


**Workforce Issues in Challenging Economic Times:  
How Wisconsin's Technical Colleges Will Respond**

2009 WTCDBA FALL MEETING

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**OUR FOCUS FOR TODAY...**

1. *Current Situation*
2. *Workforce and Recession Impact*
3. *Technical College Success Strategies*
4. *Driving Our Future – What will it Take?*



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**THE CURRENT SITUATION...**

- *“If we emerge from this recession without a skilled workforce, then this recovery will be a jobless one.”*
- *“Demand for middle-skills workers outstrips supply.”*
- *“Right now we’re seeing a lot of people on the “bench”. We’re going to have many jobs and not enough people to do them.”*



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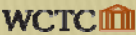
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**OUR TRANSITIONING WORKFORCE**

- **The Workplace Has Changed**
  - Technology, Culture, Young and Senior Workers
- **Expanding Skill Needs of the Workforce**
  - Seen as Assets, Not Cost
  - High Performance = Skills + Knowledge + Abilities
  - Education and Training
- **Increasing Demand for Middle-Skill Jobs (MSJs)**
  - Jobs that don't require a BA, but have a strong technical skill component as well as academics and CLS.



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**WI WORKFORCE AND RECESSION IMPACT**

- **About 50% of all existing WI jobs and those projected thru 2016 are MSJs.**
- **WI's future workforce is its current workforce:**  
67% of those who will be in the 2020 workforce were already working adults in 2005.
- **WI is already experiencing shortages in MSJs in crucial industries.**
- **Key opportunities in Mfg, Health, Construction and Utilities**



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**RESULTING IMPACT ON WI TECHNICAL COLLEGES**

- **Major impact on the enrollment surge**
- **New and returning students seeking stable first careers -OR-**
- **Reinventing themselves in new occupations**
- **Financial need of students increasing**
- **Career counseling and student services increasing**
- **Curriculum and delivery methods**
- **B&I are preparing themselves for the future**



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**IMPACT EQUALS...**

- *WTCS enrollment to exceed 80,000 FTE students in 2009. An increase of 14.6% from 2008.*
- *14 of 16 WTCs est. over 10% enrollment increase; half seeing 15% or more.*
- *This increase will add to the 400,000 citizens who enroll in WTCs each year.*



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**IT'S ALL ABOUT...**

- ***Affordability***  
- More education-career laddering
- ***Flexibility***  
- Gaining new skills quickly
- ***Placement Opportunities***
- ***Visibility***  
- More attention on the importance of technical and community colleges for job preparation



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**TECHNICAL COLLEGE STRATEGIES FOR STUDENT & WORKER SUCCESS**

*- Continue to Innovate PS CTE -*

- *Anticipate occupational program needs*
- *Review program content and delivery*
- *Time*
- *Employer-driven, educational alignment focus career pathways.*
- *"Center" initiatives (e.g., NWTC, CVTC, LTC, NTC...)*
- *TC and the Community – B&I; Education*



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### DRIVING OUR OWN FUTURE

- *WTCs are uniquely positioned to ensure skilled workforce training and education.*
- *Continue to Innovate.*
- *Pathways, pathways, pathways.*
- *Best kept secret?*
- *Anticipating and meeting the diversity of our students and their needs.*
- *Active and collaborative partnerships*



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### RESOURCES

- *Wisconsin's Forgotten Middle-Skill Jobs*  
[http://www.skills2compete.org/site/c.thLlKYPLLuF/b.5439857/k.9B7D/State\\_Campaigns.htm](http://www.skills2compete.org/site/c.thLlKYPLLuF/b.5439857/k.9B7D/State_Campaigns.htm)
- *Center on Wisconsin Strategy*
- *National Research Center for CTE*
- *WI Department of Workforce Development*



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