

NEW Manufacturing Alliance
TALENT TASK FORCE MEETING MINUTES
Tufco – Green Bay, WI
Thursday, May 11, 2017 – 8:30 to 10:00 AM

ATTENDEES: Tony Aitkin-Tufco, Linda Bartelt-NEW ERA, Brandon Beard-N.E.W. Plastics Corp., Kim Becks-Tufco, Courtney Bonnett-KI, Brad Charapata-BMO Harris Bank, John Davister-Services Plus, Lisa Francour-NWTC, Julie Gniewek-UWO BSC, Erynn Hector-Professional Fabrications, Ryan Herber-BAWDB-LTC, Katie Instefjord-Trillium Staffing, Melinda Morella-Olson-Imaginasium, Ann Franz-NEWMA, Debbie Thompson-NEWMA

METHODS FOR REACHING TARGETED MARKETS

The Talent Task Force has been exploring various target markets to connect with jobs. Last month's meeting focused on veterans. Members agreed it would be beneficial to continue strategizing with vets. **Members are welcome to attend a meeting on Friday, May 19 at the Green Bay Job Center on Cherry Street, beginning at 1:00 p.m. This meeting will discuss in detail opportunities to connect with veterans.** Derek Jablonicky sent Ann contact information for various veterans groups. Ft. McCoy is interested in working with NEWMA. Other possibilities to connect with job seekers include:

- Bring veterans to the region for a weekend experience. Discuss regional job opportunities and why northeast Wisconsin is a great place to live and work. Employers must be able to provide a living wage. Ann has a meeting today that will discuss hosting this type of event.
- Include one of NWTC's Mobile Modular Lab when possible. The CNC Lab has a working Smartboard and features 12 stations. Members expressed interest in staffing the Lab, even though they may not be NWTC employees.
- Participate in the Great Lakes Naval Station job fair.
- Participate in the Celebrate De Pere Festival. Approximately 5,500 veterans attend this event. Lisa Francour will work with Brandon Beard to consider the logistics in bringing the Mobile Modular Lab to this event.
- Have a presence at a Packer game(s).
- Ann shared a list of various, local Affinity groups that were reviewed and can be contacted.
- Connect with the Hmong population, as it has more than doubled since 2010.

Bobbi Miller sent Ann information that included the upcoming Asian Memorial Festival. This large festival is held in De Pere and will include a job fair this year. A 'Friendship Sponsorship' costs \$300 and offers a lot of print/radio exposure. This would be a fairly inexpensive way to introduce the Alliance to the local, growing Asian community. Members agreed to have the Alliance serve as a sponsor for the Asian Memorial Festival.

NEXT STEPS - Ann will coordinate:

- ✓ NEWMA 'Friendship Sponsorship' of the upcoming Asian Memorial Festival.
- ✓ Notifying the membership that there will be an increase in job seekers posting on the NEWMA website.
- ✓ Reaching out to other regional Hmong associations to let them know about NEWMA.
- ✓ Working with Erynn Hector to connect with Hispanic and Latino communities through Catholic Charities.
- ✓ Reporting at the July 13 Talent Task Force meeting the highlights of conversations with the various community centers.

INTERNSHIP DRAFT DAY & TALENT NETWORK WEBSITES

IDD has been confirmed for Thursday, November 9, 2017. Mark Murphy will again announce the winners. The event costs \$20,000 to \$25,000 to hold. Sponsorships were offered last year to help offset the cost. Because IDD is growing, Ann would like to raise additional dollars by increasing the number of sponsorships to:

- Six \$1,500 food sponsorships. Last year the event ran out of food.
- Four \$1,500 jersey sponsorships. Each student receives a jersey that features sponsor company logos.

Members are looking at ending the event at 6:30 p.m., instead of 7:00 p.m. The 3:00 p.m. start time would remain the same. Members agreed that interviews could be shortened to 15 minutes each.

IDD discussions included:

- Students are sometimes confused when they come to the event. Provide information that gives a clear understanding of what the event offers and how to make the most of their time.
- Produce a video or web out that explains the registration and preregistration process, point system, etc.
- Create a handout and an organization page on the website of who all the employers in attendance will be. A brief description, about and written by each company, will be included.
- Students enjoy networking with the employers. Because large groups of students have been attending that are not preregistered, it was suggested that companies provide at least two people to network with students and at least one person to participate in interviews. More faculty members are interested in bringing whole classes.
- IDD coordinators will be focusing on educating faculty about the event, as they have the most contact with the students. Linda sent a 2017 'Save the Date' email to faculty members.
- Apprenticeship will be added to the event this year.
- Members discussed and agreed to also have part-time jobs related to degree fields added to the list of 2017 IDD opportunities.
- The IDD website will be live by June 1. Ann contacted employers with a 'Save the Date' and will send them an update in July.
- The event will be marketed to students when they return to school in September.
- KI hired two students from the 2016 event, including the #1 draft pick.

Linda and Ann are working on the Talent Network, which will be a live website where Alliance members can search for college students that completed an IDD profile about permanent job openings at their companies. The database already has over 600 college students. It was determined that all Alliance manufacturers will have access to the database, regardless if they participated in IDD.

MANUFACTURING FIRST COLLEGE OUTREACH EVENT

The Alliance is working to host college students who are in the last year of their program. Ann will reach out to First Business Bank to see if students can attend the entire second day at no cost, allowing them to listen to the keynote speaker. Interview tips, opportunities and advantages of living in the region will be discussed. Companies can let Ann know if they are hiring so this information can also be shared with students. A lunch will be provided for students.

NEXT MEETING DATE/LOCATION/AGENDA

The next Talent Task Force meeting will be held on **Thursday, July 13, 2017 at UW-Oshkosh, 8:30 to 10:00 a.m.** The agenda will include:

- ✓ Reaching Targeted Markets for Jobs
- ✓ Internship Draft Day & Talent Network Websites
- ✓ Manufacturing First College Outreach Event