



EDC-7 Update

Strategic Workforce Development

AASHTO Annual Meeting – MAASTO Board Meeting
Indianapolis, IN

November 16, 2023

WisDOT Updates on EDC-7

Status of External Efforts

- Certified as a pre-apprenticeship program in 2021
- Six-week training program that prepares workers for careers in road construction industry
- Creates opportunity for groups historically underrepresented in the construction industry



WisDOT Updates on EDC-7

Status of External Efforts

EDC-7 Innovation Goal:

Increase OJT Graduation and Placement by 10 percent or higher.



WisDOT Updates on EDC-7

Status of External Efforts

- WisDOT worked to:
 - Increase awareness
 - Expand the training opportunity
 - Increase class enrollment
 - Identify wraparound services



WisDOT Updates on EDC-7

Status of External Efforts

- Program rebranded as WisDOT Highway Construction Skills Training (HCST) in February 2023 to better describe the program and increase awareness.



WisDOT Updates on EDC-7

Status of External Efforts

- Outreach expanded through social media and in-person events
- Short highway construction videos for social media that featured HCST graduates
- Educational materials provided to 980 high school career fair participants
- “Women in Construction” materials developed for events



WisDOT Updates on EDC-7

Status of External Efforts

- Social media advertising from September 6-16, 2023
 - Generated 42,125 impressions and 6,806 engagements (“likes” or comments)
 - Resulted in 822 clicks to the WisDOT HCST website page



WisDOT Updates on EDC-7

Status of External Efforts

- WisDOT sponsored a “Construction Career Day” (with participants from 26 Wisconsin high schools)
 - Observed and learned to use construction equipment
 - Met construction professionals
 - Attended a career fair
 - WisDOT “Career Wheel” activity for students to match construction classifications with salary and other career information



WisDOT Updates on EDC-7

Status of External Efforts

- 2023 HCST Statistics
 - 143 graduates from January 1 – November 2, 2023
 - 92 graduates (64 percent) placed into highway construction positions
 - Fall 2023 HCST 7-week training in Southeast Wisconsin had 100 percent class attendance and graduate rate (12 participants)



WisDOT Updates on EDC-7

Status of External Efforts

- Partnerships with workforce boards
 - WisDOT partnered with Employee Milwaukee in Southeast Wisconsin and the Workforce Development Board of Central Wisconsin (WDBSCW) to develop a workforce assessment
 - Partnerships resulting in the development of two pilot workforce trainings to develop best practices and implement wraparound services for trainees
 - (may include services and/or training “stipends”)



WisDOT Updates on EDC-7

Status of Internal Efforts

- Office of Workforce Development created in September 2023
- Housed in the Division of Budget and Strategic Initiatives



WisDOT Updates on EDC-7

Status of Internal Efforts

- OWD focus on research, policy analysis and program development in these main areas:
 - Knowledge management
 - Employee and leadership development
 - Recruitment and retention
 - Employee engagement and recognition
 - Diversity, Equity and Inclusion Planning
 - Management of Remote/Hybrid Work efforts



WisDOT Updates on EDC-7

Status of Internal Efforts

- OWD consists of six positions
 - Office Director (filled)
 - Employee Engagement Officer (filled)
 - Workforce Policy Advisors (two staff starting on November 20)
 - Program and Policy Analyst
 - IT Professional



WisDOT Updates on EDC-7

Status of Internal Efforts

- OWD work completed since September
 - Update and creation of new policies under the new office
 - Remote Work, Colleague Engagement Networks, Alternative Work Patterns
 - Meetings with WisDOT program divisions to learn about priorities and critical issues
 - Review of the WisDOT Workforce Strategic Planning Analysis and recommendations (Workforce, Outreach, Recruitment, Retention and KM)
 - Strategy development



WisDOT Updates on EDC-7

Status of Internal Efforts

- OWD to develop and implement programs and initiatives in main focus areas
- OWD will continue to collaborate with WisDOT program divisions on key issues facing their work areas
- OWD will work closely with Human Resources (part of the Department of Administration under a Shared Services model) on initiatives that cross-over both program areas



WisDOT Updates on EDC-7

Questions?





**EDC-7 Updates – Strategic Workforce Development
AASHTO Annual Meeting (MAASTO Board Meeting)
November 16, 2023**

External Updates (Office of Business Opportunity and Equity Compliance)

WisDOT's On-the-job training (OJT) program was approved as a certified pre-apprenticeship program in 2021. The OJT is a 6-week intensive training program that prepares workers for careers in the road construction industry. The program also works with program graduates to find employment and ensure their continued success. The program works to create opportunity for groups historically underrepresented in the construction industry, including women and people of color.

WisDOT's EDC-7 State Innovation Goal: Increase OJT Graduation and Placement by 10% or higher. WisDOT worked to increase awareness and expand the training opportunity to more individuals and increase class enrollment. WisDOT also worked to identify wraparound services.

- WisDOT OJT training was rebranded as WisDOT Highway Construction Skills Training (HCST) in February 2023. A new logo, signage, website updates, and educational materials were developed to increase awareness.



- Outreach was expanded through social media and in-person events. This included: short highway construction videos for social media that featured HCST graduates, educational materials provided to 980 high school career fair participants, "Women in Construction" materials for events, and other workforce outreach.
- Social media advertising from Sept. 6-16 to promote the HCST program generated 42,125 impressions and 6,806 engagements (meaning someone interacted with it by "liking" or commenting). The ad resulted in 822 clicks to the WisDOT HCST website link.
- WisDOT sponsored a "Construction Career Day" where high school students from 26 Wisconsin high schools observed and learned to use construction equipment, met construction professionals, and attended a career fair. WisDOT sponsored a "Career Wheel" activity for students to match construction classifications with salary and other career information.
- 2023 HCST graduation total (January-November 2, 2023) was 143 with 92 (64%) placed into highway construction positions. The fall 7-week HCST training in Southeast Wisconsin had 100% class attendance and a 100% graduation rate.

- WisDOT partnered with workforce boards Employ Milwaukee in Southeast Wisconsin and the Workforce Development Board of South Central Wisconsin (WDBSCW) to develop a workforce needs assessment. This partnership is resulting in the development of two pilot workforce trainings to develop best practices and implement wrap around services for trainees. This may include services and/or training stipends.

Internal Updates (Office of Workforce Development)

- Office of Workforce Development created in September 2023
- OWD housed in the Division of Budget and Strategic Initiatives
- OWD will focus on research, policy analysis and program development in these main areas:
 - Knowledge management (including the development/implementation of a knowledge management tool)
 - Employee and leadership development
 - Recruitment and retention
 - Employee engagement and recognition
 - Diversity, Equity and Inclusion planning
 - Management of Remote/Hybrid Work
- OWD will be comprised of six full-time positions (four currently filled)
 - Office Director (filled)
 - Employee Engagement Officer (filled)
 - Workforce Policy Advisors (two positions starting on November 20, 2023)
 - Program and Policy Analyst
 - IT Professional
- OWD work completed since September
 - Update and creation of policies under the new office
 - Remote Work, Colleague Engagement Networks, Alternative Work Patterns
 - Meetings with the program division to learn of their priorities and critical issues
 - Review of the WisDOT Workforce Strategic Planning Analysis and recommendations completed by DBSI
 - Topics included Workforce, Outreach, Recruitment, Retention and Knowledge Management
 - Strategy development
- OWD to develop and implement programs and initiatives in main focus areas
- OWD will continue to collaborate with WisDOT program divisions on key issues facing their work areas
- OWD will work closely with Human Resources (part of the Department of Administration under a Shared Services model) on initiatives that cross-over both program areas