

**NEW Manufacturing Alliance
Talent Task Force Meeting
September 10, 2020
Webex
Thursday, September 10, 2020, 8:30 a.m. - 10 a.m.**

ATTENDEES: Allyson Baue-NWTC, Andy Preissner – Heartland Lable Printers, Arta Hajdini – Subran Electric, Brad Zima-NWTC, Chris Steier - ProSolutions, Craig Coleman-FSC, Erynn Hector-Pro Fab, Jim Finer – Employment Resource Group, Katie Instefjord – Trillium Staffing, Kathy Koehler-PMF, Kurt Johnson-The HS Group, Lindsey Dix-The H.S. Group, Lisa Francour-NWTC, Melinda Morella-Olson – Imagination Robyn Hallet-Literacy GB, Ryan Herber-LTC, Sarah Robertson - Will Robinson, Forsite Benefits, Wyatt Smet-InitiativeOne, Pam Blazei-NEWMA, Ann Franz-NEWMA

COVID-19

Two members shared how virtual schooling is affecting their business. One example was a new-hire candidate not able to start working due to children learning virtually at home. Another member stated their clients are impacted by the HR manager staying home due to needing to assist children learning virtually.

INTERNSHIP DRAFT DAY ON NOVEMBER 10, 2020

- There are currently 30 businesses registered. Businesses need to have their profiles completed by September 30th. When student registration goes live on October 1st, no changes will be able to be made.
- We have secured 3 colleges for 15-minute presentations and are in search of more. Each presentation is 15-minutes on topics targeted at students. Those interested in presenting can contact Pam or Ann for help with content ideas. The presentation can be recorded prior to the event or done live at Lambeau Field the day of the event.
- Gold sponsors will have a 3 to 5-minute commercial during the event. The event recording will be sent out with times of commercials and speakers to all of the students that registered for the event.
- A video demonstration of the Careers Fair App was shared and can be viewed [here](#).
- Members can contact [Pam Blazei](#) for copies of the event flyer to share with employees.
- 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.

RECRUITMENT AND TRAINING PROGRAMS (HOSPITALITY AND RETAIL)

The NEWMA Communications taskforce will be working on marketing materials to hospitality workers.

Many companies believe candidates will need more data analytics training - The Microsoft grant sponsored Data Analytics training is starting the week of 9/14/2020 and runs through 11/14/2020, eight weeks. The training is online via Linked In and participants will have the option to enroll in another Microsoft certified course. All participants will work on a capstone project based on what was learned in the training and will present it to the cohort members. Employees who successfully complete the training will receive certificates and can continue their education. For this pilot, there are 13 companies have 20 employees enrolled in the program. There is a mix of professionals training from engineers to supply chain managers. Future trainings may be grouped by profession.

NEWMA is always seeking grants to pay for job seekers to get trained, plus incumbent worker training. Ann anticipates the state will likely come up with training grants due to COVID resulting in the high unemployment rate. She is also in contact with a company connecting with vets and uptraining them.

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

The September 17 Drive Through Job Fair has the following companies participating: Sheboygan has 56 employers; Shawano has 30 to 40 employers; and Green Bay currently has 52 employers participating. In past, 20 locations worked

with 3,600 job seekers. This year it seems employers holding back on hiring. This may be due to COVID and the unemployment rate or the effect of the election year. There will be NEWMA magazines in each package for employees. Members are encouraged to send Ryan and/or Craig any feedback, including if they did any hiring as a result.

UPCOMING ALLIANCE EVENTS AND PROGRAMMING

- October 1 – Excellence in Manufacturing-K-12 Partnerships Awards at Ariens Co Pavilion in Brillion. The auction last year raised \$12,000. This year Ann sold out sponsorship opportunities for the new virtual Excellence Awards book that will be distributed throughout the membership and local schools and colleges. This year’s event has already raised \$18,000 for manufacturing-related college scholarships.
- October – Wednesdays and Fridays many high school students are virtual, and teachers are looking for content. NEWMA’s STEM taskforce is organizing career meetings for students regarding STEM. Fridays will be females in STEM professions featured. Wednesdays the Alliance is featuring other career speakers.
- October 20-22 – The 10th annual Manufacturing First Expo & Conference is going virtual this year, offering the favorite aspects of past events along with new options that will give attendees additional flexibility and the ability to take in even more content. Taking place from Oct. 20-22, Manufacturing First will feature virtual networking and exhibitor connection time each day — from 10 a.m. to noon Oct. 21-22 and from 4-5 p.m. all three days. The schedule of presentations starts at noon each day. Oct. 20 —futurist Daniel Burrus will deliver the conference’s keynote address. On Oct. 21, Seura co-founders Tim and Gretchen Gilbertson will deliver the day’s keynote address. Oct. 22 will feature a CEO roundtable discussion. Additional live webinars and informational sessions will follow the keynote presentations each day. Oct. 21-22. Each day ends with additional networking and exhibitor time beginning at 4 p.m. The three-day event will conclude with a virtual power hour with a chance to win prizes. Optional is on Friday, Oct. 23 for employers to connect with high school students. Brella is the platform being used with AI technology. Members get complementary booth and/or 4 tickets (\$725 value).
- November 10 – Internship Draft Day

NEXT MEETING DATE/TIME/AGENDA

The next Talent Task Force Webex meeting will be November 12, 2020 from 8:30 a.m. – 10 a.m.