programs. The Initiative will expand Western's capacity and allow it to produce an additional 16 nursing, 8 Medical Assistant and 80 CNA graduates annually. In addition, Western would be able to fund short-term training opportunities in Health Unit Coordinator and other applicable areas. Such opportunities will serve the equivalent of 10 graduates annually. The expansion is supported by key regional employers in the health care industry including Gundersen Lutheran Medical Center, Franciscan Skemp Healthcare-Mayo Health System, Black River Memorial Hospital, Vernon Memorial Hospital (Viroqua), and Mile Bluff Medical Center.

Equipment Technicians

For diesel and heavy equipment technicians in Wisconsin, the current ratio is 10 job openings for every graduate. The Healthy West Initiative will allow Western to expand its program capacity, address various safety issues and enhance the curriculum with high-tech diagnostic and electrical equipment that is now industry standard. In addition, Western is conducting a feasibility study to examine employer demand for a power mechanics program offering, which would be a natural extension of the diesel and heavy equipment program. This initiative would significantly upgrade Western's program to better serve employers and produce an additional 16 graduates annually to address skills shortages in the Western region. It is supported by Kwik Trip Convenience, LLC, Wisconsin Kenworthy, Peterbilt of La Crosse, Ashley Furniture, La Crosse Truck Center, Mathy Construction, Caledonia Haulers, St. Joseph Equipment, Lunda Construction, River States Truck and Trailer, DeBauche Truck and Diesel, Coulee Country Truck and Trailer, and the Wisconsin Automobile and Truck Dealers Association (WATDA).

Manufacturing

WTC's District includes over 120 manufacturing firms supporting more than 10,000 jobs. A significant portion of the existing workforce at these firms are over the age of 45—these manufacturers face a tremendous need for skilled manufacturing graduates in various trades including Welding, Computer Numerical Control, Industrial Maintenance and essential skills like Lean Manufacturing, Six Sigma and Leadership. This initiative would fund the creation of short-term skills institutes in multiple manufacturing areas to provide employees with just-in-time training and employers with a trained workforce in a shorter time-frame than has been available in the past. Western anticipates running a minimum of 10 skills institutes during the first year of implementation with approximately 18 students in each totaling 180 trainees. The Equipment and Metal Manufacturing Association, The Western Wisconsin Workforce Development Board and numerous manufacturers including S & S Cycle, Chart Industries, Pacal, and D & S Manufacturing support this initiative.



NEXT GENERATION WORKFORCE: NORTHWEST GROWTH

Wisconsin Indianhead Technical college, through its Northwest Growth Initiative, will graduate or train an additional 86 students annually in the areas of health care and manufacturing. Despite recent program and facilities expansion in both areas, demand from regional employers has continued to outpace Indianhead's capacity.

Health Care

Much of the Indianhead district has been designated by the federal Department of Labor as a "Health Professional Shortage Area". In addition, there continues to be significant growth in the retiree population moving into the District's rural areas to enjoy the natural environment during their retirement years. By 2020, only 31 percent of the WITC district's population is projected to be under age 40. Since an aging population has greater health care needs, this further compounds the need for healthcare workers. This initiative would produce an additional 50 graduates annually, including 10 with a Medical Assistant technical diploma and 40 with an Associate Degree in Nursing (RN) and is supported by Marshfield Clinic.

Manufacturing

This initiative will also allow Indianhead to move more rapidly in its work with the Northwest Wisconsin Concentrated Employment Program, Inc. (NWCEP) to develop and implement an accelerated welding training program for underemployed or unemployed individuals in the program's ten-county area. This project will respond to a need identified by regional manufacturers for more trained welders to address existing skills shortages that threaten production, as well as impending retirements that will affect a large segment of the welding workforce. A five-week summer welding boot camp for 20 students is being held at Indianhead's Superior campus to maximize both lab use and provide additional welders for the labor market. To meet these needs of local business and industry, NWCEP clients will receive instruction in shop safety, blue print reading, intro to fuel cutting/plasma cutting & CNC cutting, shielded arc welding, GMAW, FCAW and metal core welding. This initiative would produce an additional 36 welding graduates annually and is supported by NWCEP, Superior Steele and Ashland Industries.

	Base Year Funding <u>2008-09</u>	Request for <u>2009-10</u>	Request for <u>2010-11</u>	Biennial Increase <u>Over Base</u>
Increase Over Base	\$118,415,000 N/A	\$131,756,500 \$13,341,500	\$131,756,500 \$13,341,500	N/A \$26,683,000