

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
KI – Green Bay, WI  
Thursday, July 11, 2019 – 8:30 to 10:00 AM**

**ATTENDEES:** Haley Arndt-KI, Allyson Baue-NWTC, Kathy Derks-American Foods Group, Lisa Francour-NWTC, Shelly Gagen-Block-Pioneer Metal Finishing, Erynn Hector-Pro Fab, Katie Instefjord-Trillium Staffing, Derek Jablonicky-DWD/OVES, Kathy Koehler-Pioneer Metal Finishing, Julie Micke-Salm Partners, Melinda Olson-Imaginasium, Bill Seleen-WMEP, Chris Steier-ProSolutions, Rose Weiler-WS Packaging, Ann Franz-NEWMA, Debbie Thompson-NWTC

**RECAP: INDUSTRY 4.0 FACULTY TOURS ON 5/22/2019 & INTERNSHIP DRAFT DAY (IDD) PLANNING**

The Industry 4.0 Tours & Dialogue on May 22, 2019 was very successful. The event hosted 79 faculty/staff/deans from 11 different colleges. Among them were representatives from; UW Platteville, UW Stout, Michigan Tech, Northern Michigan University and northeast Wisconsin regional colleges. The Industry 4.0 study results were shared, along with promoting the November 14, 2019 IDD. There was much excitement about how to engage their students with Alliance member internships. One faculty member remarked that although he already scheduled an exam during IDD 2019, he is going to change it, so his students can attend IDD.

A UW Stout engineering faculty member won the faculty led project. Ann needs a company that is interested in working with UW Stout for this initiative. The company determines the project's focus. First choice is given to the companies that sponsored IDD; however, none have expressed interest. Members are encouraged to contact Ann if they are interested.

Members discussed strategies for bringing more students to IDD 2019. Ann suggested offering a faculty tour of Tiletown Tech during IDD. Ann will follow-up with Michelle Schuler regarding this.

**Announce the Event:**

- Through each college's; alumni association, platform (like Blackboard), in addition to their website and social media.
- By purchasing a targeted Instagram or Snapchat ad.
- On Handshake.
- At freshman orientation, sporting events, and student unions.
- Via testimonials.
- By sending a tailored email to club presidents.
- Via job fairs. Members are encouraged to contact Ann for promotional flyers.
- By producing a one-minute video that discusses what to expect from past IDD college students that have found employment with an Alliance member. For example, Haley, who is part of the Talent TF, attended IDD and was hired as an intern and then hired full-time by KI.

Members are encouraged to send Ann contact information for anyone (faculty, administrators, chancellors, business people, etc.) who may help get the word out about November's IDD.

Sponsorship sign-up begins 8/1/2019. Opportunities:

IDD Sponsorship	Cost	Incentive for Sponsor <i>All sponsorships include a larger booth.</i>
Networking Reception	\$1,500	<ul style="list-style-type: none"> <li>• 8' x 15' or 8' x 20' Booth</li> <li>• Larger Logo on the Jersey</li> <li>• Logo on Screens Throughout Event</li> </ul>
Jersey	\$1,000	<ul style="list-style-type: none"> <li>• 8' x 15' Booth</li> <li>• Logo on Jersey</li> </ul>
Bussing	\$2,000 to \$3,000 <i>(Depending on College Location)</i>	<ul style="list-style-type: none"> <li>• 8' x 15' or 8' x 20' Booth</li> <li>• Larger Logo on the Jersey</li> <li>• Students will visit the sponsor's company, followed by traveling to IDD.</li> </ul>

## MY BROTHER'S KEEPER (MBK) TRAINING

13 individuals were identified as program participants. A recent meeting was held with member companies that expressed interest in hiring the MBK participants, along with seven MBK participants. It was determined that most of the applicants have manufacturing experience and desired to be hired directly, foregoing the training. Ann will share their resumes.

The grant will pay for 15 people to go through the program. Future training participants could come from Literacy Green Bay and The Joseph's Project. St. Vincent De Paul reached out to Ann, as they are running a training program which may offer another opportunity to hire individuals. Ann will be meeting with them next week. Ann will reach out to MBK about identifying their participants in enrolling directly with NWTC for up to two – one credit Industrial Maintenance courses. She will also discuss a system to have MBK identify individuals that are available for employment directly without having to go through training. This system will be like Hire a Hero, whereas MBK will vet the individuals and send resumes that they feel are good candidates.

Forward Services is hosting a training program that will run July 8 – August 2. Ann will contact Forward Services regarding possible hire of individuals currently in their training program. She will then follow-up with member companies. The organization will also be offering another training in mid-August that the Alliance will look to identify participants that can be funded by the grant.

## HIRE A HERO PROGRAM

Ann reached out to the WEDC to secure the contact information of the military personnel that attended the Transitioning Out of the Military Job Fairs. She will then follow-up with them. Members expressed interest in hosting an event that would have these individuals visit the region with their significant other.

Derek Jablonicky shared that the new governor has made traveling abroad for recruitment purposes unavailable. Veteran's unemployment in Wisconsin is just under 1%, while there are approximately 600 military members across the U.S. and abroad looking for work. Discussions included:

- A SHRM hiring event is coming up on August 21 & 22. Day one educates recruiters, while day two is the job fair.
- Encourage veterans to recruit their friends.
- Veteran's motorcycle events could offer recruitment opportunities.
- A lot of people working in the Wisconsin reserves may be underemployed.

## EARN TO LEARN PROGRAM

The K-12 Task Force is working on an 'Earn to Learn' program. During students' junior and senior years of high school, they are hired by employers. The student attends college part-time while working part-time for a company. The company would sponsor the cost of their books and tuition, in addition to providing an hourly wage. High School students with dual credit(s) will be targeted for the program, since they already have some manufacturing skills. A parent night, featuring plant tours, and a signing day will be hosted.

## Timeline

- July/August – Ann will send an email to identify companies that want to participate.
- Mid-September – Identify students.
- Fall 2019 - Offer a half-day informational event for interested students.
- Spring 2020 - Host a signing day for students and companies.

## 2019 – 2021 STRATEGIC INITIATIVES

The Alliance's Board of Directors held a strategic planning retreat in which they reviewed the organization's strategies for the upcoming year through 2021. Previous Talent Task Force strategies:

- Understand all the labor pools and workforce needs available to NEW Manufacturers.  
Metric: Document the different labor pools and define strategies to reach them.

- Develop an advanced manufacturing workforce by creating a culture of continuous education and growth.  
Metric: Run all the Machine Ops Excellence Training in 2018.
- Attracting talent to member companies in the New North, K-16 and outside of the region.  
Metric: Two events to attract talent outside of Wisconsin and Michigan by the end of 2018.
- Develop a strategy for retired workers that engages and leverages their talent.  
Metric: Host a summit on the topic and provide after the event resources for members on the topic.

The Board would like recommendations from the various task forces to define what they would like to target for the upcoming 2-3 years. Members discussed the four bullet points above and how they could be redefined with new metrics.

- Focus on talent pools of underemployed populations and military personnel.
- Utilize survey data (Industry 4.0, Retirement Intentions)
- Continually look at attracting talent, especially college talent, inside and outside the region. Consider reaching out to Minnesota college students.

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

The next Talent Task Force meeting will be on Thursday, August 8, 2019 at American Foods Group (Green Bay), 8:30 to 10:00 a.m. Agenda:

- ✓ Internship Draft Day
- ✓ My Brother's Keeper Training Initiative
- ✓ Hire A Hero
- ✓ Earn to Learn
- ✓ 2019 – 2021 Strategic Initiatives
- ✓ Next Meeting Date/Time/Location/Agenda