

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

ATTENDEES: Allyson Baue-NWTC, Scott Beyer-Green Bay Packaging, Craig Coleman-FSC, Melissa DeMoulin-BPM, Kathy Derks-American Foods Group, Lisa Francour-NWTC, Erynn Hector-Pro Fab, Katie Instefjord-Trillium Staffing, Derek Jablonicky-DWD, Kurt Johnson-The HS Group, Laurie Johnson-Employment Resource Group, Kathy Koehler-Pioneer Metal Finishing, Trinity Korth-Badger State Staffing, Melinda Morella-Olson-Imaginasium, Sarah Robertson-InitiativeOne, Chris Steier-ProSolutions, Scott Valitchka-15 Dots, LLC, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

WISCONSIN TIMBER RATTLERS – TALENT RECRUITMENT

In an effort to target 18 to 35 year-olds for manufacturing careers, members are partnering with the Wisconsin Timber Rattlers. This initiative is working well, with individual game sponsorships sold out. \$250 sponsorships are available until April 12.

Alliance Member Sponsorships – Sponsorships will help offset printing costs.

- **\$750 (SOLD OUT)** 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. Game sponsors are indicated (burgundy font) in the table below.
- **\$250** for company name and website listed on the insert given to fans at all 10 games - *Members have until April 12 to participate in the \$250 sponsorship.*
- **Free for All Members:** Insert will direct recipients to NEWMA’s Manufacturing.Careers webpage, with links to Alliance member company websites and the ‘Now Hiring’ webpage. Pam displayed a draft of the insert. Ann will share the insert with members upon its completion.

2021 WISCONSIN TIMBER RATTLERS – TALENT SEARCH SPONSORS <i>(as of 4/8/2021)</i>	
<p>Amtor Flexibles North America – May 4 Game</p> <p>ATI Forged Products – June 1 Game Contract Converting LLC Eagle Performance Plastics Fosber America, Inc. Fox Valley Tool & Die</p> <p>FyterTech Nonwovens – July 20 Game Georgia-Pacific</p> <p>Great Northern Corporation – August 31 Game Green Bay Packaging Inc. Koss Industrial, Inc.</p>	<p>LaForce – June 22 Game McCain Foods USA, Inc.</p> <p>Ornuia Ingredients North America – September 7 Game Parker Hannifin Corp.</p> <p>Sadoff Iron & Metal Co. – May 18 Game Sargento Foods Inc.</p> <p>TC Transcontinental – July 27 Game TIDI Products, LLC</p> <p>UW Green Bay – August 10 Game</p> <p>Valley Packaging Supply Co., Inc. – July 6 Game</p>

There have been inquiries regarding if the Alliance would sponsor other events like the Green Bay Gamblers, etc. The following venues were suggested. Ann will research the venues for recruitment opportunities. The events that will be considered for sponsorship must have a regional reach that attracts individuals from throughout the region.

Campgrounds EAA Farmers Markets Green Bay Booyah	Iola Car Show Kaukauna Car Races Mile of Music NWTC Graduate Grab Bag	NWTC’s 2022 Car Show School Newsletters with Job Openings Summer Festivals Summer Theaters in Door County
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DATA ANALYTICS TRAINING & UPSKILLING DIGITAL SKILLS OF INCUMBENT WORKERS

77 people are registered for the 3rd Data Analytics training cohort that begins April 12. In total, 159 people have registered for the three cohorts.

NWTC has offered to work with the Alliance on a more in-depth Power BI course (30 hours) and a Visualization course (45 hours) that will be offered in fall 2021 and spring 2022. Each 8-week course includes online training and features weekly content experts. There is no cost for companies to have up to two of their employees enroll in either course. The training will be funded by WAT (*tentatively*) and Microsoft grants.

Participants who successfully complete both courses will receive college credit, enabling them to pursue an Associate Degree. 24 spots are available. **Members are encouraged to contact Ann by April 12, if they would like to participate.**

There has been a revision to the upcoming digital skills awareness training for employees with very limited computer skills. The second training module will be **Working & Collaborating Online**. The course will be offered virtually in mid-May. The pilot will be offered to employees at Talent Task Force and NEWMA Board member companies. Overview:

1. Employer registers employee(s) for one or both training 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 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 their HR rep/supervisor to discuss what was learned and how they will use it at work.

Ann will email the program recruitment flyer the week of April 19.

MICROSOFT - LINKEDIN LEARNING FOR NEWMA MEMBERS	
Module: Working with Computers & Devices	Module: 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 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

RECRUITMENT OPPORTUNITIES VIA INDEED & PARTNERSHIP OUTREACH

The recruitment of hospitality industry workers on Indeed did not have much success. However, this initiative proved to be a good learning experience. Over 1,000 people were initially contacted, with approximately 30 of them expressing interest. The 30 people were then contacted via phone, with 15 stating they had interest. Half of the 15 people only wanted part-time work. Companies participating in the pilot were then sent their resumes. Ann heard several of the companies had difficulty contacting the potential candidates. In total, only 1 or 2 people were eventually hired.

Many people are not ready to work yet for various reasons, in addition to many only wanting to work part-time. A lot of manufacturers do not offer part-time employment. This needs to be considered, as there is a great part-time workforce available.

Craig Coleman discussed the Job Center's most recent virtual job fair. 20 employers and 41 job seekers participated. Five of the job seekers are veterans. Craig is looking forward to hearing and sharing the job fair's results. He is also willing to consider hosting another drive thru job fair.

Direct referrals for Derek Jablonicky have not declined. When a participant becomes job ready, a direct referral can be done. The Job Centers are starting to open up again, allowing for more potential candidates. Hired vets are the best reference to get other vets hired. It is important to honor the veteran community within your organization. Derek will be sending Ann ready to work, veteran resumes to share with members.

Steve Janke is the founder of **Mission Wisconsin**. The organization works to connect transitioning military and their families to Wisconsin career opportunities, quality of life, and the benefits they have earned. Per Derek, Mission Wisconsin could serve as a NEWMA partner for hiring veterans.

Chris Steier asked if there are Work-Share resources available to help build a structured program. For example, Chris would like to contact people interested in part-time work. Ann will do some research on Work-Share opportunities. Potentially, a workshop could be held to spotlight part-time employment.

2021 TALENT TASK FORCE INITIATIVES

- Internship Draft Day
- Training Initiatives: Data Analytics, Digital Skills & Others
- Outreach to Various Sectors
- Job Ready Career Fair – Partnering with Agencies

UPCOMING ALLIANCE EVENTS AND PROGRAMMING

- April 12: 3rd Data Analytics Cohort Training Kickoff
- April 17 & 20: Retirement Readiness Seminar (104 participants)
- April 22: Take Your Child to Work Day - Car Build Project
- April 28: Talent Attraction Workshop - 8:30 to 10:00 AM - Via Webex
- May 4: 2020 Excellence Awards at Stone Prairie
- May 21: Mentorship Workshop - 8:30 to 10:00 AM - via Webex

Over 50 organizations are participating as \$300 sponsors for the *15 Year Anniversary* magazine. **The deadline to participate is April 12.**

SPONSORS – 15 YEAR ANNIVERSARY MAGAZINE		
A to Z Machine	InitiativeOne	Ruder Ware, L.L.S.C.
Acuity	Korber Tissue	Sadoff Iron & Metal

Alliance Laundry Systems Amcor Flexibles North America BPM Inc. CMD Corporation Contract Converting LLC De Pere Foundry EMT International Engineering Specialists First Business Bank Fives Giddings & Lewis Fox Valley Metal-Tech Fox Valley Tool & Die Inc. Georgia-Pacific Graetz Mfg., Inc. Greater Green Bay Chamber Hometown Bank	Koss Industrial LaForce M3 Insurance Machine Plus McCain Foods Miller Electric N.E.W. Plastics Corp. Nicolet National Bank NWTC Optima Machinery Corp. PanelTEK LLC PCMC Pioneer Metal Finishing Plexus Precision Machine Inc. Rockline Industries	Salm Partners Samuel Pressure Vessel Group Sargento Foods Inc. TC Transcontinental The Geo Group TIDI Products Unlimited Services of Wisconsin UW-Green Bay Vanguard Machine Velocity Machine Inc. von Briesen & Roper, s.c. Walker Forge Werner Electric Supply Wipfli Worthington Industries Zepnick Solutions
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NEXT MEETING DATE/TIME/AGENDA

The next Talent Task Force Webex meeting will be on May 13, 2021, 8:30 to 9:30 a.m. Agenda:

- ✓ WTRP – Apprenticeship program
- ✓ 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