

NEW Manufacturing Alliance
TALENT TASK FORCE - WEBEX MEETING MINUTES
Thursday, August 6, 2020 – 8:30 to 10:00 AM

ATTENDEES: Allyson Baue-NWTC, Craig Coleman-FSC, Melissa DeMoulin-BPM, Kathy Derks-American Foods Group, Lindsey Dix-The H.S. Group, Lisa Francour-NWTC, Robyn Hallet-Literacy GB, Erynn Hector-Pro Fab, Ryan Herber-LTC, Derek Jablonicky-DWD, Kurt Johnson-The HS Group, Kathy Koehler-PMF, Trinity Korth-Paychex, Judy Price-UWGB, Courtney Ryczek-Parker Hannifin, Wyatt Smet-InitiativeOne, Chris Steier-ProSolutions, Tanner Thorne-GB Insurance Center, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

COVID-19

Two members shared their organizations' financial incentives while the Stay-At-Home Order was active. They included; \$100 extra per paycheck to any employee in good standing through July 31, 2020, while another example was a 15% increase in pay for any hours worked within the building. More flexibility and allowing employees to carry over paid time off hours were other COVID related benefits.

Kurt Johnson has heard of Facebook and other social media being used to coordinate children's' tutoring resources by employees who work on the same shift. Employees are sharing the tutoring costs. This could be an opportunity for employers to help families secure this type of learning for their employees with school age children.

INTERNSHIP DRAFT DAY (IDD) – 11/10/2020

- Secured the Career Fair Plus virtual platform.
- Changed the date, due to election week.
- Registration will be sent to the membership on August 10, 2020.
- Members reviewed the employer recruitment flyer and can contact [Pam Blazei](#) for copies.
- Members can contact [Ann](#) for the following tax-deductible sponsorships.
 - \$1,500 – Large jersey logo, company featured on the virtual fair app, and a 3-5 minute live/prerecorded commercial during the event.
 - \$500 – Small logo on the jersey and the company will be mentioned during the live program.

Live Programming at Lambeau Field

- 2:00 – 5:00 p.m.
- The event will start with a welcome and how to use the Career Fair Plus app.
- A videographer has been secured.
- \$1,500 level sponsors will prerecord or do a live 5-minute commercial, while \$500 level sponsors will be mentioned during the live program. Additional sponsorship perks are listed above.
- Draft board updates:
 - 15 presentations from colleges and businesses on employment, job seeking skills and promoting your personal brand, etc. Ann will contact the colleges for speakers and invite a couple of student clubs.
 - Announcement of winners
- Points will be captured electronically via SurveyMonkey or a Google Doc. An electronic scoring method will be chosen by the next meeting.
- Students will receive a YouTube link, with the presentations, after the event.
- Ann will follow-up with Mindie Boynton regarding digital badging on LinkedIn.

Ideas for promoting the event include having employers share promotional information with their employees, as they may have college age children or grandchildren. Brad Zima stated it is important to let students know that employers are hiring and to elevate social platforms. People are spending more time on social media, especially watching videos. Members are encouraged to send Ann any additional promotional ideas.

RECRUITMENT & TRAINING PROGRAMS (HOSPITALITY & RETAIL)

Microsoft is offering LinkedIn learning – [Become a Data Analyst](#). The cohort model will run from September 14 – November 14, 2020, eight weeks. Training includes; Learning Data Analytics, Data Fluency: Exploring and Describing

Data, Excel Statistics Essential Training: 1, Learning Excel: Data Analysis, Learning Data Visualization, Power BI Essential Training, and Tableau Essential Training. After the first four weeks of going through the seven training models, employees will enroll in a Microsoft certified course. Examples include; Power Platform Certified, Sequel, Azure, Power of BI. Students are asked to complete the training in one month on their own.

All participants will work on a related capstone project and will present their individual capstone project to their cohort members. Employees who successfully complete the training will receive certificates and can continue related training through Microsoft and the college system.

Members are looking to serve job seekers and employees through the Microsoft program. Ryan Herber and Craig Coleman have also been recruiting for this program; however, the training is not manufacturing-related. Instead, NEWMA feels the Forward Services training focused on manufacturing-related skills is more beneficial for Alliance members. For individuals that are not able to receive the training at no cost, the Alliance could pay for their training. NEWMA's Communications Task Force is working on the promotional messaging to dislocated hospitality and retail workers. Members can contact Ann if they would like to know more.

DRIVE THROUGH JOB FAIR FOLLOW-UP – RYAN HERBER & CRAIG COLEMAN

The drive through job fair went very well and exceeded expectations. 11 workforce boards collaborated to host this statewide event. Green Bay's event, at the Riverside Ballroom's parking lot, had 78 employer participants, started at 11:30 a.m. and ran out of informational bags by 1:30 p.m. 550 cars went through, with job seekers representing all walks of life. Job seekers that were not able to receive an informational bag, received the materials electronically. Members are encouraged to send Ryan and/or Craig any feedback, including if they did any hiring as a result.

Statewide, the event served approximately 4,000 job seekers, 687 companies participated, with a lot of requests to hold it again. Organizers are looking at holding another drive through job fair on September 17. Craig will send the information to Ann so she can inform members.

UPCOMING 2020 ALLIANCE EVENTS & PROGRAMMING

- The K-12 Outreach Survey was recently sent to member manufacturers. Each company is asked to submit one survey by the end of August.
- Excellence in Mfg./K-12 Partnerships Awards – October 1
- Manufacturing First Virtual Conference – October 20-22
- High School Virtual Career Exploration – October 23
- Internship Draft Day – November 10

NEXT MEETING DATE/TIME/AGENDA

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

- ✓ COVID-19
- ✓ Internship Draft Day - 11/10/2020
- ✓ Drive Through Job Fair (September 17) – Ryan Herber & Craig Coleman
- ✓ Recruitment & Training Programs (Hospitality & Retail)
- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda