

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
Literacy Green Bay – Green Bay, WI  
Thursday, July 12, 2018 – 8:30 to 10:00 AM**

**ATTENDEES:** Tony Aitkin-Tufco, Julie Barker-UW-Oshkosh, Kim Becks-Tufco, Courtney Bonnett-Parker Hannifin, Kathy Cornell-Literacy Green Bay, Lisa Francour-NWTC, Shelly Gagen-Block-Pioneer Metal Finishing, Michelle Gludemans-Heartland Label Printers, Katie Instefjord-Trillium Staffing, Derek Jablonicky-DWD, Kathy Koehler-EMT International, Dave McIlheran-Shopko Optical, Julie Micke-Salm Partners, Melinda Morella-Olson-Imaginasium, Todd Mueller-CCEP, Ann Franz-NEWMA, Debbie Thompson-NWTC

**LITERACY GREEN BAY**

Kathy Cornell presented for Literacy Green Bay, a regional learning organization that has been in existence since 1981. Their ‘mission is to help adults and families acquire the reading, writing, math, English language, computer and workforce skills they need to function effectively as workers and community members.’ A tour followed the presentation. To learn more, visit their [website](#).

**INTERNSHIP DRAFT DAY (IDD) PLANNING**

- Discussed strategies to recruit students. Faculty and chancellors have been a great resource for getting the word out to students about IDD. Talent TF members were asked to reach out to faculty they have partnerships with about the event.
- Host a welcome event at IDD for faculty, due to their advocacy.
- Have a separate IDD check-in for faculty. This would be an opportunity to educate, appreciate, and provide VIP incentive(s). Offer faculty members a ticket to the Hall of Fame.
- Continue to provide onsite campus IDD presentations. Invite students as well as faculty, chancellors, administrators, etc. Business people could also be invited to attend these informational sessions.
- Print and share marketing materials, including campus posters.
- Distribute marketing materials at events like UWGB’s Internship Day, Envision Fond du Lac, etc.
- Continue to offer cash incentives for student groups.
- Alliance members receive a complimentary booth, with the opportunity to upsize via sponsorship.
- Sponsorship sign-up starts August 1, 2018. Sponsorships and their incentives include:

IDD Sponsorship	Cost	Incentive for Sponsor <i>All sponsorships include a larger booth.</i>
Networking Reception	\$1,500	8’ x 15’ or 8’ x 20’ Booth & Larger Logo on the Jersey
Jersey	\$1,000	8’ x 15’ Booth & Logo on Jersey
Bussing	\$2,000 to \$3,000 (Depending on College Location)	8’ x 15’ or 8’ x 20’ Booth & Larger logon on the Jersey. Students will visit the sponsor’s company, followed by traveling to IDD.

**NEXT STEPS**

- ✓ Contact Ann if you are interested in attending a meeting at UW-Stout in late August/early September to meet with the chancellor and faculty members.
- ✓ Send Ann contact information for anyone (faculty, administrators, chancellors, business people, etc.) who may help get the word out about November’s IDD.
- ✓ Ann will be sending IDD information, including sponsorship opportunities, to the membership on August 1.
- ✓ Contact Ann with other suggestions for IDD changes and/or enhancements.

**TARGETED POPULATIONS - VETS**

The Fox Cities Chamber is unable to cohost **Talent Reload** this year due to staff changes. Hopefully, the event will be held this year or in 2019. One of the vet recruitment events to bring individuals to Talent Reload was the **Great Lakes Job Fair** held last May. The attendance by job seekers was very low, so it may have been difficult to host Talent Reload with such a small selection of vets available.

**Hiring Our Heroes (High Level Executive Veterans)** - Ann traveled to Milwaukee on July 9 for a **Hiring Our Heroes** event. This event, held in partnership with the U.S. Chamber of Commerce, hosts vets within six months of honorable discharged. As part of the program, military members are matched with a company and work there for three months. There have been over 800 graduates from this program that is geared toward the higher skilled military member.

Dereck Jablonicky shared that the issue is that there is not a regional military installation, causing housing issues. Offsite/online employment would allow military members to work from home. Onboarding could be done at the company.

**Hire a Hero** - There have been three months that Ann sent out 2-3 resumes of vets, including detailed bios. One of the six vets has been hired. Ann has not had a report back on the other vets that were shared with the membership. **Please contact Ann if you have reached out to any of these vets and hired them.** Resumes will continue to be sent to members. However, Derek shared that veteran unemployment is at 1.3%.

The Wisconsin Department of Veteran Affairs will be going to 5-6 military installations across the country and one in Germany or Japan to recruit vets to move to Wisconsin after they are discharged. The Alliance has an opportunity to work with Vet Affairs to connect these vets with member companies' jobs. **One of the first candidates is finishing his service in Hawaii and wants to move back to his hometown of Appleton this summer. Be sure to connect with this vet prior to him moving back in the next few weeks. If we can get him placed, it will improve the chances of getting the resumes of the vets the state works with at these remote locations.**

#### **DePlaines Chamber – Veterans Back-to-Work Boot Camp**

The boot camp meets over eight weeks, for three hours per week, from 6-9 p.m. After the boot camp, there is a job fair. Participant incentives include the following.

- New Laptop Computer and Microsoft Office Package & Laptop Case
- \$500 Gift Card to Jewel-Osco
- \$400 Gift Card to Woodfield Mall for Work Attire
- Personalized Professional Resume Package
- Car Maintenance Package
- Career Mentoring

#### **INDUSTRY 4.0 GRANT & BADGING**

The Microsoft grant was awarded to the Alliance; however, the formal announcement will not be made until October. The grant will fund the following:

1. A research based study on the occupations/skills needed for Industry 4.0, as perceived by at least 100 manufacturers (both large and small). The study will assist in understanding the types of certificates, technical diplomas, associate degrees and bachelor of science degrees needed. The study will also include understanding the Industry 4.0 incumbent workforce skill gaps that short-term training is able to address.
2. After the research concludes, a task force comprising manufacturers, workforce investment boards, higher education, and economic development will work together in **creating Industry 4.0 career pathways in two distinct occupational fields based on the information learned in the survey.** The pathways will include certificate programs, technical diplomas, associate degrees and bachelor of science degrees and education that is more advanced.
3. An Industrial 4.0 training program will be designed for underemployed individuals to enroll in a boot camp type program that will earn them college credit in one of the Industry 4.0 pathways. The boot camp would offer college credit level courses that would be part of an Industry 4.0 pathway.

## NEXT STEPS

Set-up a meeting with the companies that participated in the Fast Forward Grant and those that identified as interested in being on the new Industry 4.0 Task Force. The meeting will be in early August. Ann is meeting with St. Norbert College reps about conducting the study.

## TARGETED POPULATIONS - CORRECTIONS

[Todd Mueller](#), employment programs/veteran's coordinator for the State of Wisconsin, Department of Corrections presented. 'The Community Corrections Employment Program (CCEP) is a statewide program designed to assist offenders in obtaining the skills necessary to obtain and maintain employment in a competitive work environment. CCEP has three main components; work experience, on-the-job training, and educational and training assistance. Participants are assessed and placed into services based on their level of skill and work readiness. CCEP coordinators work closely with employers and other community agencies to provide employment opportunities and additional employment related assistance as needed.'

Lisa Francour and Julie Barker also discussed the DOC Corrections Program at NWTC. The 14-week program recently graduated many great, hardworking, appreciative students. All of the students were hired.

### Why hire someone on supervision?

- They are very skilled people with life goals.
- 95% of correctional people just need a chance to move forward.
- Todd is a job coach for participants. He will help coach the participants for you.
- Employment will be a primary need for people leaving an institution.
- When people have positive employment, they have more success in life.
- Tell Todd what type of worker is needed and he will screen candidates.
- The program will pay for work wear, skills, etc.
- This is a voluntary program. Participants have to want to work.
- Don't deny someone because they have a record.

## OTHER NEWS

Ann will be speaking in August to the Lodging Association in Green Bay regarding putting job promotional materials in hotel rooms. Ann is also in negotiation for the promotional coasters that are placed in Green Bay Packer bars across the country.

## NEXT STEPS & MEETING DATE/TIME/LOCATION/AGENDA

The next Talent Task Force meeting will be on **Thursday, August 9** at Parker Hannifin (Manitowoc), 8:30 to 10:00 a.m.