

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
Forward Service Corporation – Green Bay, WI  
Thursday, January 9, 2020 – 8:30 to 10:00 AM**

**ATTENDEES:** Craig Coleman-Forward Service Corp., Stephanie Crowe-Insight Pub., Melissa DeMoulin-BPM Inc., Michelle Devine Giese-Apricity, Lisa Francour-NWTC/CTED, Shelly Gagen-Block-Pioneer Metal, Dan Haak-Apricity, Erynn Hector-Pro Fab, Ryan Herber-LTC, Katie Instefjord-Trillium Staffing, Kathy Koehler-Pioneer Metal, Julie Micke-Winona Foods, Melinda Morella-Olson-Imaginasium, Scott Norder-Lakeland University, Wyatt Smet-InitiativeOne, Chris Steier-ProSolutions, Maiyoua Thao-ABC Staffing, Tanner Thorne-GB Insurance Center, Bruce Weiland-Apricity, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

### **2019 RECAP: TALENT TASK FORCE ACTIVITIES & PROGRAMS**

- IDD: 180 students, representing 15 colleges, from throughout Wisconsin and Upper Michigan attended 2019's Internship Draft Day. Alliance members spoke highly of the student attendees. The #1 Overall Draft Pick was an electrical engineering technology, female student from Fox Valley Technical College. This was the first time a female/technical college student has been the top pick. The #2 Overall Draft Pick was from UW Stout. A special tour of Tiletown Tech was held for faculty and staff attendees.
- Created a new program, 'Industry 4.0 Faculty Tours & Dialogue'. 79 faculty and staff from colleges throughout Wisconsin and Upper Michigan attended an event on 5/22/2019. Attendees toured two different manufacturing facilities and then met at Lambeau Field to learn about the Alliance's Industry 4.0 survey results and the upcoming Internship Draft Day.
- Hosted presentations by Forward Services, ADP, TraNS, St. Vincent de Paul, Wisconsin Department of Veteran Affairs, and Earn & Learn.
- Created a program to connect My Brother's Keeper participants with Alliance member companies. The program included creation of a 70-hour training program. Companies interviewed participants last June. Although none of the participants enrolled in the training, two were hired by an Alliance member company. The Alliance will continue this training (upskilling mechanical aptitude) in the Green Bay area. Classes will be held every other week for 10 weeks, beginning January 29. Participants will receive three credits, with the hope they will continue their education. If interested, members are encouraged to contact Ann.
- The Alliance was awarded a second Microsoft \$20,000 grant, which assisted funding the 5/22 Industry 4.0 Tours & Dialogue.
- Expanded the Alliance's 'Hire a Hero' program. Ann attended a job fair at Missouri's Fort Leonard Wood Army Base last May for service members transitioning out of the military.
- Five Alliance member companies visited Northern Michigan University during the spring meeting with faculty and staff.

### **PRESENTATION FROM APRICITY**

Mission: '[Apricity](#) provides those impacted by substance abuse disorders a full spectrum of care including treatment, employment and support services in a safe, progressive recovery community.' They are a state-licensed, non-profit Alcohol or Other Drug Abuse (AODA)-certified treatment recovery program. Individualized/affordable treatment is provided. Their services include; contract packaging, residential treatment, sober living, and education/training.

Apricity's statewide Recovery Works initiative provides organizations with education and training to foster a supportive, non-addictions environment. This ultimately saves the organization time and money, especially turnover and healthcare costs. A company cultural assessment is conducted to make the environment more receptive for a recovering addict.

**Members interested in learning more can contact Sadie Bodenbach, Recovery Works project manager, at [sbodenbach@apricityservices.com](mailto:sbodenbach@apricityservices.com) or by phone at 920 722 2345 x227.**

Apricity, Forward Service Corp. and other similar service organizations that have presented will be spotlighted at the March full membership meeting.

### **RECRUITMENT & TRAINING PROGRAMS**

The Microsoft training funds will be moved from the My Brother's Keeper project to training NEWMA member company operators to upskill their employees' mechanical aptitude and problem solving skills. Participants will receive up to three college credits that can be applied to the industrial maintenance degree. Employees will start the training on January 29

and meet every other Wednesday for 20 weeks. Members can contact Ann if interested in having their employee(s) attend. Ann will also check to see if the troubleshooting class can run again.

Wisconsin's Fast Forward Grant programming will be released in February 2020. Trainings deemed valuable by members include:

- Technical hands-on
- Troubleshooting
- Higher level operator
- Electro-mechanical instruction

Maiyoua Thao, president of [ABC Staffing](#), has a passion for working with people. Her staffing agency connects the Hmong population to employers. At the February meeting, Maiyoua will provide a brief overview on how employers can best work with the Hmong population. She can be reached at [maiyoua@abcstaffing.net](mailto:maiyoua@abcstaffing.net) or by calling 920 428 6484.

### **NEW MANUFACTURING ALLIANCE JOB FAIR**

A manufacturing job fair will be held during afternoon hours in May or early June. Attendees will be targeted from the Brown County/Appleton area, focusing on entry-level individuals that are underemployed. NEWMA would possibly have 50 companies in attendance and may be able to sponsor student bussing.

- Include an opportunity for job seekers to hear directly from people that work in a manufacturing 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.
- Bay Link and A-Tech students will be invited, in addition to hospitality, retail and service industry workers.
- Work with Forward Service Corp. to get participants. Reach out to organizations that work with people with autism.
- Include organizations that have short-term skills training programs.
- Have NWTC's mobile lab at the job fair.
- 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.
- Offer a follow-up 'Parade of Manufacturers'.

### **ADP ASSESSMENT**

Manufacturers have an opportunity to take the ADP assessment for free (\$6700 value). The assessment allows companies to benchmark with other organizations, in addition to identifying educational opportunities that could be provided at a reduced group rate. Chris of ProSolutions served as one of the test pilot companies for the assessment. He felt the assessment was very valuable. Manufacturers are encouraged to contact Ann if interested in participating.

### **18-30 YEAR OLD'S MILLENNIAL PERCEPTIONS SURVEY**

The Alliance is working with Element on the survey results to understand 18-30 year old's regarding manufacturing careers and how they engage/seek employment. 100+ people took the survey regionally, in addition to 500 national participants. Comprehensive results will be reported at the March full membership meeting. Reportedly, the #1 way they find jobs is through friends, necessitating the need for an effective employee referral program, competitive pay, and communication of what differentiates the company.

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

The next Talent Task Force meeting will be on Thursday, February 13, 2020, 8:30 to 10:00 a.m. Location is TBD. Agenda:

- ✓ Working with the Hmong Population – Maiyoua Thao, ABC Staffing
- ✓ Recruitment & Training Programs
- ✓ College tours with Alliance members at UW Platteville, UW Oshkosh, UW Green Bay
- ✓ Manufacturers' Job Fair
- ✓ Survey Updates: ADP Survey & 18 to 30 Year Old's Millennial Perceptions Survey
- ✓ Next Meeting Date/Time/Location/Agenda