

**NEW Manufacturing Alliance**  
**TALENT RISK MANAGEMENT - WEBEX MEETING MINUTES**  
**Tuesday, November 17, 2020 - 8:30 to 9:30 AM**

**ATTENDEES:** Jennifer Brown-Fox Cities Regional Partnership, Pam De Leest-The HS Group, Beth Kleinke-BPM, Inc. Jon Meulemans-von Briesen & Roper, s.c., Will Robinson-Forsite Benefit Partners, Ann Franz-NEWMA and Debbie Thompson-NWTC

**LINKEDIN DIVERSITY & INCLUSION TRAINING**

Members discussed the [LinkedIn Diversity & Inclusion Training](#) they viewed. Comments included that all of the D&I videos were a good investment of time, serving as virtuous reminders.

The video that discussed ‘belonging’ was well liked, impactful, and featured an engaging speaker. Members agreed to move forward with this video as a 2021 work product. HR leaders can view the video, with the option of sharing it with their employees as a free resource. Task Force members are asked to review this video prior to the next meeting on 1/26/2021. <https://www.linkedin.com/learning/diversity-inclusion-and-belonging-2/dibs-an-introduction?u=2191962>.

**FOX CITIES CHAMBER BENEFIT STUDY RESULTS – JENNIFER BROWN**  
**[2020 Fox Cities Employee Friendly Workplace Guide](#)**

Jennifer shared some insights from this year’s **Employee Friendly Workplace** survey results. The survey was deployed to the New North territory. There were 223 questions, with 209 respondents. This year’s focus was wellbeing. Employee wellbeing includes; physical, mental, financial, and social aspects – supporting work/life integration, wherever employees are on their life journey.

**Focus: Employee Friendly Workplace**

- Paid/family leave
- Flexible work arrangements
- Health & wellness support
- Financial support
- Perks

Werner Electric Supply was awarded the Fox Cities Employee Friendly Workplace Certified bronze award. Jewelers Mutual Group was awarded the Fox Cities Employee Friendly Workplace Certified silver award.

There were a lot of changes due to COVID. Productivity has been redefined in a lot of cases. An 8 hour shift does not necessarily make a person more productive. Changes included:

- Traditional workplace relaxed
- Remote work
- Increased flexibility
- Work-life boundaries blurred
- Mental health stressors
- Productivity redefined

**Benefits Adjusted Due to COVID-19**

- Enhanced remote work options 72%
- Offered flexible hours 62%
- Expanded virtual programs 24%
- Added additional sick leave (beyond FFCRA/CARES Act required) 23%

**Policies Being Assessed and/or Modified Due to COVID-19**

- Remote work 76%
- Technology 55%
- Travel 32%
- Paid leave 12%

### **Most Important Benefits**

- Wage/salary increases
- Overall benefit package
- Paid leave – Northeast Wisconsin averages five days of vacation for one year of service, while the national average is ten days.
- Health insurance

Student loan repayment was considered the least important benefit. Interesting was that a study of New North region millennials also found tuition reimbursement was not an important driver for employees.

### **Parental Paid Leave**

The majority of employers are not offering paid maternity or paternity leave (not including short-term disability). By offering some form of paid leave, employers can especially retain mothers in the workplace.

### **Flexible Work Arrangements**

Working from home is the most offered flexible work arrangement, followed by flexible hours/schedules.

### **Monthly Cost of Medical FAMILY Premium (Employer & Employee Portion)**

The national average is \$1,714.67. Locally, the majority cost is \$1,500 and over.

### **Percentage of Employer Paid FAMILY Premium**

Locally, we are in the 69-70% range, while the national average is 71%.

### **Employer Offered Wellness Resources, Programs & Events**

- Wellness information 82%
- Health risk assessments 76%
- Company-wide wellness 73%

### **Employer Provided Financial Support for Childcare**

Childcare is a prevalent issue, especially with COVID, causing mothers to drop out of the workforce. This problem needs to be addressed. The most common employer support being offered is onsite childcare.

### **Financial Support Benefits**

Most respondents provide merit increases, as deserved, to their employees. The majority of respondents do not give cost-of-living increases.

68% of HR professionals agreed that employee recognition has a positive impact on retention, and 56% said such programs also help with recruitment. The most common offering is length of service, followed by team performance.

Employees who are valued and connected to the workplace are more likely to remain in their position. Most common rewards are; gift cards, cash bonus, public recognition, PTO/vacation.

Regional employers are still looking for talent. It is important to brand your company as an employee friendly workplace. Make employee wellbeing a top priority.

Ann shared some of her research that compliments a lot of the data Jennifer provided. Over the next two months, members will review and package the recruitment/retaining data to give member employers. A document will be designed to share with the membership, along with featuring the suggestions at the March 2021 membership meeting. Companies interested in certification can invest in the Fox Cities Chamber program.

## RETIREMENT READINESS SEMINAR / ZOOM SESSIONS

Members agreed to move forward with the live/recorded retirement readiness presentations and assessments. Participants would not have to drive to a site, making this format attractive. Also, because the sessions will be recorded, it will be available for later viewing.

A February/March timeframe is being planned for HR leaders. The following will need to be coordinated and scheduled.

- Kickoff to the membership.
- Hold a meeting with HR leaders featuring The HS Group and Forsite Benefit Partners.
- Administer assessments. *Pam will coordinate with Denise, of The HS Group, to see what they can coordinate for the February/March timeframe.*
- Kickoff the first session the end of March or early April (*tentatively*).
- Provide weekly live/recorded sessions for four weeks.
- Survey participants.

Will and Pam will each write a summary about their presentation. Ann will follow-up with organizers to finalize the action plan in December.

## 2021 TALENT RISK TASK FORCE FOCUS AREAS

### Employee Experience

- How employee benefits play a role in company growth
- How do we build a benefit/total rewards program to attract and retain employees?
- Employee friendly workplace

## MILLENNIAL PECEPTIONS SURVEY RESULTS

Ann shared some millennial survey data that was presented at a recent NEWMA meeting.

59% of millennials responded in a Gallup report that opportunities to learn and grow are extremely important to them when applying for a job. This highlights the importance of providing learning and development programs.

- Promote tuition reimbursement policies and on-the job training.
- Provide a means of certification for going from good to great in the same role.
- Allow participation in conferences and professional organizations.

A recent Dell study shows that millennials are more likely to stay at a job if they feel the technology is cutting edge and leave if they feel the technology is substandard.

- Promote the ideas of digitization.
- Emphasize innovation as a main key word.
- Highlight tools like AI, AR, IoT and autonomous robots.

Professional growth, flexibility, leadership and work culture are important considerations. Millennials want a fulfilling career where they can make a difference and give back to the community. Nearly 6 in 10 (57%) of millennials say work-life balance and personal well-being in a job is very important to them.

### Messaging

- Have your website be genuine, captivating, inclusive and welcoming.
- Make your website mobile friendly.
- Showcase world class technologies and robotics.
- Share how your organization gives back to the community.

- Use key terms like; innovative, flexible, supportive and growth.
- Share staff stories to help humanize the company.

The most common job search methods used by millennials; Indeed, Google search, talk to friends. The most important considerations/benefits for millennials are; compensation, flexibility/work-life balance, opportunities for advancement.

#### **QUARTERLY FULL MEMBERSHIP ZOOM MEETING**

**Tuesday, December 8 - 8:30 to 10:30 AM**

The 2021 Northeast Wisconsin Manufacturing Vitality Index results will be announced. A guest speaker; Ted Abernathy of Economic Leadership LLC, a North Carolina based economic consulting company that has worked with WMC on its WI Workforce Competitiveness Evaluation report, will present. Regional, State and national data will be shared, giving a glimpse of what to expect in 2021 regarding workforce and economic trends. The program will also include an overview of the past year and what's to come in 2021 for the NEW Manufacturing Alliance.

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

The next Talent RISK Task Force WebEx meeting will be on Tuesday, January 26, 2021, 8:30 to 9:30 a.m. Agenda:

- ✓ PLANNING: Retirement Readiness Seminar Live/Recorded Sessions
- ✓ LinkedIn Diversity & Inclusion Training (Belonging Video) – Members are asked to watch this video prior to the meeting.
- ✓ Employee Friendly Workplace
- ✓ 2021 Talent Risk Task Force Focus Areas
- ✓ Knowledge Transfer
- ✓ Next Meeting Date/Time/Agenda