

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
EMT International – Hobart, WI  
Thursday, August 10, 2017 – 8:30 to 10:00 AM**

**ATTENDEES:** Linda Bartelt-NEW ERA, John Davister-Services Plus, Lisa Francour-NWTC, Erynn Hector-Professional Fabrications, Ryan Herber-LTC, Katie Instefjord-Trillium Staffing, Kathy Koehler-EMT International, Dave McIlheran-Shopko Optical, Melinda Morella-Olson-Imaginasium, Bill Seleen-WMEP, Ann Franz-NEWMA, Debbie Thompson-NWTC

## **INTERNSHIP DRAFT DAY (IDD)**

### **SPONSORSHIPS**

During the week of July 24, emails were sent to the membership announcing IDD kick-off, along with sponsorship opportunities. The Alliance has already raised \$2,500 more than last year's event.

- So far, two companies are sponsoring the bussing at \$3,500 each: UW-Platteville (Plexus) & UW-Stout (Parker). A bussing sponsor for Michigan Tech is being sought.
- Sponsors (1 more needed) for the networking reception are; BPM Inc., NPS Corporation, M3 Insurance, Miller Electric Mfg. Co., and Pioneer Metal Finishing.
- Jersey sponsors (unlimited): Optima Machinery, Bay Tek Games, Samuel Pressure Vessel Group, Nercon Eng. & Mfg.
- NEW ERA wrote a \$7,500 grant for the Department of Workforce Development to sponsor the event.
- The Board approved funding scholarships for the 1<sup>st</sup> (\$1,500) and 2<sup>nd</sup> (\$500) place IDD winners.

### **COLLEGE MARKETING**

Members chose and edited an IDD marketing card, based on various proofs. Linda will make the following card modifications.

- Clarify who should register.
- Limit text. Only include significant information that will get college students to go to the website.
- Use lower case lettering as appropriate in sentences.
- Eliminate the individual 'Event Times'. State the overall time, 3:00 to 6:30 p.m.
- Communicate there are over 60 companies offering a total of over 200 **paid** internships, apprenticeships, and part-time opportunities.

Linda schedules lunch & learn sessions with college network ambassadors/faculty to promote IDD. The cards are then distributed by the faculty to students. An effort is being made to connect more with the private colleges. **Ryan Herber will send Linda information for a Silver Lake College contact.**

- Market to school clubs.
- Have a student drawing that offers a cash award for their club.
- Get faculty involved to promote the event, enabling more student connections. IDD success is greatly increased when there is faculty engagement.
- Offer faculty a free ticket to the Manufacturing First Conference if they bring a class.
- **Send more reminders** (and communications) to participating college students, especially just prior to the event.

### **IDD & SOCIAL MEDIA**

- Develop an App – quick, easy to go into the event. Linda will reach out to the tech schools to see if any of their IT students could help with this.
- Facebook Ads – based on demographics. Hone in on IDD's specific age group.
- Utilize LinkedIn as appropriate.

An IDD Social Media Subcommittee will be created to get and keep students and faculty informed. **Linda will send a request to members, including the Communications Task Force members, to join this new subcommittee.**

### **OTHER IDEAS/DISCUSSIONS**

- Reserve an area at IDD for mock interviews. **Ann will contact the young professional groups to see if they would be able to offer this service.**
- Don't award points for participants who are only networking.
- Each company can rank their interviewees and list their top candidates per interviewer for an extra 50 points.

- Clearly communicate the scoring process on the registration form, due to scholarship money being offered this year.
- Consider offering extra points and incentives for student club participants.
- Ann recently met with the 2016's #1 draft pick, currently working at KI, to get his IDD perspective.

Ann created a nine-question survey for former IDD student attendees. She recently sent the survey to member companies who participated in IDD last year to send to their interns. This survey can also be sent to all past participants.

## TALENT NETWORK WEBSITE

Members reviewed the Talent Network website. A request was made to enable filtering on the registration form 'Field of Study'. **Linda will work with her team to enable this capability. Ann will send the Talent Network Website link to the Board for their feedback. She will also send participating company logos to Linda.**

## REACHING OUT TO TARGETED MARKETS: VETS

Ann received a few leads on vets looking for jobs that she directed to some Alliance members. She asked attendees how these candidates should be offered to the membership. As a result, **Ann will ask the membership if they are interested in receiving these alerts, allowing for a more targeted audience. Ryan will check into utilizing a computer icon, such as a flag, for this initiative.**

Linda is working on uniting vets to learn about veteran's services and schooling, as discussed at July's Talent Task Force meeting. Providing key services contact information, in addition to establishing events and programs will be part of this initiative. Face-to-face meetings are very powerful and will be encouraged.

## TALENT RELOAD FOR VETS

Ann is working in partnership with the Fox Cities Chamber on a version of their Talent Upload event. NEWMA's event will be called **Talent Reload**, directed at vets. Ann will be going to the Great Lakes Naval Station in Illinois on 8/24 to discuss how to work jointly with them on a job fair/New North exploration event. Ann will also present on 8/24, during an employer panel luncheon, regarding the Alliance and the jobs available. NEWMA's Talent Reload event will be held in late fall or early spring.

## NEXT MEETING DATE/LOCATION/AGENDA

The next Talent Task Force meeting will be held on **Wednesday, September 20, at Services Plus, 8:30 to 10:00 a.m.**

**Please note the day change.**

- ✓ Internship Draft Day & Scoring
- ✓ Talent Network Website
- ✓ Reaching Out to Targeted Markets & Talent Reload for Vets