

**NEW Manufacturing Alliance
TALENT TASK FORCE MEETING MINUTES
Pioneer Metal Finishing – Green Bay, WI
Thursday, October 10, 2019 – 8:30 to 10:00 AM**

ATTENDEES: Craig Coleman-Forward Service Corp., Melissa DeMoulin-BPM Inc., Theresa Duren-NEW ERA, Lisa Francour-NWTC, Shelly Gagen-Block-Pioneer Metal, Erynn Hector-Pro Fab, Katie Instefjord-Trillium Staffing, Zach Kaiser-McClone (via phone), Kathy Koehler-Pioneer Metal, Bobbi Miller-FVWDB, Courtney Ryczek-Parker, Tanner Thorne-GBIC, Rose Weiler-Multi-Color Corp., Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

INTERNSHIP DRAFT DAY – 11/14/2019 - @ LAMBEAU FIELD

Ann distributed a list of 2019 IDD internship offerings, per company. Internships need to be entered on the IDD website, as student recruitment has begun. 32 students have registered, representing 9 different colleges. The largest number of students are coming from:

- UWGB - 14
- Lakeshore Tech - 4
- UW Platteville - 4
- NWTC - 3
- UW Stout - 3

Members are asked to promote the event to college age students at their work (employees that have college age children) and at job fairs they attend. Contact Ann for marketing materials. Stellar Blue filmed the promotional video featuring a couple of IDD top draft picks. Volunteers are needed for upcoming NEWMA events, including IDD.

[Fall 2019 NEWMA Volunteer Opportunities](#)

RECRUITMENT & TRAINING STRATEGIES

ADP SURVEY

At the 9/4/2019 Talent Task Force meeting, Kirk Muenzenberger, district manager at ADP, discussed conducting a NEWMA talent survey. The survey would help manufacturers analyze recruitment attraction strategies, realize gaps and develop targeted programming. The survey is delivered in person with 8 to 10 companies participating in each 1.5 hour session. One HR person and one senior level person would participate from each company. Results can be benchmarked against NEWMA, Hackett, and/or ADP data. Thousands of companies have taken the survey. ADP is offering the survey as a free service, a \$6800 value. The Board has approved working with ADP, with a projected January 2020 launch. This initiative will be presented at the December NEWMA full membership meeting.

UPSKILLING EMPLOYEES – NWTC Grant

Companies offer tuition reimbursement but don't have a lot of employees using it. NWTC received a grant to inform employees about electro-mech type roles and can present their programs via their mobile lab. Company cohort(s) can be created for the training. A hands-on experience would be part of the demo. **Members are encouraged to contact Ann if they are interested in having the mobile lab reps discuss NWTC's offerings at their company.**

19 TO 30-YEAR-OLD'S SURVEY

Companies are encouraged to have their employees, ages 19 to 30, take the survey. Results will help with programming, retention, and learning how younger workers search for employment. More good data in allows for more good data out.

TALENT POOLS: MBK, TRANS, MACHINE OP 2.0

FORWARD SERVICE CORPORATION (FSC) TRAININGS

With the need for entry level talent, Craig Coleman of FSC discussed their training programs (see attachment). The classes are offered to get people ready to enter the workforce. Participants must be underemployed or unemployed.

- Manufacturing 102 – Welding Basics (approx. 20 hours)
- Manufacturing 103 – Industrial Maintenance Basics (approx. 24 hours)

- Manufacturing 104 – Machining Basics (approx. 40 hours)

At the end of the course, an employer is needed to be part of the class. If interested, manufacturer members are encouraged to contact Craig for more information. NEWMA has placed some of their graduates in jobs. FSC call center students are graduating this week, with a logistics class starting soon. Ann will let members know when their manufacturing course will be starting.

- NEWMA will be developing a system for sending information about potential entry level candidates.
- Advertise job openings and careers in manufacturing with credit counselors and programs like Coats for Kids.
- Host a manufacturing job fair in May or early June. The focus will be for individuals that are underemployed. NEWMA would possibly have 50 companies in attendance.
 - Include an opportunity for job seekers to hear directly from people that work in manufacturing about what it is like working in their role.
 - Invite high school students who are not planning to attend college. Prior to the job fair, have students research participating companies they are interested in.
 - Hospitality, retail and service industry workers can be invited.
 - Host NWTC's mobile lab at the job fair.
 - Include organizations that have short-term skills training programs.
 - Reach out to organizations that work with people with autism.
 - Coordinate with other areas to utilize resources wisely.
 - Potentially, three manufacturer job fairs will be piloted - the Lakeshore, Brown County, and Fox Valley. Individuals with economic setbacks generally can't travel great distances.
 - Host a follow-up 'Parade of Manufacturers' after the job fair.
 - FSC hosts a human services meeting with many organizations that may offer a talent pipeline. To move forward, Ann will speak at one of their meetings.

2020 - 2021 STRATEGIC INITIATIVES

- Connect job seeking veterans with Alliance members. **Metric:** 20 placements at Alliance member companies.
- Create a system to match entry level job seekers that have completed a program at a local agency with Alliance members. **Metric:** 20 placements at Alliance member companies.
- Develop relationships with college faculty and staff. **Metric:** The Alliance is looking to host two faculty/staff events each year.
- Increase the number of college students employed at Alliance member companies. **Metric:** Increase the number of students that attend Internship Draft Day.
- Attract talent from outside of the region. **Metric:** Two events will be held outside of the region to attract talent.

NEXT STEPS & MEETING DATE/TIME/LOCATION/AGENDA

The next Talent Task Force meeting will be on Thursday, January 9, 2020 at Forward Service Corp. (Green Bay) 8:30 to 10:00 a.m. Agenda:

- ✓ RECAP: Internship Draft Day & Other Fall Events
- ✓ Recruitment & Training Programs
- ✓ NEWMA Job Fair(s)
- ✓ ADP Survey
- ✓ 19 to 30-Year-Old's Survey
- ✓ Next Meeting Date/Time/Location/Agenda