

NEW Manufacturing Alliance
TALENT TASK FORCE - WEBEX MEETING MINUTES
Thursday, July 9, 2020 – 8:30 to 10:00 AM

ATTENDEES: Allyson Baue-NWTC, Arta Hajdini-Suburban Electric, Brad Zima- NWTC, Craig Coleman-FSC, Erynn Hector-Pro Fab, Jim Finer-Employment Resource Group, Joy Ruzek-UWGB, Julie Micke-Winona Foods, Kathy Derks-American Foods Group, Katie Insteffjord-Trillium Staffing, Lindsey Dix-The H.S. Group, Lisa Francour-NWTC, Melinda Morella-Olson-Imaginasium, Mindie Boynton-MPTC, Robyn Hallet-Literacy GB, Ryan Herber-LTC, Will Robinson-Forsite Benefits, Ann Franz-NEWMA, Debbie Thompson-NWTC

COVID-19

Member organizations are varied in the number of employees they currently have working remotely and/or onsite. All are practicing increased safety measures in response to the pandemic.

INTERNSHIP DRAFT DAY (IDD) – 11/12/2020

Colleges are opening in fall but will be conducting mostly online learning. Currently, Lambeau Field is only allowing a max. of 25 people in their event spaces and has a mask requirement. Members discussed format options.

2020 IDD FORMAT OPTIONS	
Company Options	Student Options
Virtual & In-person	Virtual Only
Virtual Only	In-person Only
In-person Only	-

Members decided to host 2020 IDD using a combination of virtual and in-person (at Lambeau Field) components. This allows versatility, due to COVID’s rapidly changing requirements. Students can attend virtually. The virtual component will allow local students that are attending schools outside the region to participate, assuming they would be available during summer to work an internship. The virtual/in-person model will be a pilot and could be expanded to future events. The in-person at Lambeau Field will only be for event sponsors, college presenters and other content experts. No students will be at the in-person portion of the event.

The in-person portion of the day would be hosted on Facebook Live and YouTube Live. Potential content:

- Event welcome and agenda, along with how to use the app
- Updates of the draft board
- End of the day with announcing draft picks, with Mark Murphy, if available
- Interviewing skills presentation
- Resume writing presentation
- Alliance members that sponsor the event sharing information about their internships and company info
- LinkedIn and social media presentation (Jim Finer will ask Sharon Hulse to present.)

Mindie Boynton suggested using digital badging, as this is frequently used when people attend a virtual event or training to help make attendees feel they are part of something significant and can add it to their LinkedIn account and/or resume. Digital badges are a validated indicator of accomplishment. This would be an opportunity to create a connection by offering content throughout the day at Lambeau.

T-shirts will be printed and sent to college career services departments for distribution to student participants. If a student is not on campus, the t-shirt can be mailed to them directly. Student preferences and mailing information, if they are not on campus, can be captured as part of the registration process.

Pam Blazei, the Alliance’s marketing coordinator, researched a couple of virtual student signup platforms. The new IDD website can be used, with the app linked as part of the sign-up process. [Booth Central](#) and [Career Fair Plus](#) were

discussed as potential options. Career Fair Plus is a widely used app, allowing for setup of 15 minute appointments, in addition to networking. Companies that have no shows can invite students for networking, making more efficient use of that time. Students can utilize their phone or laptop.

Sponsorships

\$15,000 in sponsorships is needed and could be accomplished by offering ten sponsorships at \$1500 each. Expenses include; student scheduling app (\$4000), scholarships, Lambeau Field room rental, printing, professional videographer, jerseys and mailing of the jerseys. 2019's sponsorship levels were discussed and how they could be adapted for 2020.

2019'S SPONSORSHIP LEVELS

JERSEY SPONSOR \$1,000 – Included a small company logo on the jersey given to each college student and up to a 10' x 15' exhibit booth.

NETWORKING RECEPTION SPONSOR \$1,500 – Included a medium sized company logo on the jersey given to each college student and up to a 10' x 20' exhibit booth.

BUS TRANSPORTATION SPONSOR \$3,000 – (college from outside northeast Wisconsin) **or \$2,000** (college from northeast Wisconsin) – Included a medium sized company logo on the student jersey, and up to a 10' x 20' exhibit booth. Students toured the sponsor's company prior to attending the event. **For 2020, students will be attending virtually and not be bused.**

A networking sponsor could have the opportunity to present the day of the event, their logo displayed and get additional recognition via the Career Fair Plus App. Brad Zima shared that incorporating a host and presenters can generate more revenue and increase the production element as well. Starting in 2020, IDD will be financed through the Alliance's scholarship fund, giving sponsors the ability to write off some of their donation. Sponsorship opportunities will be finalized at the 8/6 meeting.

- ✓ Companies will be recruited beginning in August.
- ✓ Sponsorship levels will be finalized on August 6.
- ✓ Determine modifying the time of the event from a start time of 3 p.m. to 2 p.m. - which would end the event by 5:30 p.m.
- ✓ IDD links can be shared on social media platforms.
- ✓ Research will be done on how to facilitate the capture of student scores. Members are asked to send Ann ideas on how scores could be best captured electronically.
- ✓ By September, the goal will be to have the full program established.

RECRUITMENT & TRAINING PROGRAMS (HOSPITALITY & RETAIL)

Members are interested in assisting people who work in other job sectors, like hospitality or retail, pivot to the manufacturing industry. Ann shared Microsoft's global skills initiative to bring digital skills to 25 million people worldwide by the end of 2020. Microsoft is developing a new learning app in Microsoft Teams to help employers upskill new and existing employees. This will unite best-in-class content from LinkedIn Learning, Microsoft Learn, third-party training providers, and a company's own learning content, making it available for easy access. See attachment. As the Alliance considers different training programs, there may be some soft skills training from the list that could be used for incumbent employees and/or those wishing to transition to the manufacturing industry. Work will progress when there is a better feel for the number of people interested in transitioning to work in manufacturing.

The WWDA is holding its first ever statewide [Drive Thru Job Fair](#) on July 15, noon to 4:00 p.m. The job fair is open to all employers seeking employees for current job openings. Packets will be put together and distributed to job seekers who drive thru Green Bay's Riverside Ballroom parking lot. The Oshkosh Chamber of Commerce will host the same event, in addition to other locations throughout the State. Craig Coleman and Ryan Herber will give a follow-up report on this unique job fair at the 8/6 Talent Task Force meeting.

COLLEGE TOURS AT UW PLATTEVILLE, UW OSHKOSH, UW GREEN BAY

The objectives were to conduct the tours in-person or virtually with faculty/staff, discuss Talent Task Force initiatives, and learn how to best connect with their students. This will be difficult to do virtually in fall, as things are still very uncertain. Instructors' focus is getting students back in classes (virtually or in-person), while providing an optimal learning experience. College tours will be on the Talent Task Force's spring 2021 agenda.

NEXT MEETING DATE/TIME/AGENDA

The next Talent Task Force WebEx meeting will be on Thursday, August 6, 2020, 8:30 to 10:00 a.m. Agenda:

- ✓ COVID-19
- ✓ Internship Draft Day - 11/12/2020
- ✓ Drive Through Job Fair Follow-up – Ryan Herber & Craig Coleman
- ✓ Recruitment & Training Programs (Hospitality & Retail)
- ✓ Next Meeting Date/Time/Agenda