

NEW Manufacturing Alliance
TALENT TASK FORCE WEBEX MEETING MINUTES
Thursday, February 11, 2021 – 8:30 to 9:30 AM

ATTENDEES: Craig Coleman-FSC, Kathy Derks-American Foods Group, Lindsey Dix-The H.S. Group, Lisa Francour-NWTC, Robyn Hallet-Literacy Green Bay, Erynn Hector-Pro Fab, Katie Instefjord-Trillium Staffing, Derek Jablonicky-DWD, Laurie Johnson-Employment Resource Group, Kathy Koehler-Pioneer Metal Finishing, Trinity Korth-Badger State Staffing, Melinda Morella-Olson-Imaginasium, Andy Preissner-Heartland Label Printers, Joy Ruzek-UWGB, Courtney Ryczek-Parker, Chris Steier-ProSolutions, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

WISCONSIN TIMBER RATTERS SPONSORSHIP

In an effort to target 18 to 35 year-olds for manufacturing careers, members are looking to sponsor events with the Wisconsin Timber Rattlers. The package includes:

- Tuesday 'Bang for Your Buck' games, \$1 hot dogs, \$1 sodas, and \$2 beers. 'Bang for Your Buck Nights' are popular with the 21-35 year-old demographic.
- A concourse table (prior to the game) at every Wednesday home game (May – August) to handout information to fans. (\$500 value x 10 games).
- Mention in the Pocket Schedule, and other pieces referencing daily promotions; 'Bang for Your Buck Night - Presented by the NEW Manufacturing Alliance' at each game.
- Opportunity to handout *All Stars* magazines and listing of member company jobs to fans as they exit the ballpark after every Wednesday home game (\$750 value per game).
- Four reserved bleacher seats to every Wednesday home game (\$50 value).
- The total cost paid by NEWMA to the Timber Rattlers would be \$5,000, with the possibility of up to 10 home games.

Alliance Member Sponsorships – Sponsorships will help offset printing costs.

- **\$750** for one game to staff a table, 4 free tickets to one game and a ¼ page ad in the insert given to attendees at all 10 games.
- **\$250** for company name and website listed on the insert given to attendees at all 10 games.
- **Free for Members:** Insert will direct recipients to NEWMA's Manufacturing.Careers webpage, with links to Alliance member company websites and the 'Now Hiring' webpage.

Over 200,000 people attended 2019 home Timber Rattle games. While attendance is expected to be less for 2021, due to the pandemic, this is still considered a viable recruitment option. If a game is cancelled, credit would be given. Pam Blazei shared a draft of the *All Stars* magazine insert that would be used to promote the companies and call to action. Sponsor companies will get a ¼ page ad. Companies can opt to have only their name and website promoted on the flyer. A flyer QR code will help drive people to the Manufacturing.Careers webpage, with links to the job posting board and Alliance member websites.

Members are very pleased with this initiative. When the schedule becomes available, Ann will promote the sponsorships. Members can choose which game(s) they would like to sponsor. Sponsorships will be on a first come, first serve basis.

DATA ANALYTICS TRAINING & UPSKILLING DIGITAL SKILLS OF INCUMBENT WORKERS

The 2nd Data Analytics training cohort began on January 12 and has 64 enrollees (mostly professionals), representing 35 member companies. Overall, participant comments have been good. The Data Analytics class will be offered again in mid-April. Ann will be sending registration information to the membership in mid-March. Due to the increased participation, advanced related courses will be offered in the future.

Additional LinkedIn Learning opportunities were discussed. At January's meeting, Ann presented two LinkedIn Learning course options for employees who lack computer skills; '**Working with Computers & Devices**' and '**Working &**

Collaborating Online'. Today, Ann discussed another LinkedIn Learning training opportunity for cyber security, entitled **'Digital Citizenship'**. <https://www.linkedin.com/learning/digital-citizenship/welcome?u=2191962>

Ann would like to offer the **Digital Citizenship** and **Working with Computers & Devices** modules, as the feedback has been that these would be the most beneficial for member organizations. Each cohort will enroll 20 to 25 participants. Attendance will be tracked, with quizzes throughout the modules to confirm learning. NEWMA Board employees and Talent Task Force organizations will pilot the two self-paced modules. The program would include:

1. Employer registers their employees for one *or* both modules.
2. Employer assigns a time for the employee to view the training during working hours using a company computer.
3. A welcome video is shown first to the employee (3 minutes long).
4. After the employee completes the training, they take a short survey that asks them what they learned and how they will use it in the workplace.
5. Employee meets with an HR rep or supervisor to discuss what was learned and how they can use it in the workplace.

The modules are also available in Spanish. Ann is checking to see if they are offered in Vietnamese. Ann will be emailing the membership to gauge interest and would like to begin the training in late March or early April. If successful, the modules will eventually be offered to the full membership.

Microsoft - LinkedIn Learning for NEWMA Members	
Module Name: Working with Computers & Devices	Module Name: Digital Citizenship
Module Length: 1 Hour & 14 Minutes	Module Length: 91 Minutes
Covers the basics of working with devices like computers, tablets, and smartphones. Computer & Device Basics <ul style="list-style-type: none"> • Define a computer and types of computers • Connect to Bluetooth Working with Desktop Operating Systems <ul style="list-style-type: none"> • Access system with right-click • Keeping your operating system up-to-date. Working with Applications <ul style="list-style-type: none"> • Open and save files Keeping your computer secure and updated <ul style="list-style-type: none"> • Strategies for creating secure passwords Getting Online <ul style="list-style-type: none"> • Connect to wired and WI-FI networks Create content in Microsoft Office <ul style="list-style-type: none"> • Use Microsoft Search to find anything in office. Getting started with Word <ul style="list-style-type: none"> • Create and save documents in Word • Check spelling Get started with Excel <ul style="list-style-type: none"> • Create and save documents in Excel • Create a simple data table. 	Digital Footprint Digital Etiquette Digital Access Online Rights & Responsibilities Digital Safety & Security <ul style="list-style-type: none"> • Online Privacy • Create a Username & Password • Protect Your Technology - Viruses, Malware, Hackers Digital Commerce <ul style="list-style-type: none"> • Use Trusted Sites

RECRUITMENT OPPORTUNITIES VIA INDEED & PARTNERSHIP OUTREACH

The Alliance is working with the Greater Green Bay Chamber on recruiting hospitality workers for manufacturing careers, as COVID has reduced or eliminated many of their positions. Job seekers on Indeed, showing steady employment, are asked if they are interested in changing careers. Ann then screens the candidate and, if appropriate, sends the person's resume to participating companies for review. Participants agreed they would hire someone with hospitality experience and will pay at least \$14.50 to start. Pilot participants are Green Bay Packaging, Georgia-Pacific, Pioneer Metal Finishing, Nature's Way, NPS Corporation, N.E.W. Plastics Corp., and Winona Foods.

The first targeted group was bartenders and servers. The next group will be cooks. The first six potential candidate resumes have been sent to the companies for review. Ann has found that a lot of the candidates are looking for part-time work, increasing the need for more of these opportunities. COVID has made many organizations reconsider the need for part-time staff. If the pilot is successful, recruitment will expand throughout the northeast Wisconsin region.

2021 TALENT TASK FORCE INITIATIVES

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

Craig Coleman shared that Job Center employees are being trained to host an upcoming virtual job fair. Craig will share more information as it becomes available.

Ann receives resumes from professionals, production workers, and military service personnel. Derek Jablonicky and Craig Coleman have also been sending Ann resumes. **Members are encouraged to contact Ann or [signup](#) if they would like to begin receiving any of these resumes.**

UPCOMING ALLIANCE EVENTS AND PROGRAMMING

- February 19, 8:30 – 10:00 AM: ‘Starting or Enhancing Your Youth Apprenticeship Program’ Workshop
- February 23, 8:30 – 10:00 AM: HR Leaders - Retirement Readiness Seminar
- February 25, 1:30 – 3:00 PM: College & Industry 4.0 Forum
- 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
- June – NEWMA’s 15 Year Anniversary at Lambeau Field
- October 26: ACP Partnerships Meeting
- October 26: 10th Annual Excellence in Mfg./K-12 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 April 8, 2021, 8:30 to 9:30 a.m. Agenda:

- ✓ Internship Draft Day
- ✓ Data Analytics Training & Upskilling Digital Skills of Incumbent Workers
- ✓ Recruitment Opportunities & Partnership Outreach
- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda