

NEW Manufacturing Alliance
TALENT TASK FORCE WEBEX MEETING MINUTES
Thursday, January 14, 2021 – 8:30 to 9:30 AM

ATTENDEES: Allyson Baue-NWTC, Mindie Boynton-MPTC, Craig Coleman-FSC, Melissa DeMoulin-BPM, Lisa Francour-NWTC, Erynn Hector-Pro Fab, Rebecka Heldt-FSC, Katie Instefjord-Trillium Staffing, Kurt Johnson-The HS Group, Kathy Koehler-PMF, Bobbi Miller-FVWDB, Melinda Morella-Olson-Imaginasium, Sarah Robertson-InitiativeOne, Will Robinson-Forsite Benefits, Joy Ruzek-UWGB, Jenny Schroth-Rawhide Youth Services, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

UPDATE INTERNSHIP DRAFT DAY SURVEY RESULTS – PAM BLAZEI

2020 IDD EMPLOYER Survey Results Summary

56 employers were surveyed with 16 respondents (28%) completing 80% of the survey.

- The virtual event was preferred by 46% of the respondents. In-person interviews were preferred by 27%, while 27% of the respondents would like a hybrid model (in-person & virtual interviews).
- The majority of respondents found the Career Fair Plus platform easy to somewhat easy to use. Only 6% of the respondents found the platform somewhat difficult to use.
- Over half of the employers found value in their candidates, with 63% of the respondents offering a second interview.
- Networking was found to be the most valuable element for most employers, followed by getting company exposure.
- How can IDD be improved? Three of the respondents lacked information when setting up their profiles and/or scoring. 46% of respondents indicated improvements are needed in scheduling time between interviews. 30% of the respondents felt no improvements were needed.

RECOMMENDATIONS

- The majority of survey respondents preferred the event be held virtually, while the majority of students preferred in-person interviews. A hybrid model of in-person and virtual interviews or two separate events should be considered for 2021.
- The Career Fair Plus Platform was well received by employers and is recommended for future events. Networking was found to be the most valuable part of the event. Promoting the importance of student/employer networking should be a 2021 focus.
- Improvements are needed in scheduling time slots to allow interviewers to score students. While the 15-minute time slots work well for in-person interviews, it is recommended on the Career Fair Plus platform to alternate 10-minute time slots for interviews and 10-minute time slots for an interview time overflow and scoring.
- For future virtual events, it is important to have all employers create their profile and interview schedules prior to opening student registration. Career Fair Plus recommends a two-week window prior to the event for student registration. It was suggested to create an online tutorial for employers on how to use the CFP app.

2020 IDD STUDENT Survey Results Summary

290 students were surveyed with 28 respondents (9.6%) completing 100% of the survey.

- How did you hear about IDD? College instructors and career planners informed 53% of the respondents about IDD. Handshake informed 21% of the respondents about the event. Almost 18% of respondents found the event on Career Fair Plus.
- In-person interviews are preferred for a first-time interview by 53% of the respondents. Virtual interviews were preferred by 32%, while 15% had no preference.
- While 93% of respondents said they would recommend the event to a friend, only 10% heard about IDD from a past participant.
- The Career Fair Plus platform was new to most participants. 96% of the users said the platform was easy to somewhat easy to use. Only one respondent found the platform difficult to use.
- Of the 28 respondents, 35% earned a second interview and one respondent was hired as a result of IDD. It should be noted that the survey was conducted before most participating employers extended an offer.

RECOMMENDATIONS

- College instructors and career planners play a vital role in promoting IDD. Creatively promoting the event to college faculty and staff should be our top priority. Creative thinking to encourage participant word-of-mouth promotion is needed. Incentivize referrals.
- Over half of the survey respondents prefer in-person interviews over virtual interviews. Taking the employers' survey results into consideration, a combination of in-person and virtual events may be considered for the future.
- The Career Fair Plus platform was a success for this virtual fair and helped participants from other states discover the event. The CFP platform is recommended for future events.

NEXT STEPS

Members will look at adopting a hybrid model for 2021's IDD, tentatively scheduled for November 4.

DATA ANALYTICS TRAINING & UPSKILLING DIGITAL SKILLS OF INCUMBENT WORKERS

There are 64 registrants for the January 19 – March 24 Data Analytics training. This is over a 300% enrollment increase from fall 2020's class. The training is online, self-paced, and twice a week hosts a content expert to expand on the topics. Participants are/represent; company presidents, engineers, plant managers, HR, IT and buyers. Due to its demand, the Alliance will likely offer this training in April and again in September.

Microsoft is now offering additional free training for Alliance members, due to the success and elevated interest in the Data Analytics training. Many entry-level workers lack digital skills. The following LinkedIn Learning modules discuss the digital environment, are offered online, use a cohort model, and feature content experts. Participants would require computer access at their company and would complete the training during their working hours. There would be an initial one-on-one meeting with the incumbent worker to provide help creating their LinkedIn profile or navigating either of the courses. The Alliance is under no enrollment number limits for either training module.

Microsoft - LinkedIn Learning for NEWMA Members	
Module Name: Working with Computers & Devices	Module Name: Working & Collaborating Online
Module Length: 1 Hour & 14 Minutes	Module Length: 1 Hour & 22 Minutes
<p>Covers the basics of working with devices like computers, tablets, and smartphones.</p> <p>Computer & Device Basics</p> <ul style="list-style-type: none"> - What is a computer and types of computers - Connect to Bluetooth <p>Working with Desktop Operating Systems</p> <ul style="list-style-type: none"> - Access system with right-click - Keeping your operating system up-to-date. <p>Working with Applications</p> <ul style="list-style-type: none"> - Open and save files <p>Keeping your computer secure and updated</p> <ul style="list-style-type: none"> - Strategies for creating secure passwords <p>Getting Online</p> <ul style="list-style-type: none"> - Connect to wired and WI-FI networks <p>Create content in Microsoft Office</p> <ul style="list-style-type: none"> - Use Microsoft Search to quickly find anything in office. <p>Getting started with Word</p> <ul style="list-style-type: none"> - Create and save documents in Word - Check spelling <p>Get started with Excel</p> <ul style="list-style-type: none"> - Create and save documents in Excel - Create a simple data table. 	<p>Access Information online</p> <ul style="list-style-type: none"> - Methods of connecting to the internet - What is the World Wide Web - Safely shop online <p>Participate Safely & Responsibly Online</p> <ul style="list-style-type: none"> - Protect yourself from phishing and online scams - Manage your digital footprint <p>Collaborating with Outlook</p> <ul style="list-style-type: none"> - Emails and calendars - Add a contact - Create appointments and meetings <p>Collaborate Online in Word</p> <p>Sharing Content with OneDrive</p> <ul style="list-style-type: none"> - Creating a OneDrive account - Share documents <p>Using Chat, Video Calls and Group Video Meetings</p> <ul style="list-style-type: none"> - Set up audio and video

Members are receptive to offering the additional two modules at their company. Joy Ruzek shared that UWGB is also partnering with Microsoft and are collaborating to embed skills into their courses.

NEXT STEPS

Ann will share an overview of the two new digital skills modules with the membership to solicit interest. More to come.

RECRUITMENT OPPORTUNITIES & PARTNERSHIP OUTREACH

The Greater Green Bay Chamber has offered the Alliance an opportunity to work with them to recruit people working in the hospitality industry for manufacturing jobs using LinkedIn. Members are looking to launch this pilot with ten companies. This pilot is seen as a low cost initiative and may work even better in the future.

1. Individuals will be identified on LinkedIn with hospitality industry experience and at least one year work history with one company.
2. Job candidate will be emailed and asked to register on the Alliance's website, if they are interested in applying for manufacturing industry jobs.
3. Companies will receive the person's resume and asked to contact the person if they are interested in having them apply.
4. Company interviews candidate.
5. Company contacts the Alliance if the person is hired.

Members agreed to move forward with this initiative. Frustrations were discussed in finding qualified candidates for jobs, in addition to finding students for free tech ed training. Craig Coleman shared that many people are not filing for food share or actively looking for jobs.

Ann thanked Craig for sending resumes that were recently shared with interested NEWMA members. Robyn from Literacy Green Bay will also be contacting Ann with some resumes of their clients who have completed training. The Alliance also has professional job seekers, in which 3 to 5 resumes per month are sent to the membership. **Members are encouraged to contact Ann if they would like to receive any of the resumes.**

2021 TALENT TASK FORCE INITIATIVES

- Internship Draft Day
- Training Initiatives: Data Analytics, Digital Skills & Others
- LinkedIn Outreach to the Hospitality Industry
- Job Ready Career Fair - Partnering with Agencies

Craig Coleman participates on the Brown County Business Services Team. Members expressed interest in participating in a virtual job fair, being planned by the Team. **Craig will send Ann information to solicit interest from the membership.**

Will Robinson serves on the Bay Area Workforce Development Board and shared that a lot of companies are finding retention to be a significant topic due to the low unemployment. He suggested focusing on how companies can retain their talent. The Talent Risk Task Force has worked on this in the past. **Ann will share Talent Risk Task Force initiatives and any overlap at the next Talent Task Force meeting.**

UPCOMING ALLIANCE EVENTS AND PROGRAMMING

- February 19, 8:30 – 10 AM: Starting or Enhancing Your Youth Apprenticeship Program Workshop
- February 23, 8:30 – 10 AM: HR Leaders - Retirement Readiness Seminar
- March 2, 8:30 – 10:30 AM: NEWMA Quarterly Membership Meeting focused on Recruitment/Retention
- May 4: 9th Annual Excellence in Mfg./K12 Partnerships Awards at Stone Prairie
- October 26: ACP Partnerships Meeting

- October 26: 10th Annual Excellence in Mfg./K12 Partnerships Awards
- October 27: Manufacturing First Expo & Conference
- November 4 (Tentative): Internship Draft Day

NEXT MEETING DATE/TIME/AGENDA

The next Talent Task Force Webex meeting will be on February 11, 2021, 8:30 to 10 a.m. Agenda:

- ✓ Data Analytics Training & Upskilling Digital Skills of Incumbent Workers
- ✓ Recruitment Opportunities & Partnership Outreach
- ✓ 2021 Talent Task Force Initiatives
- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda