

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
Pioneer Metal Finishing – Green Bay, WI  
Thursday, September 13, 2018 – 8:30 to 10:00 AM**

**ATTENDEES:** Tony Aitkin-Tufco, Linda Bartelt-NEW ERA, Brandon Beard-N.E.W. Plastics, Kim Becks-Tufco, Paul Chamberlain-The Joseph Project, Courtney Bonnett-Parker Hannifin, Shelly Gagen-Block-Pioneer Metal Finishing, Michelle Gludemans-Heartland Label Printers, Erynn Hector-Pro Fab, Ryan Herber-LTC, Katie Instefford-Trillium Staffing, Kathy Koehler-EMT International, Dave McIlheran-Shopko Optical, Melinda Morella-Olson-Imaginasium, Sadie Vandenlangenberg-Unlimited Services, Ann Franz-NEWMA, Debbie Thompson-NWTC

**THE JOSEPH PROJECT PRESENTATION, PAUL CHAMBERLAIN WITH SEN. JONSON'S OFFICE**

The Joseph Project began in September 2015 due to connections that needed to be made between people who are genuinely seeking job opportunities and employers.

The Joseph Project:

- Vets candidates through their intake process.
- Provides the job seeker with resources, education (essential skills workshop), mock interviews, and help with resumes.
- Provides transportation so people can get to where the jobs are.
- Teaches participants to focus on their long-term career.
- Has a 60% retention rate.
- Does not provide child care. Applicants must have a child care solution.

The organization receives no government funding, only private donations. They are a 501c3 and want to support other businesses. There is no cost for an employer to participate. The organization's success is based on relationships.

Open positions need to be considered as not a job, but an entry-level career with opportunities going forward. The starting rate of pay must be a living wage. If NEWMA members are interested in becoming a business partner, there will be a workshop in downtown Green Bay at their Micah Center office on September 19. **Contact Paul Chamberlain if interested in attending or to answer any questions.**

**INTERNSHIP DRAFT DAY (IDD) PLANNING**

57 companies are participating, a record number. This includes several new companies. Hudson Sharp will not participate this year, because their intern they found at last year's IDD is so proficient that he is going to intern again for them.

Ann sent an email on 9/12/2018 announcing volunteer opportunities. Linda will solicit the colleges for IDD volunteers. **Please contact Ann and/or Linda if you can volunteer.**

**Marketing**

- LTC's SHRM student club, through Doug Hamm, will work on student-led digital marketing and social media.
- A firm will help with direct messaging to faculty members from the technical colleges and universities. The goal is to have a direct messaging program to faculty. Linda is building a list of faculty contacts.
- Organizers will work with career services teams, program/academic advisors, and student clubs to promote the event.
- College clubs who promote the event will be eligible to win \$500 for their student club.
- **Members who are going to any college job fairs are asked to contact Ann or Linda if they can distribute IDD promotional materials.**
- **A sponsor for the UW-Platteville bus is needed. Students would tour the bus sponsor's company prior to IDD.**
- Students that register before 10/20/2018 will have 50 points added towards their draft day score.
- The new point system will eliminate the 7 points given to students that were not a good interview.

- The meetings with the Chancellor and faculty at UW-Stout have been rescheduled for October 12. **Members are encouraged to contact Ann if they would like to attend.**
- There are 1,164 students in the database. On September 24, organizers will communicate to students that IDD registration is live. Heavy marketing will start in late September.
- Linda will be sending email reminders and related information to the students. The goal is to get over 300 students to participate. 2017 hosted 263 students, a record number.

On September 28, Ann and Linda will be hosting a breakout session at UW Madison regarding internships.

NEWMA is a finalist for a national award through the U.S. based, University Economic Development Association. Their summit is being held in Milwaukee this year. The winner will be announced on October 23.

### OCTOBER IS MANUFACTURING MONTH

- 10/1 to 31 – October is Manufacturing Month - WLUK Fox 11 Ad Promotion
- 10/1 – NWTC Ribbon Cutting for their New Trades Building – 10:00 AM
- 10/2 - Get Real Math Video Premiere
- 10/23 – ACP Partnerships Roundtable Meeting – 3:00 to 4:30 PM
- 10/23 – Excellence in Mfg./K-12 Partnerships Awards
- 10/24 - Manufacturing First Expo

### TARGETED POPULATIONS

EMT International is partnering with Literacy Green Bay. Program participants will be bussed to EMT in October to tour their plant and learn about their career opportunities.

EMT International is working with NEWMA to secure a grant focused on CNC machining. Associate deans will be invited to attend the 1/10/2019 Talent TF meeting to discuss identifying people almost done with their GED who may want to focus on a training program. These students took the initiative to complete their GED.

### INDUSTRY 4.0 GRANT & BADGING

**Industry 4.0 Grant** - Microsoft awarded the Alliance a \$65,000 grant focused on Industry 4.0. The grant will center on the following areas:

- A research-based study on the occupations/skills needed in 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 skill gaps in the incumbent workforce that short-term training is able to address.
- 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 survey results.
- An Industry 4.0 training program will be designed for underemployed individuals to enroll in a boot camp program that will earn them college credit in one of the Industry 4.0 pathways. The boot camp will have college credit level courses that would be part of an Industry 4.0 pathway.

### NEXT STEPS

**Members are encouraged to contact Ann if they are interested in serving on this task force.** This will require a year-long commitment that includes working on developing the badging curriculum.

### OTHER NEWS

- The Machine Op Training Upgrade Team met last Tuesday. They discussed; the traits and thought process of troubleshooting, utilizing the standard timing model - doing it verbally and have participants state what they see.

Knowing the parts and how they work is critical. Start with theoretical process. Define the problem and state the thought process.

- Linda Bartelt is working on a Doctoral Program through UW-Whitewater. She is writing her doctoral on internships and wants to conduct an exploratory research project with five companies regarding the impact of hiring an intern. This will involve interviewing the intern, teammate and team leader of each company. Results are anonymous.

**Members are encouraged to contact Linda if they are interested in having their company participate.**

#### **NEXT MEETING DATE/TIME/LOCATION/AGENDA**

The next Talent Task Force meeting will be on Thursday, January 10, 2019 at N.E.W. Plastics Corp., 8:30 to 10:00 a.m.

Agenda:

- ✓ Internship Draft Day Recap
- ✓ October - Manufacturing Month Recap
- ✓ Targeted Populations
- ✓ Industry 4.0 Grant & Badging
- ✓ Machine Op Upgrade