

NEW Manufacturing Alliance
TALENT RISK MANAGEMENT - WEBEX MEETING MINUTES
Tuesday, September 29, 2020 - 8:30 to 9:30 AM

ATTENDEES: Jennifer Brown-Fox Cities Regional Partnership, Will Robinson-Forsite Benefits, Ann Franz-NEWMA, Debbie Thompson-NWTC

EMPLOYEE FRIENDLY WORKPLACE CERTIFICATE – JENNIFER BROWN

The survey results are intended to provide HR professionals and those making benefit decisions with data-backed insights about the regional, current benefit landscape. Employers that have demonstrated a significant commitment to promoting work/life integration, as well as creating a positive work environment and experience for all employees, have been awarded various levels of this certification.

There are four certificate categories.

- Paid Leave
- Health & Wellness
- Financial Support
- Perks

Goals

- Attract and retain talent.
- Support families, benefit children.
- Improve workplace productivity.
- Reduce turnover.
- Certify employers as Employee Friendly Workplaces.

Jennifer shared a number of the changes they are making to the application. They are also making sure opportunities for application points are being met. Ann suggested changing the award categories based on a company's number of employees. Their goal is to be affordable, aspirational and attainable, not to discredit any companies. Organizers hope to have the revisions completed by mid-October. Moving forward, they also hope to be able to fund the program.

Statistics continue to show how a company showcases their benefits greatly impacts the image of the company. Benefits must be communicated clearly, or employees become frustrated. They may need to be individually assisted to get through the process. Will shared that most regional businesses are on a smaller scale. Therefore, it is recommended to use relatable case studies and videos they can better identify with.

Ann and Jennifer discussed having NEWMA partner with the Fox Cities to showcase this work, providing ideas of how members can enhance their employee benefits. Participants can be directed to the Fox Cities website to submit their application. Jennifer suggested not having multiple applications, keeping the process simple. The cost is \$250 plus \$5 per employee. Ann shared that the cost is higher than most Alliance member's dues, so it may be better to instead share the ideas from the survey than ask for employers to purchase the designation. A Benefit Retention informational flyer could be developed.

Before the November 17 meeting, Ann will present the partnership benefits to her Board of Directors to determine if this initiative can move forward. Jennifer will provide an update at the next meeting.

LINKEDIN DIVERSITY TRAINING

The LinkedIn D&I free training is simplistic, well laid out, and ties nicely with recruiting/retention. It is important for employers to look at diversity and start asking questions. Many workers leave their employer due to substandard diversity and inclusion practices.

- ✓ **Members are asked to watch at least one of the [LinkedIn Diversity & Inclusion training videos](#) before the next meeting on 11/17.**

RETIREMENT READINESS SEMINAR / ZOOM SESSIONS

A few groups have reached out to Ann expressing interest in offering their presentation(s) via Zoom. Ann will confirm presentation dates - January/February. After the dates are confirmed, she will promote the offerings to the full membership.

TALENT RISK TASK FORCE FOCUS AREAS FOR 2020/2021

Tabled for the November 17 meeting.

MILLENNIAL PERCEPTIONS SURVEY RESULTS

Tabled for the November 17 meeting.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Talent RISK Task Force WebEx meeting will be on Tuesday, November 17, 2020, 8:30 to 9:30 a.m.

Agenda:

- ✓ Retirement Readiness Seminar / Zoom Sessions Planning
- ✓ [LinkedIn Diversity & Inclusion Training](#) – Members are asked to watch at least one of the free LinkedIn diversity trainings prior to the meeting.
- ✓ Employee Friendly Workplace Certificate Updates – Jennifer Brown & Ann
- ✓ Fox Cities Chamber Benefit Study Results
- ✓ Talent Risk Task Force Focus Areas for 2020/2021
- ✓ Millennial Perceptions Survey Results
- ✓ Next Meeting Date/Time/Agenda