

NEW Manufacturing Alliance
TALENT RISK MANAGEMENT - THE CHANGING WORKFORCE MEETING MINUTES
Laminations – Appleton, WI
Tuesday, February 26, 2019 - 8:30 to 9:30 AM

ATTENDEES: Linda Bartelt-NEW ERA, Jennifer Brown-Fox Cities Regional Partnership, Brandon Buchholz-Heartland Label Printers, Chris Linn-A-tech, Lori Rausch-Great Northern Laminations, Dean Stewart-St. Norbert, Claire Urness-KI, Rose Weiler-WS Packaging, Ann Franz-NEWMA, Debbie Thompson-NWTC

DELOITTE & SHRM ARTICLES

Members reviewed and discussed interesting aspect of the articles.

- By 2024, one in four United States workers will be age 55 or older compared to one out of ten in 1974.
- Page six of the Deloitte article identifies the different types of work arrangements for those aged 55+. These workers were identified as; alumni, tenured, gig, encore, or bridge. Could the Talent TF utilize this naming strategy?
- Major retirement factors and whether to continue to work are; health insurance, money, flexible scheduling, level of enjoyment and socialization. The ability to make a valued contribution was also considered very important.
- Overall, the articles provided interesting ways to look at the aging workforce issue.

HALL OF FAME (HOF) TALENT POOL SURVEY

Members reviewed the HOF Talent Pool Survey. Rankings will be utilized where appropriate. Discussions included the following.

- Are you considering working beyond retirement? Yes/No
- What reasons are you considering retiring or not?
- What is your anticipated retirement date (month/year)?
- What motivates you to keep working? Rank the level of importance.
- What type of position are you interested in?
- What area do you want to work in?
- If working part-time seasonal, are you interested in being paid?
- Is there access to an employee assistance program?
- How can your company help you transition into retirement?
- Consider benefits and insurance offerings, as they are big motivators.

The survey will be discussed at the 3/5/2019 full membership meeting. Ann will update the survey and send it to employers for distribution in April. A few hundred respondents are desired. Completed printed copies of the survey can be sent directly to NEWMA, to maintain confidentiality.

ENCOURAGING WOMEN TO PURSUE A MANUFACTURING CAREER

Not enough women are interested in pursuing a manufacturing career. Members would like to work to make manufacturing more appealing to females, focusing on utilizing available resources. There are a lot of great well-paying, manufacturing jobs that females need to be made aware of.

- A lot of women don't realize the non-traditional roles available to them.
- There has been a significant drop in men pursuing higher education, while more women have pursued education at the 2 and 4-year colleges.
- Some companies have focused their marketing on hiring females.
- Determine the percentage of women who participated in IDD 2018. Offer sponsored internships for women at 2019's Internship Draft Day.
- DPI has a toolkit that would enable members to see where students are mapping their careers. This could help develop the database, in addition to providing valuable information.
- STEM initiatives such as 'This Girl Can' focus on females.

Element, advertising and web development agency, is partnering with the Alliance to collect data yielding insights that can help Wisconsin manufacturing companies overcome the growing challenge of talent acquisition, particularly for

Millennial and Gen-z applicants. The target audience will be ages 19-30, without a college degree but may have had some college. Phase 1 will involve a focus group of 8 to 10 people to conduct the generative research component. Phase 2 will involve a marketing campaign to get a minimum of 100 people to participate in the digital survey, allowing for broad research and insights.

- ✓ Before the 4/23/2019 meeting, Ann will follow-up with Linda Bartelt to research the percentage of females and males enrolled in regional engineering technology programs at the universities, in addition to the percentages enrolled in (welding, CNC machining, engineering, maintenance, electro-mech) programs at regional tech colleges.

RETENTION MENTORSHIP PROGRAMS

Ann will share some retention articles to discuss prior to the 4/23/2019 meeting. One of the articles is about how to develop a company buddy system.

The Talent Task Force is partnering with Harry Sydney, My Brother's Keeper, to provide training and opportunities for companies to hire their clients. Those who accept a position will need to be paired with a company buddy (mentor). Harry Sydney also counsels his clients weekly during their employment.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Talent RISK Management meeting will be on Tuesday, April 23, 2019, at Heartland Label Printers, 8:30 to 10:00 a.m. Agenda:

- ✓ Hall of Fame Talent Pool Survey
- ✓ Encouraging Women to Pursue Manufacturing as a Career – College Enrollment Data
- ✓ Retention Articles – Developing a Company Buddy System
- ✓ Next Meeting Date/Time/Location/Agenda