

## Talent Task Force Meeting

April 12, 2018

Sargento – Hilbert

8:30 a.m. - 10 a.m.

*Minutes*

**ATTENDEES:** Tony Aitkin-Tufco, Linda Bartelt-NEW ERA, Brenda Hanna-Tufco, Lisa Francour-NWTC, Courtney Bonnett-Parker Hannifin, Shelly Gagen-Block-Pioneer Metal Finishing, Julie Barker-UW-Oshkosh, Ryan Herber-LTC, Katie Instefjord-Trillium Staffing, Derek Jablonicky-DWD, Kathy Koehler-EMT International, Erryn Hector-Professional Fabrications, Julie Micke-Salm Partners, Melinda Morella-Olson-Imaginasium, David McIlheran-Shopko Optical, Garret Pelischek-Werner Electric, Chad Fritz-Sargento Foods, Justin Rank-Werner Electric, Bill Seleen-WMEP, Ann Franz-NEWMA

### **Topic 1: Industry 4.0 grant opportunity**

The Alliance has an opportunity for a grant to study the impact of the workforce now and in the future related to technology advances in the workplace. The grant would pay for a research study of new careers and skill sets upgrades related to Industry 4.0, Internet of Things and AI. The goal would be to identify new jobs and new skills for both job seekers and incumbent workers. Career pathways and marketing materials to communicate the current and future needs are also included in the grant. The grant announcement should come in May. A new taskforce will need to be formed to work on this project, if the Alliance receives the grant.

### **Topic 2: Hire a Hero/Talent Reload**

46 companies expressed interest in being on the email distribution list for Hire a Hero. Hire a Hero is a partnership between the Alliance and Vet Services in showcasing two vets to the membership on a monthly basis. In addition to their resumes, a bio about the individual is sent to the Alliance members. The first effort of connecting vets to an Alliance member had one of the two candidates hired by Marquis Yachts. The second installment of Hire a Hero was sent to those that expressed interest in being on the distribution on 4/6/18. Derek would like feedback from Alliance members regarding the short bio that are done for each vet. He wants to know what companies are looking for when they read the bio.

Talent Reload – The Fox Cities Chamber is recruiting companies for Talent Reload that are also members of the Alliance. The date of the event is June 28-30, 2018. The sponsorship is \$3,000, which includes 4 tickets to the networking dinner, vets attending a company tour in the morning and afternoon on 6/29, 2 tickets to the Timber Rattlers game on 6/29 and resumes of the vets. This is a pilot program that will be focused in the Fox Valley area. If successful, we will then have other events throughout northeast Wisconsin.

### **Topic 3: Targeted populations – Melinda Morella-Olson**

Melinda shared information about connecting with the Hispanic population. Brown County Interagency has a lunch meeting each month with all of the service agencies related to the Hispanic population. Literacy Green Bay is another organization that works directly with the Hispanic population. Kathy Cornell is the director and can share more with interested companies. Salm Brother's sponsors their employees to attend Literacy Green Bay. There are translation resources and assistance in helping their employees with ESL.

The taskforce would like the Alliance to sponsor the Asian Memorial Festival. The cost is \$300, which includes logos on trophies, promotional flyer and banner ad, plus 2 tickets.

The Communications taskforce is working on a campaign to recruit individuals living outside of Wisconsin. Two ideas are to recruit at Green Bay Packers bar outside of the state and to have marketing materials at the local hotels that are close to Lambeau Field during the Packer season.

Members were told about YP week activities.

**Topic 4: Internship Draft Day planning & Talent Network website**

The taskforce members are invited to attend the May 4 UW Platteville meeting with deans/faculty from 10 a.m. – 3 p.m. This is a great chance to promote northeast Wisconsin manufacturers and Internship Draft Day. Linda and Ann have started promoting Internship Draft Day to the colleges and student clubs. First communication to the membership about the November event will go out in April, when the new Packers schedule is released. Additional colleges to offer student bussing include the lakeshore area and MSOE. UW Milwaukee and Marquette University have expressed interest as well. One suggestion for this year's event is having a competition element for the companies that participate, in which the student's vote. This year's event will require companies to sponsor, in order to have a larger than 8' x 10' booth space. This will offset the costs of the event and provide more exhibit booths spaces.

**Topic 5: Employability Skills Credential Badging**

Linda shared that there is a grant that was submitted to offset the costs of researching badges. She should know in May.

**Topic 6: Next Steps and set agenda for next meeting**

Taskforce members were encouraged to be one of the sponsors for the President's Cup Golf Scramble on June 7, 2018 at Blackwolf Run. Julie shared that UWO has a Succession Planning Leadership program that is free. Interested companies should contact her.

**Topic 7: Tour of Sargento's Hilbert plant**

**Topic 8: Next meeting will be held on May 10 at 8:30 a.m. at Tufco.**