

**NEW Manufacturing Alliance
TALENT TASK FORCE MEETING MINUTES
Via Webex & In-person at NWTC's Corporate Conference Center - Green Bay Campus
Thursday, July 8, 2021 – 8:30 to 9:30 AM**

ATTENDEES: Allyson Baue-NWTC, Mindie Boynton-MPTC, Melissa DeMoulin-BPM, Lisa Francour-NWTC, Mona Gauthier-WRTP | Big Step, Erynn Hector-Pro Fab, Derek Jablonicky-DWD, Joe Kiedinger-Prophit Co., Kathy Koehler-Pioneer Metal Finishing, Julie Micke-Winona Foods, Melinda Morella-Olson-Imaginasium, Joy Ruzek-UWGB, Chris Steier-ProSolutions, Trisha Tetzlaff-Core Financial Resource, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

PROPHIT CO. PRESENTATION – RETENTION STRATEGIES

Presenter: Joe Kiedinger, Founder & CEO, Prophit Co.

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Servant leadership and promoting dignity in the workplace are effective approaches to building strong relationships and a better business. Focusing on workplace culture can help an organization move in the right direction.

56 traits/motivations are emotional drivers in all people. These emotional drivers are sometimes call dignity traits. They are human strengths. Human dignity is important for retention. People who possess certain motivational values will likely stay at a job. Dignity is to be worthy of honor and respect, being purposeful about who you are. This awareness creates a more fulfilled life. Strong leaders who understand emotional drivers and human dignity can transform their workforce.

What motivators help people feel valued in their job and how do we address that? It is important to develop a strategy around each person as an individual. Prophit Co. offers workshops, events, coaching, leadership adventures, etc. to help you learn how to build strong relationships and a better business.

INTERNSHIP DRAFT DAY | LAMBEAU FIELD | NOVEMBER 4, 2021

In-person | 3:00 to 6:00 PM

2021 IDD SPONSORSHIP OPPORTUNITIES		
SPONSORSHIP	COST	INCLUDES
JERSEY	\$ 1,000	10' x 15' Booth
NETWORKING	\$ 1,500	Your company's logo will be displayed on the: <ul style="list-style-type: none"> • Jersey. • IDD website. • Monitors at Lambeau Field during the event. Your company can have up to a 10' x 20' booth at the event.
TRANSPORTATION	\$ 2,500	Host students at your company. This sponsorship also includes all of the amenities of the Networking Sponsorship listed above.

An earlier start time will depend upon the number of transportation sponsorships. Busses can be sponsored from UW-Milwaukee, UW-Oshkosh, UW-Platteville, and UW-Stout. Ann will circle back with members after these sponsorships have been established.

Student recruitment strategies were discussed, as there has been more student engagement when members have reached out to the colleges in-person prior to IDD. Employer tours were previously held at UW-Platteville, UW-Stout, and NMU. Ann will finalize with a few Milwaukee area colleges and then follow-up with members

regarding upcoming tours. Task Force members will have the opportunity to connect with college instructors and staff, telling the IDD story.

Members will be notified the second week of August to register for IDD. Associate and manufacturer members receive a complimentary exhibit booth. Ann will contact Mark Murphy to see if he will be available to announce the #1 draft picks. NEW ERA will also be contacted to confirm their continued sponsorship in the event.

TALENT RECRUITMENT EVENTS

The **WISCONSIN TIMBER RATTLERS** talent search initiative is going great with positive reviews from member game day sponsors. Five games have been completed. Over 1,500 NEWMA promotional flyers have been distributed. Pam will share any available website analytics in response to this initiative at the next meeting.

GREEN BAY GAMBLERS – TALENT SEARCH INITIATIVE – OCTOBER 2021 TO APRIL 2022

NEWMA is teaming up with the Green Bay Gamblers to create opportunities for your company to reach manufacturing talent in the 25-40 year old demographic.

\$750 Sponsorship

- ✓ Opportunity to directly engage with fans at the Resch Center by staffing a table at one game. Company swag giveaways are welcome.
- ✓ A ¼ page ad on the flyer given to attendees at all eight promotional games.
- ✓ Invite employees to a special discounted ticket game. Your company will be mentioned at the game and listed on the video board. Date TBD.
- ✓ Company logo featured on NEWMA's [Manufacturing.Careers](#) page, with a link to your company's careers web page.

Below are the available Friday sponsorship dates, with games starting at 7:05 p.m.

- October 8
- January 7, 28
- February 4, 11, 18
- March 4
- April 1

\$250 Sponsorship

Your company's name and website listed on the insert of the Manufacturing Careers flyer given to attendees at all eight games.

Free for All Members

The full-page flyer, team store postcard, Gamblers' website, and social media posts will all direct recipients to [Manufacturing.Careers](#), where members' open job positions and links to their hiring pages are listed.

NEWMA will be listed on the video board and mentioned during the game. A manufacturing careers postcard will be distributed at the team store for purchases made throughout the season. The Gamblers' community ticket program will allow members to pick organizations that can receive community tickets.

RESTROOM ADS – TALENT SEARCH INITIATIVE – AUGUST TO OCTOBER 2021

With local community-based advertising, NEWMA will reach a captive audience in an effort to fill members' open jobs. All sponsors are featured on the [Manufacturing.Careers](#) web page where jobs are listed with a link to your company's website. The ads, with sponsorship logos, will be posted in designated restrooms of restaurants, bars, and a few health clubs.

- \$150 Sponsorship – 21 ads in the Green Bay **OR** Fox Valley area, featuring your logo.
- \$300 Sponsorship – 42 ads in the Green Bay **AND** Fox Valley area with your logo featured.

OTHER TALENT SEARCH INITIATIVES

Members discussed other possible groups NEWMA could partner with for talent, including migrant service groups and incarcerated populations. Ann shared that she met with an organization that works with the Somali refugees. There will be a presentation at the 8/12 Talent Task Force meeting regarding tips for working with this population.

DIGITAL SKILLS TRAINING

[Digital Skills Training](#) is now accessible via the NEWMA website. When someone completes either module, they can register to receive a certificate from the Alliance. Ann will be sending Talent Task Force members the digital literacy training information for their employees to try as a pilot, before offering it to the full membership. Feedback is needed to confirm the training and modules are working effectively and benefitting member companies.

UPCOMING ALLIANCE EVENTS & PROGRAMMING

- July 15, 8:30 to 10:00 AM – Webinar: [What Every Manager Should Know about Employee Selection](#)
- July 16 - Deadline for All Star Nominations
- October 27 – Manufacturing First Conference

NEXT MEETING DATE/TIME/AGENDA

The next Talent Task Force Webex meeting will be on **August 12, 2021, 8:30 to 10:00 a.m.** Agenda:

- ✓ Presentation – Tips for Working with the Somali Population
- ✓ Internship Draft Day at Lambeau Field – 11/4/2021
- ✓ Talent Search Initiatives
- ✓ Digital Skills Training
- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda/Modality