

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

ATTENDEES: Allyson Baue-NWTC, Scott Beyer-Green Bay Packaging, Craig Coleman-Forward Service Corporation, Melissa DeMoulin-BPM, Inc., Lisa Francour-NWTC, Michael Glaser-DVR, Ryan Herber-WI Apprenticeship, Patti Johnson-DVR, Kelli Karpinski-MPTC, Kathy Koehler-Pioneer Metal Finishing, Trinity Korth-Paychex, Julie Micke-Winona Foods, Melinda Morella-Olson-Imaginasium, Joy Ruzek-UWGB, Chris Steier-ProSolutions, Justin Vajko-Dialog Design Co., Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

DVR (DIVISION OF VOCATIONAL REHABILITATION) PRESENTATION

Patti Johnson, Outside Northeast WI & National Contact | patricia1.johnson@dwd.wisconsin.gov | 262-488-2889

Mike Glaser, Northeast WI Contact | michael.glaser@dwd.wisconsin.gov | 920-391-9214 | Members can also contact Mike for weekly unemployment updates for your area.

DVR helps people with disabilities prepare for successful employment, creating a win-win situation. Individuals voluntarily apply to DVR. They assist people from all walks of life. Professional counselors work with individuals to:

- Determine viable employment/career paths.
- Coordinate education/training, allowing them to eventually become job ready.
- Develop solutions to barriers of employment. Examples include coordinating transportation and accommodations.
- Fund services necessary for successful employment.

One in five people have a disability. DVR is the single largest source of talent in Wisconsin. People join their program every day. 15% of their population represents youth and high school students. 1.6 million individuals are served through VR nationally. They are the largest minority group in America. Partners include job centers, veterans services, and apprenticeship programs.

The Division of Vocational Rehabilitation (DVR) offers a variety of services to employers.

- State agency (statewide service delivery area)
- Serves individuals with disabilities who want to work and employers who want to benefit from their talent.
- Voluntary program
- Part of the Department of Workforce Development (DWD)
- DVR offers a variety of services to individuals with disabilities to help them prepare for successful employment.
- DVR offers a variety of services to employers to connect them to the DVR talent pool.

DVR connects employers to talent and resources.

- Businesses share information about their company.
- DVR shares information about their talent pool, services, and incentives.
- Together, we develop a plan/next steps that meet business's needs.
- DVR can engage other workforce partners as desired. (Veterans Services, Apprenticeship, Job Centers, etc.)
- DVR can pay half of the new hire's wages, up to 90 days, if additional training is needed.
- There is no obligation for employers to hire DVR candidates.

[Chris Steier](#) shared that [ProSolutions](#) also partners with DVR, as their organization hires people with disabilities to provide professional contract productivity, manufacturing, and packaging solutions. **Members are encouraged to contact Chris with any questions or to learn more about ProSolutions.**

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). 50 employers registered to participate.

Pam Blazei shared a timeline of IDD marketing initiatives. She will be giving a lunchtime presentation at LTC, in an effort to connect with their career services staff and faculty. Additional college/university presentations will be provided at the various campuses.

Ann emailed a list of IDD volunteer opportunities yesterday. Members are encouraged to contact her if they would like to volunteer for check-in, as runners, scorers, etc.

TALENT SEARCH INITIATIVES

Currently, NEWMA is hosting or working to implement the following talent search initiatives.

- 2021/2022 Green Bay Gamblers Talent Search Initiative
- August to October 2021 – Restroom Ads
- Fox 11/CW Promo - This initiative is in the works. 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.
- NEWMA has a [part-time talent coordinator](#) position listed on the NWTC website. The person in this position will work with higher education and nonprofit agencies to identify job seekers for Alliance members' job opportunities. Duties include facilitating talent recruitment events and training initiatives.

Members discussed other talent recruitment initiatives that could be pursued collectively, allowing any costs to be spread amongst member participants. A January 2022 timeframe will be targeted to begin any new initiatives. Suggestions included:

- Radio ads, including Hispanic stations.
- Ads: magazines, Google, TikTok, Spotify.
- Geofencing.
- The Alliance is reaching out through New North to partner with the Afghan refugees.

TRAINING & RECRUITMENT GRANTS

New North will be writing for a \$10 million DWD COVID initiatives grant, with potentially part of the grant funding targeted toward NEWMA. Grant parameters were announced yesterday. Potential trainings were discussed.

- Job seeker training in machine op, assembly, and industrial maintenance – 100 individuals
 - 90 hours of paid training (\$15 an hour)
 - Participants are individuals impacted from COVID.
 - Once employed – 10 weeks of additional training during working hours
- Incumbent training
 - Retention & mentorship training
 - Succession planning
 - Remote technician troubleshooting enhancements
 - Upskilling general labor positions to machinists and industrial maintenance mechanics
- Market research on finding manufacturing talent
- Marketing job opportunities and outreach to Puerto Rico & other affinity groups

- Relocation match for companies to offset their relocation packages

Grant applications are due the end of October. Ann will be reviewing all of the requirements and inform members of any updates. **Members are encouraged to contact Ann with any additional incumbent training they would like included as part of the grant request.**

UPCOMING ALLIANCE EVENTS & PROGRAMMING

- October 1 – Manufacturing Month Virtual Kickoff
- October 2 – Retirement Readiness Seminar – at NWTC’s Green Bay Campus | Auditorium Room SC130
- October 5 – Get Real Math / Science Premiere at the Meyer Theatre
- October 8 – Talent Search - Green Bay Gamblers Game
- October 12 – Virtual Boat Build
- October 20 – Taps & Tours Celebration of Manufacturing Month at Elevate97
- 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 Thursday, January 13, 2022, 8:30 to 9:30 a.m. Agenda:

- ✓ RECAP: Internship Draft Day at Lambeau Field – 11/4/2021
- ✓ Talent Search Initiatives
- ✓ Training & Recruitment Grants
- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda