

ABSTRACT

Lead Applicant:	Wisconsin Department of Workforce Development, Bureau of Apprenticeship Standards (DWD/BAS)	
Applicant City/State:	Madison, Wisconsin	
Project Name:	Wisconsin Apprenticeship Growth and Enhancement Strategies (WAGE\$)	
Total Funding Requested:	\$5,000,000	
Areas Served By Grant:	Statewide using Workforce Development Boards, Local Coalitions, One-Stop Centers, Technical College Campuses	
Populations to be Served:	K-12, job seekers, incumbent workers, underrepresented populations	
Number of Participants:	10,000 Total Participants	
	1,000 New Apprentices	
	542 Upskilled Incumbent Workers	
Targeted Industries/Occupations:	Advanced Manufacturing	Maintenance Technician, Mechatronics Technician, Welder/Fabricator, Industrial Manufacturing Technician
	Health Care	Licensed Practical Nurse, Community Health Care Worker, Medical Assistant
	Information Technology (IT)	Computer System Analyst, Computer Network Support Specialist, Information Security Analyst, Data Warehousing Specialist, Business Intelligence Analyst

Summary of Program Activities: The Wisconsin Apprenticeship Growth and Enhancement Strategies (WAGE\$) initiative will expand Registered Apprenticeship into 4 advanced manufacturing, 3 health care and 5 information technology (IT) occupations resulting in 1,000 new apprentices, and 542 upskilled incumbent workers. Expansion into H-1B and high growth industry sectors will be achieved by developing new Registered Apprenticeship programs; aligning Youth Apprenticeship and Registered Apprenticeship to accelerate postsecondary and apprenticeship training needs; increasing apprenticeship opportunities for all Wisconsin workers

including a focus on underrepresented populations by using pre-apprenticeship training and apprenticeships in construction, manufacturing and services as on-ramps to higher wage and skills jobs; building public-private partnerships with workforce development systems, employers and partners to increase demand for apprenticeship; and improving existing apprenticeship programs to enhance apprentice retention and program quality.

Public-private partnerships with the Workforce Development Boards, Wisconsin Technical College System, Wisconsin Department of Public Instruction, industry associations and employers provide a framework for developing, promoting and delivering effective apprenticeship programs statewide. Collaboration with community based organizations will increase the awareness of apprenticeship within local communities and underrepresented populations, while alignment of Wisconsin’s existing K-12 Youth Apprenticeship program and Registered Apprenticeship will create career pathways for youth to enter higher skill jobs.

WAGE\$ will build upon Wisconsin’s existing Apprenticeship Infrastructure to serve all job seekers and incumbent workers with special attention to underrepresented populations including women, people of color, people with disabilities, veterans and transitioning service members.

Primary Partnerships	
Public Sector	Private Sector
DWD Bureau of Apprenticeship Standards Karen Morgan, Director (608) 266-3133 Karen.Morgan@dwd.wisconsin.gov	Wisconsin Technology Council Tom Still, President (608) 442-7557 tstill@wisconsinotechnologycouncil.com
Wisconsin Technical College System Morna K. Foy, President (608) 266-1207 morna.foy@wtcsystem.edu	Wisconsin Manufacturers & Commerce Chris Reader, Director (608) 258-3400 creader@wmc.org
Wisconsin Workforce Development Association Sue Gleason, Interim Exec. Director (608) 249-9001 x237 Sue.gleason@wiworkforce.org	Rural Wisconsin Health Cooperative Jo Anne Preston, Manager (608) 643-2343 JPreston@rwhc.com
Additional Key Partners	
Wisconsin Economic Development Corporation Tricia Braun, Deputy Secretary (608) 210-6700 Tricia.braun@wedc.org	Milwaukee 7 Pat O'Brien, Executive Director (414) 287-4112 pobrien@mke7.com
Northeast Wisconsin Manufacturing Alliance Ann Franz, Director (920) 498-5587 ann.franz@nwtc.edu	Northeast Wisconsin Educational Resource Alliance John Short, Dean, UW-Fond du Lac (920) 609-6399 John.short@uwc.edu