

**NEW Manufacturing Alliance  
TALENT TASK FORCE WEBEX MEETING MINUTES  
Thursday, August 12, 2021 – 8:30 to 9:30 AM**

**ATTENDEES:** Allyson Baue-NWTC, Scott Beyer-Green Bay Packaging, Craig Coleman-Forward Service Corporation, Lisa Francour-NWTC, Mona Gauthier-WRTP | Big Step, Said Hassan-COMSA, Ryan Herber-WI Apprenticeship, Valerie Hoff-Enterprise, Derek Jablonicky-DWD, Kathy Koehler-Pioneer Metal Finishing, Trinity Korth-Paychex, Julie Micke-Winona Foods, Bobbi Miller-FVWDB, Jerry Murphy-NEW ERA, Joy Ruzek-UWGB, Chris Steier-ProSolutions, Trisha Tetzlaff-Core Financial Resource, Justin Vajko-Dialog Design Co., Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

**ENTERPRISE EMPLOYEE COMMUTE SOLUTIONS PRESENTATION - VALERIE HOFF**

**Valerie.A.Hoff@ehi.com or 608-213-0725 – Members are encouraged to contact Valerie for more information.** Enterprise administers a nationwide transportation program for getting employees to and from work. They have been helping manufacturers ease the burden of employee commuting. Enterprise's Commute Solutions can help with an organization's productivity, retention, costs, and sustainability. Employees can get to work on-time.

Vanpooling can accommodate four to fifteen employees who meet at a central location(s). Vanpooling functions like a large carpool. The vehicle is used to commute to and from the worksite, with licensed participants sharing driving responsibilities. Employees appreciate Enterprises' Commute program that features pickup points and:

- Late Model, Fully-Equipped Vehicles – At least two drivers per vehicle is desired.
- Incentivize drivers who have a valid license.
- Flexible Month-to-Month Rental – Can change to a larger vehicle if needed.
- Comprehensive Full Insurance, Full Maintenance, & Roadside Assistance Programs
- Employees receive a maintenance card to get the oil changed, with the invoice sent to Enterprise.
- Significant Savings – There is an IRS tax code for a payroll tax reduction.
- Companies can fully subsidize or have their employees share in the cost.
- Dedicated/Premier Parking Spots
- Employers can promote this benefit in interviews/onboarding processes/recruiting campaigns.
- Pilot Program – Focus on a group/area.

Commuter connection meetings are held at the company to inform and group employees interested in participating. It is easier to add employees if there are already employees participating in the program.

**WORKING WITH THE SOMALIE REFUGEE POPULATION – SAID HASSAN, COMSA**

**Said Hassan, Executive Director, COMSA, [said@comsausea.org](mailto:said@comsausea.org)**

**Members are encouraged to contact Said if they would like to connect with the Somali population for their open positions.**

COMSA is a resource center that provides culturally accommodating and customized services for Somali refugees and other immigrant communities in Northeast Wisconsin. COMSA creates a welcoming environment for refugees and immigrant families in the community, offering services that enables them to speak English, seek employment and education, and become self-sufficient. COMSA also offers an after school program, youth mentorship, and family emergency support services. Most Somalis in Green Bay work at American Foods Group, JBS, TNT Crust, Staffmark or Bay Valley Foods.

**Somalis need:**

- Culturally Appropriate Childcare
- Transportation

- Religious Accommodation (daily prayer times & during the month of Ramadan)
- Translation & Interpretations During Orientation
- Flexible Work Schedules - for those with children

First shift has one prayer time, while second shift can have up to two prayer times. There are changes in prayer times during the month of Ramadan. A monthly schedule of prayer times can be shared with the employer. They would like to work with employers to have a win-win situation.

Kathy Koehler shared that Pioneer Metal Finishing pays a monthly fee for a translation service. Calls can be setup that include a translator. Document translation is also provided.

### **INTERNSHIP DRAFT DAY | IN-PERSON AT LAMBEAU FIELD | NOVEMBER 4, 2021 | 3:00 TO 6:15 PM**

August 10 marked the kickoff to employer recruitment for 2021’s Internship Draft Day (IDD).

- Volunteers will be needed the day of the event for check-in, runners, scorers, etc.
- Members agreed to have an area that would discuss resumes, job search strategies, elevator speeches, interview tips, etc., as has been done in the past. This booth would be staffed by college career services reps.
- Jerry Murphy shared that NEW ERA will be reconnecting with IDD via sponsorship and encourages other companies to sponsor as well. Jerry will be working with Pam Blazei to create some marketing strategies.
- Ann hopes to confirm Mark Murphy to announce the top draft picks.

<b>2021 IDD SPONSORSHIPS</b>		
<b>SPONSORSHIP</b>	<b>COST</b>	<b>INCLUDES</b>
<b>GREEN LEVEL</b>	<b>\$ 1000</b>	<ul style="list-style-type: none"> <li>• <b>10’ x 15’ booth at the event</b></li> <li>• <b>Small company logo on the jersey</b></li> </ul>
<b>GOLD LEVEL</b>	<b>\$ 1500</b>	<ul style="list-style-type: none"> <li>• <b>Up to a 10’ x 20’ booth at the event</b></li> <li>• <b>Your company’s logo will be displayed on the:</b> <ul style="list-style-type: none"> <li>○ <b>Jersey</b></li> <li>○ <b>IDD website</b></li> <li>○ <b>Monitors at Lambeau Field during the event</b></li> </ul> </li> </ul>
<b>BUS TRANSPORTATION</b>	<b>\$ 2500</b>	<ul style="list-style-type: none"> <li>• Host a student tour at your company.</li> <li>• Includes all amenities of the <b>Gold Level</b> sponsorship.</li> </ul>

### **TALENT RECRUITMENT EVENTS**

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

NEWMA is teaming up with the Green Bay Gamblers to create opportunities for member companies to reach manufacturing talent in the 25–40 age group, similar to the Wisconsin Timber Rattlers partnership. The following October 2021 to April 2022 sponsorships will be promoted beginning mid-August.

#### **\$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.

**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 direct recipients/viewers to [Manufacturing.Careers](#), where members’ open 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 positions. Restroom ads will be posted in 41 different locations. **Please let Ann know if you see any of the restroom ads.**

**FOX 11 / CW PROMO**

Fox 11 is working on a promotion that would televise 15 second commercials spotlighting job openings at a company, for over a period of 2-4 weeks. The commercials will be televised on WLUK and CW networks during October (manufacturing month). Participating companies will have the credit report waived. In turn, Fox 11 will donate \$1,000 to our scholarship fund.

**OTHER RECRUITMENT OPPORTUNITIES**

- Craig Coleman shared that the Job Centers have resumed in-person job fairs. They are full for August. September still has open employer slots.
- The Fox Valley Workforce Development Board has an upcoming job fair in Oshkosh. Bobbi Miller will send Ann information to share with the membership.

**TRAINING & RECRUITMENT GRANTS**

In September, NEWMA will be writing for a targeted \$1 million dollars of a \$10 million dollar DWD grant, with potential funding for COVID related initiatives. Grant rules will be announced soon. Funds awarded will be announced in fall 2021, with additional grants available in 2022. Three focus areas for the COVID related grant funding include:

- Job Seekers – Finding People, Onboarding Training
- Incumbent Worker Training
- Marketing Open Positions

**Job Seeker Training**

COMMON OPEN POSITIONS		
<ul style="list-style-type: none"> <li>• Electricians</li> <li>• Field Service Technicians</li> <li>• General Laborers</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership Roles for Line Leads &amp; Operators</li> <li>• Machinists</li> <li>• Maintenance Technician</li> </ul>	<ul style="list-style-type: none"> <li>• Mechanical / Electrical Assemblers</li> <li>• Mechanical / Electrical Engineers</li> <li>• Skilled Trades</li> </ul>

**Type of Training Needed:**

- BASIC: Reading & Math, Mechanical Aptitude, Production Floor Knowledge
- Use of Basic Hand Tools, Including a Ruler
- Employability Skills: Attitude, Show-up on Time, Willingness to Learn
- Safety

GROUPS THAT CAN BE TARGETED		
<ul style="list-style-type: none"> <li>• DWD – Vocational Rehab</li> <li>• High School Seniors</li> <li>• Hispanic, Hmong &amp; Somali Populations</li> <li>• Hospitality Industry Employees <i>(who lost their jobs)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Inmates <i>(soon to be released)</i></li> <li>• Literacy Green Bay</li> <li>• Migrant Workers</li> <li>• Seasonal Workers <i>(transition to a full-time role)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Underemployed People</li> <li>• Veterans</li> <li>• Work Release Programs</li> </ul>

**Incumbent Workers - Training programs needed:**

- Succession Planning – all positions, not just supervisors – On average, 2 million people retire each year. Due to COVID, 3 million people retired.
- Mentorship Training
- Supervisor Training – working with the remote workforce, part-time, gig, generational differences
- Remote Workforce – including service technicians that work with customers virtually

**Marketing Open Positions**

- Potential marketing efforts could work with geofencing.
- Market research should be conducted involving people who would likely pursue a manufacturing career.
- Promote the region and why it is great to live in northeast Wisconsin.
- Showcase manufacturing as a great career choice, changing the image of manufacturing.
- Produce a TV show or podcast/YouTube video showcasing how a product is manufactured at a company and its related careers. Schools could help with production, strengthening buy-in from the teachers and students.
- Some companies have had great success hiring people from Puerto Rico to move and work in our region.

**Members are encouraged to contact Ann with any additional ideas and/or uses of the potential COVID related grant funding.**

**UPCOMING ALLIANCE EVENTS & PROGRAMMING**

- August 24 – Earn & Learn Media Event at Lambeau Field
- October 5 – Get Real Math / Science Premiere at the Meyer Theatre
- October 12 – Virtual Boat Build
- October 26 – ACP Partnerships Meeting at the KI Convention Center
- October 26 – Excellence Awards Dinner at the KI Convention Center
- October 27 – Manufacturing First Expo & Conference at the KI Convention Center
- November 4 – Internship Draft Day at Lambeau Field

**NEXT MEETING DATE/TIME/AGENDA**

The next Talent Task Force Webex meeting will be on September 9, 2021, 8:30 to 10:00 a.m. Agenda:

- ✓ Internship Draft Day at Lambeau Field – 11/4/2021
- ✓ Talent Search Initiatives
- ✓ Training & Recruitment Grants

- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda