



COMPETITIVE WISCONSIN

Welcome to Competitive Wisconsin, Inc.'s

Heads Up!

An Action Accelerator Digital Streaming Service for Problem Solvers and Decision-Makers

In recent years, Competitive Wisconsin, Inc has worked on structural issues affecting Wisconsin's economic development capacity; its health care and food manufacturing employment clusters; its educational and training infrastructure; and its workforce development, recruitment and retention network. In doing so, we have interviewed, briefed, discussed and shared information and ideas with public- and private-sector leaders across the state. As we did so, the game-changing power of shared information became increasingly apparent.

We've built HEADS UP! to enable our members and other leaders around the state to tap into that power to exponentially increase identification and awareness of options and to find new ways to use the information and experiential sources we have to better inform and energize the problem-solving and decision-making process in Wisconsin.

HEADS UP! will be sent bi-monthly to CWI members and contacts across the state. It will normally include links to timely information, including:

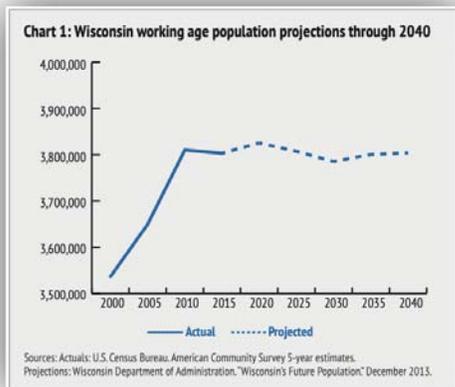
- news-related CWI BE BOLD initiatives, including at the moment, our work on Workforce Recruitment and Retention and on Rural Resurgence in Wisconsin;
- interviews and discussions with decision-makers and problem solvers related to those and other pressing structural and systemic challenges and opportunities affecting Wisconsin prosperity and quality of life;
- news about problem-solving initiatives being undertaken by others in Wisconsin and elsewhere.



*Mark O'Connell
Vice-Chair, Competitive Wisconsin, Inc.
Executive Director, Wisconsin Counties
Association*

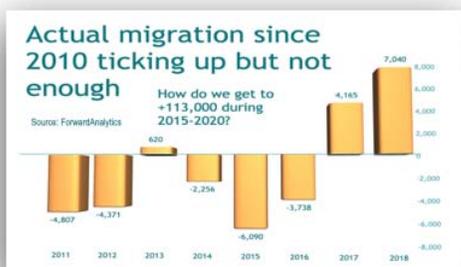
*Shared information exponentially
increases identification and awareness
of options and expedites the problem-
solving process*

Thanks for making all of this possible. We encourage you to **share this newsletter** with your strategic partners and colleagues.



CWI Responds to Wisconsin Legislative Council request for input on state's workforce development organization

Tasked by the Legislature with preparing an *Interim Research Report on the Organization of Wisconsin's Workforce Development System*, Wisconsin Legislative Council (Leg Council) staff reached out to Competitive Wisconsin, Inc. (CWI) "...to solicit suggestions" for inclusion in the report. The Leg Council noted that legislative interest had been sparked by a 2018 Wisconsin Policy Forum and that Leg Council had a particular interest in, "... recommendations that Competitive Wisconsin Inc may have for legislative policy changes that may improve the structural framework and opportunities to increase coordination between workforce development programs."



CWI Co-Chair Mark O'Connell and Strategic Counsel Jim Wood indicated in their letter to Senior Staff Attorney Margit Kelley that CWI's BE BOLD research had documented "...the growing threat to Wisconsin's economic and social wellbeing now being driven by Wisconsin's structural workforce shortages; the adverse impacts of a tight job market on state and local tax bases and public services; and an intensified national and global competition for talent," and concluded that, "...Wisconsin's contemporary workforce development efforts must take greater notice of the *nature* of Wisconsin's workforce shortages and prioritize...," strategic workforce recruitment and retention that recognizes Wisconsin's need to address its severe workforce-age population shortages.

[View Full Letter](#)

Rural Resurgence on Competitive Wisconsin's short list of BE BOLD strategic necessities

CWI is developing an Action Accelerator process focused on supporting efforts to preserve and protect what is currently working in Wisconsin's rural areas, while also determining how Wisconsin might best attract the people and revenue streams needed to build the new economically prosperous rural economy Wisconsin wants and needs. To that end, CWI is working in collaboration with interested groups, organizations, individuals, and institutions to achieve research-based consensus on the nature of the challenges and opportunities; identify realistic, achievable options for achieving specified objectives; and help develop public consensus around the actions required to translate the vision into reality.



[Learn More](#)



[View Waukesha Action Accelerator Videos Here](#)

[CWI Recommends Strategies for Creating Funding Streams for Workforce and Recruitment Efforts. Learn more here](#)

Zoom technology helps raise interest in CWI's BeBold4 Workforce Recruitment and Retention policy recommendations

We were lucky to be able to hold our first Action Accelerator meeting on Workforce Recruitment and Retention in person in Waukesha last November with over 100 thought leaders from around the state. And then, the world changed for all of us. Fortunately, like most of you, we have been able to leverage today's technology to continue to connect with organizations across the state to discuss the importance of workforce recruitment and retention efforts for both the public and private sectors, and further explore the recommendations put forth by our BeBold4 initiative. Over the past several months we have leveraged the virtual meeting experience to connect with public and private leaders in Portage County, the Madison Regional Economic Development Partnership (MadREP) area and 7 Rivers Region to discuss the BeBold4 Workforce Recruitment and Retention recommendations and focus on upcoming legislative action related to our recommendations. These conversations have underscored the importance of our work, and have shown broad-based support for innovative efforts to recruit and retain workers through mechanisms that do not require raising existing or new taxes and generate net increased revenues for employers and the state.

Upcoming briefings are planned for the Momentum West and New North economic development regions.

[View Recent BeBold4 Zoom Mtgs](#)



Competitive Wisconsin, Inc.

BE BOLD New Ways Forward Action Accelerators

...working collaboratively to preserve Wisconsin's quality of life and advance its economic competitiveness since 1981



Key Focus: Challenges from the Rural Cooperative Network Perspective

Rural Cooperative Network President and CEO Dan Smith shares his insights into the challenges that have been facing rural communities across Wisconsin for decades, the impact of COVID-19 on those challenges and a look at what needs to be done moving forward to ensure the long-term viability of our unique rural economies across Wisconsin.

[Listen to the Podcast Now](#)

Want to Learn More About CWI and Our Be Bold Initiatives?

[Click Here](#)



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