

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
N.E.W. Plastics Corp. – Luxemburg, WI  
Thursday, January 12, 2017 – 8:30 to 10:00 AM**

**ATTENDEES:** Linda Bartelt-NEW ERA, Vicky Bayer-Bemis, Brandon Beard-N.E.W. Plastics, Courtney Bonnett-KI, Sandy Folsom-NWTC, Lisa Francour-NWTC, Shelly Gagen-Block-Pioneer Metal Finishing, Erynn Hector-Professional Fabrications, Kathy Koehler-EMT International, Melinda Morella-Olson-Imaginasium, Bill Seleen-WMEP, Ann Franz-NEWMA, Debbie Thompson-NEWMA

**1. 2016 INTERNSHIP DRAFT DAY (IDD) RECAP**

Over 325 people attended the event. 215 students attended (double vs. a year ago). Students who interviewed and/or networked represented:

College/University	# of Students
UW - Green Bay	38
NWTC	34
UW - Fox Valley	33
Michigan Tech	31
UW - Fond du Lac	26
UW - Oshkosh	11
FVTC	8
MPTC	7
UW - Stout	7
College of Menominee Nation	4
St. Norbert College	4
UW - Platteville	4
Lakeland College	3
Lakeshore Technical College	1
UW - Eau Claire	1
UW - Lacrosse	1
UW - Madison	1
UW - Sheboygan	1
<b>Total Student Count</b>	<b>215</b>

- 35 NEWMA member companies participated.
- Several Alliance members sponsored the event, which helped offset \$15,000 in costs.
- New this year, all students received a jersey with company sponsor logos, including NEW ERA and NEW Manufacturing Alliance logos.
- Employers were very pleased with the students' preparation, interviewing skills, and networking enthusiasm. The venue and draft theme were well received. Overall, the registration process was good. Many colleges/universities were represented by students.
- Several companies reported hiring IDD students. KI hired two of the students; including the number one overall draft pick from UW-Platteville.
- Interview Quality Overview: 95 (46%) of the interviews had a score of 28 points. 86 (42%) of the interviews had a score of 14 points. 26 (13%) of the interviews had a score of 7.
- The overall impression of IDD by student attendees was favorable, with 93% rating the event from okay to exceptional. 72% wanted to learn more about internship opportunities.

**Future enhancements include the following.**

- ✓ Utilize the live database to maximize its return on investment.
- ✓ Simplify IDD website navigation for users.
- ✓ Offer apprenticeship opportunities. Members agreed this would be beneficial.
- ✓ Encourage preregistration. This will help eliminate some of the long registration lines.
- ✓ Invite students from private colleges and UW-Stevens Point.
- ✓ Encourage more tech college students to attend.
- ✓ Continue to develop the IDD brand. This will include encouraging students to look to NEWMA for career information and opportunities.

- ✓ Continue to remind students they should be utilizing their schools' career services department for interviewing tips and resume critique.
- ✓ Consult members regarding possibly limiting interviews to 15 minutes or eliminating one of the interviews, shortening the overall length of the event.
- ✓ UWGB and UWO engineering technology programs are in the process of accreditation. These programs will hopefully be accredited by the end of 2017 or early 2018.

As IDD continues to grow, more space will be needed. Currently, the event is a member benefit; however, in the future there may be a charge for members needing additional space. A suggestion was to have the networking section separate from the interviewing area. This would help limit the distractions and noise while conducting interviews. Each sponsor could be assigned to a skybox. Some companies have a limited number of staff working the event, so it may be difficult for them to separate the networking and interviews.

The Greater Green Bay Chamber's Young Professionals reps at IDD spent a lot of time providing interview tips to students; however, this was not their intent. It was suggested to host a day dedicated to discussing resumes and interviewing skills at each of the campuses, prior to IDD.

Next year, an email will be sent in March regarding job opportunities to students that are in the system and will be seniors. Ann would like to be able to send out emails regarding job opportunities a couple times a year.

Beginning in May 2017, every Wisconsin high school graduating senior will have an academic and career plan, because of a new DPI mandate. This will allow for a stronger connection with K/12. Ann will start contacting regional high school seniors a couple of times per year regarding career opportunities. A job fair for high school seniors to connect with NEWMA member companies was discussed. The event could include a tour at a manufacturing company.

## 2. 2017 TASK FORCE PLANNING

### 2016 Accomplishments

- Continued to grow IDD.
- Hosted college students during the afternoon of the Manufacturing First Expo & Conference.
- Had a record number (43 compared to 29) of new members join NEWMA.
- Developed machine operator excellence training.
- Provided member training regarding college internship program implementation.
- Launched the Retired Worker and Machine Operator Task Forces.
- In summary, the Talent Task Force did a lot of great work that has been impactful.

### 2017 ACTIVITIES

- ✓ Attract talent to member companies in the New North. Educate K-16 and outside the region about manufacturing opportunities.
  - Schedule one talent recruitment event outside of Wisconsin and Michigan before December 31, 2017.
  - Host Internship Draft Day.
- ✓ Understand NEW manufacturers' labor pools and workforce needs. Consider people who are employed or underemployed. Door County Economic Development does outreach at their area high school class reunions.
  - Document the various labor pools and define strategies to reach them by August 31, 2017.

## 3. AMERICA'S PROMISE GRANT/MACHINE OP. TRAINING UPDATE

The America's Promise Grant was not approved; however, a Fast Forward Grant application was submitted. 19 companies are participating in the grant. There will be six cohorts with a total of approximately 72 people. Ann and Brandon will present to the judging committee on 1/18/2017. In February, the state will announce the awarded funding.

## 4. MANUFACTURING FIRST EXPO (MFEC) COLLEGE STUDENT OUTREACH

In an effort to have more students attend, members discussed developing a program for college students on MFEC day two. The program will include a sponsored lunch for the college students.

## 5. NEXT STEPS & MEETING DATE/LOCATION/AGENDA

The next Talent Task Force meeting will be held on **Thursday, February 9, 2017, at Bemis (Appleton) from 8:30 to 10:00 a.m.** The agenda will include brainstorming to establish the talent pool areas for focus.