



NEW  
Manufacturing  
Alliance

Make it in [NorthEast Wisconsin](#)



# 2022 MANUFACTURING VITALITY INDEX

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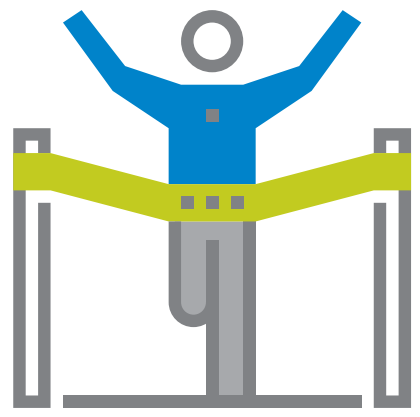
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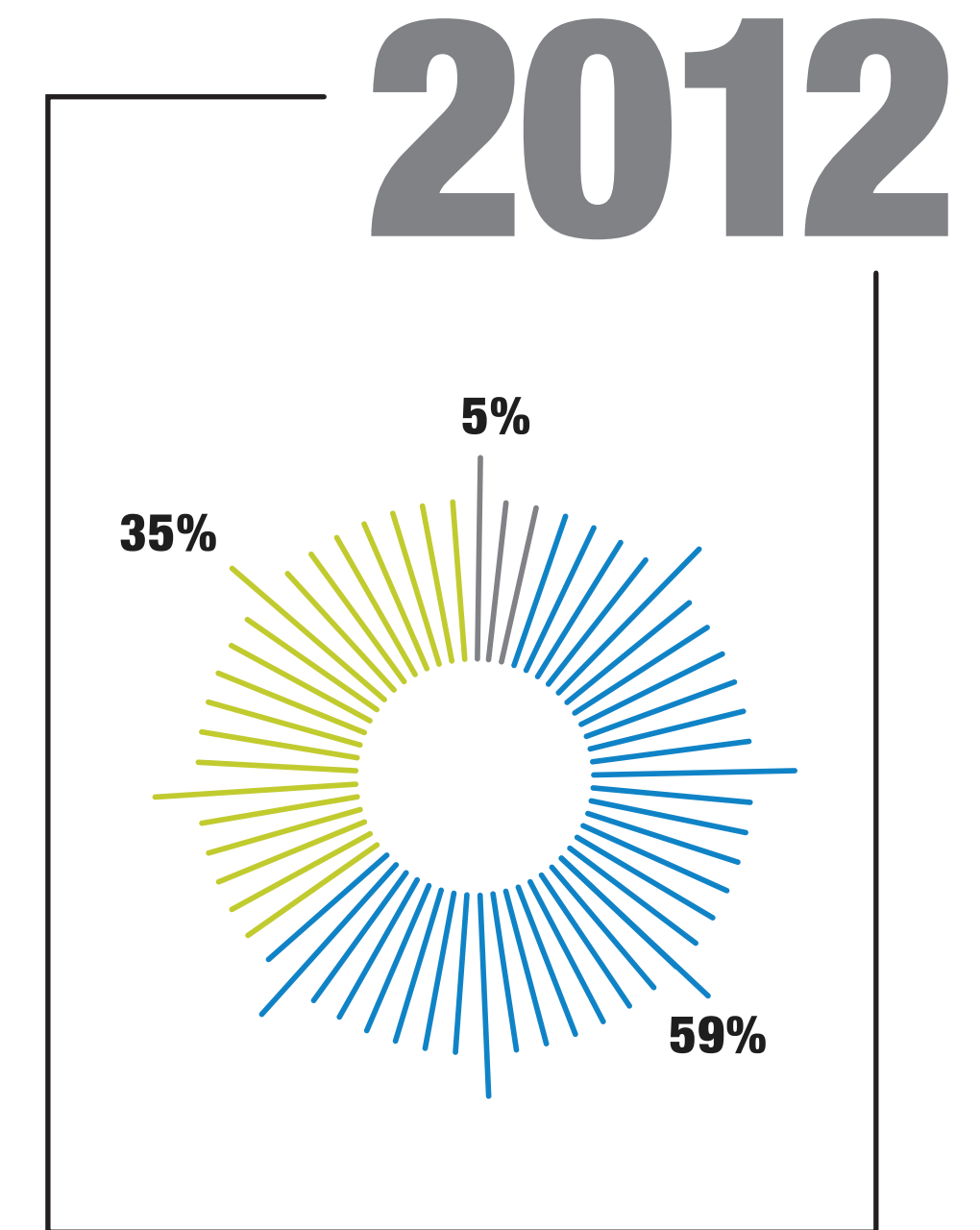
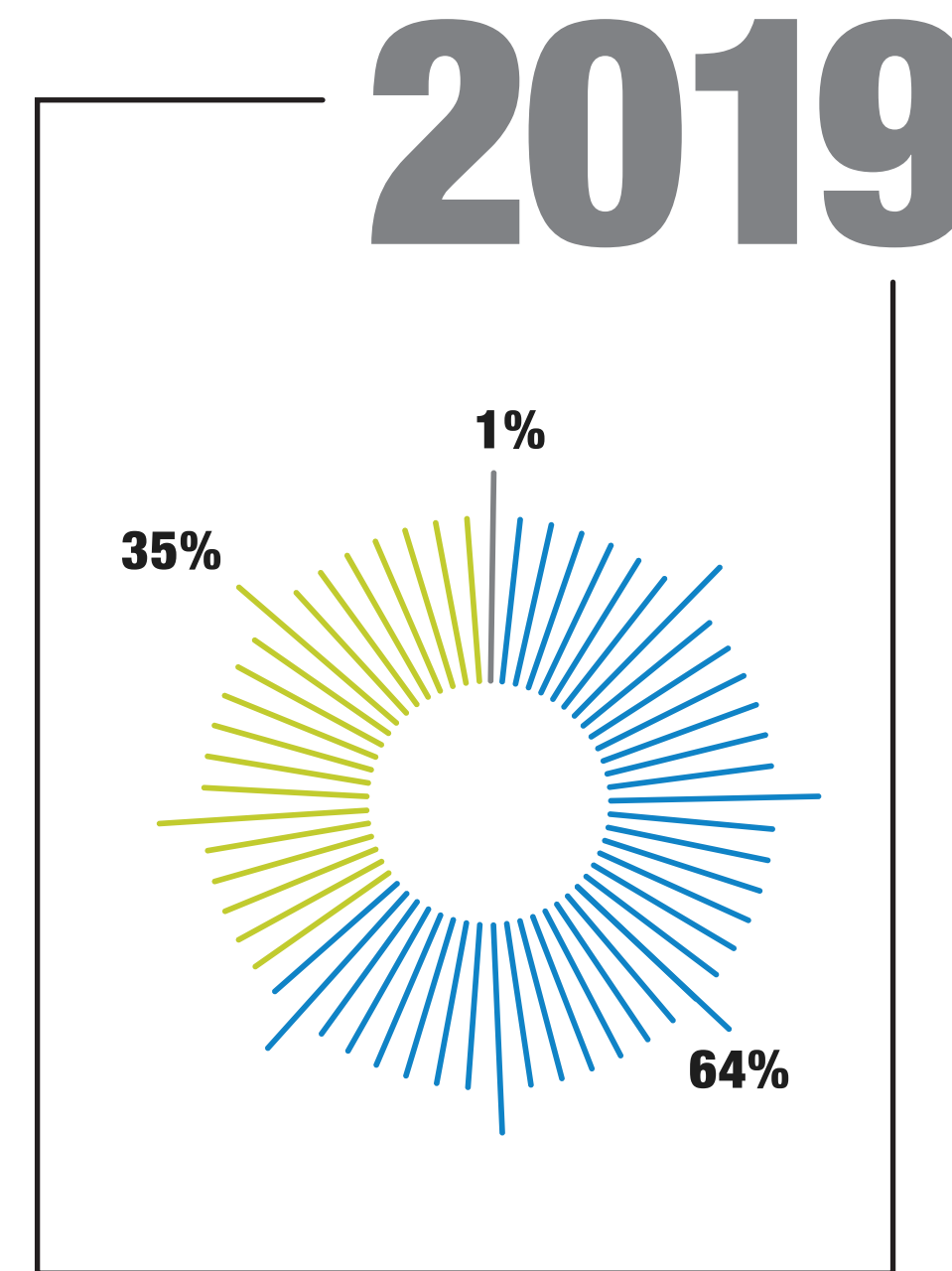
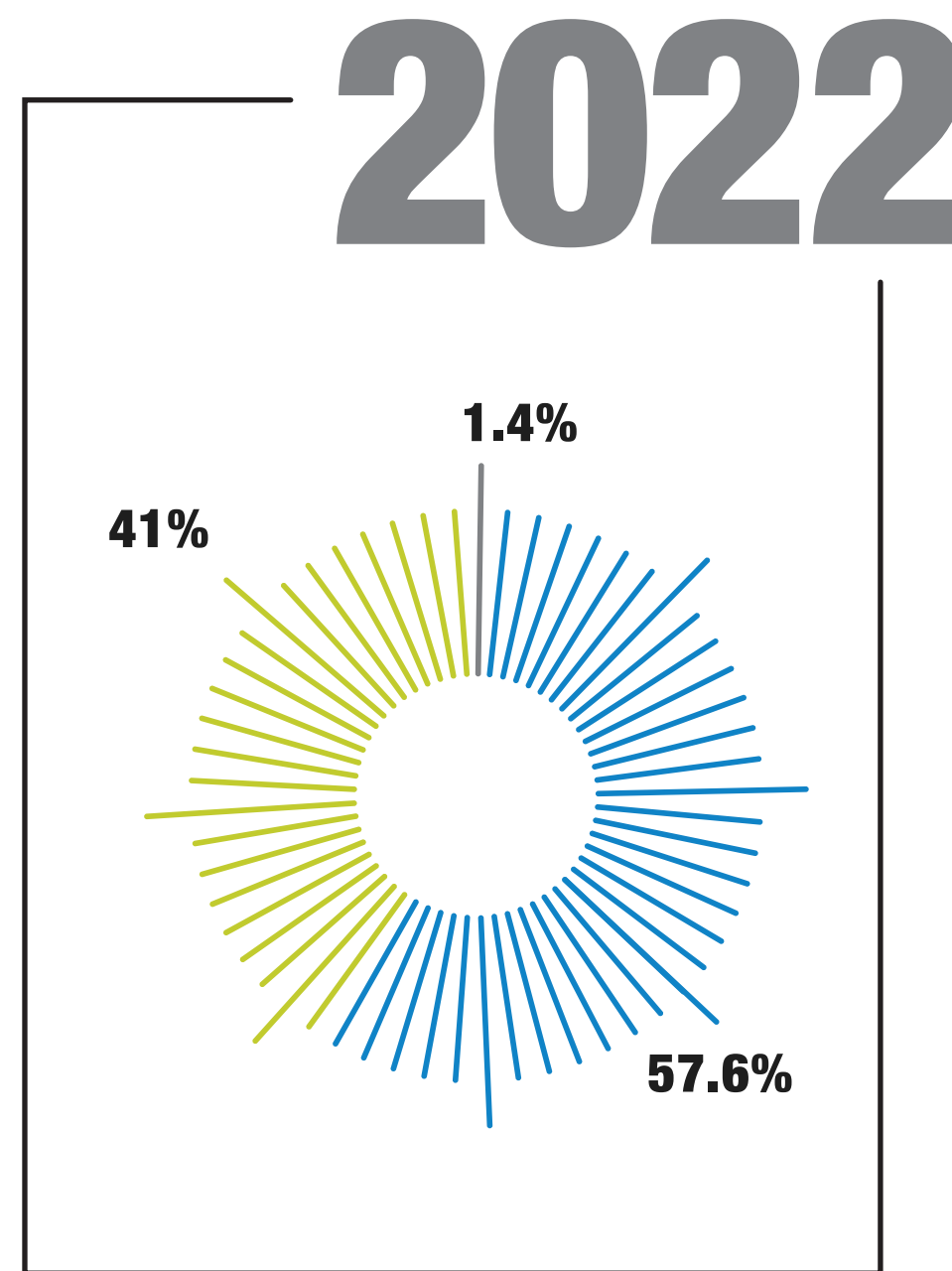
The Alliance's **12th Annual** Northeast Wisconsin Manufacturing Vitality Index found the manufacturing sector (23% of the region's employment base) remained strong over the past year. The survey was administered in October and November 2021 by the University of Wisconsin-Oshkosh's Center for Customized Research Services.

- Survey sample drawn from **601** manufacturers in NE Wisconsin ( **\$3 million** or more in annual revenue and 25+ employees).
- **147 companies** completed either a telephone or online survey (24 percent response rate).
- Responses are at a **95%** confidence level.



# FINANCIAL HEALTH

- Manufacturers' plans in 2022 for sales growth and capital investments remain strong, positive indicators of the vitality of manufacturing in the New North.
- **98%** of respondents said they expect their company's financial health in the next 6-12 months to be healthy or quite healthy.



■ Healthy ■ Quite Healthy ■ Unhealthy



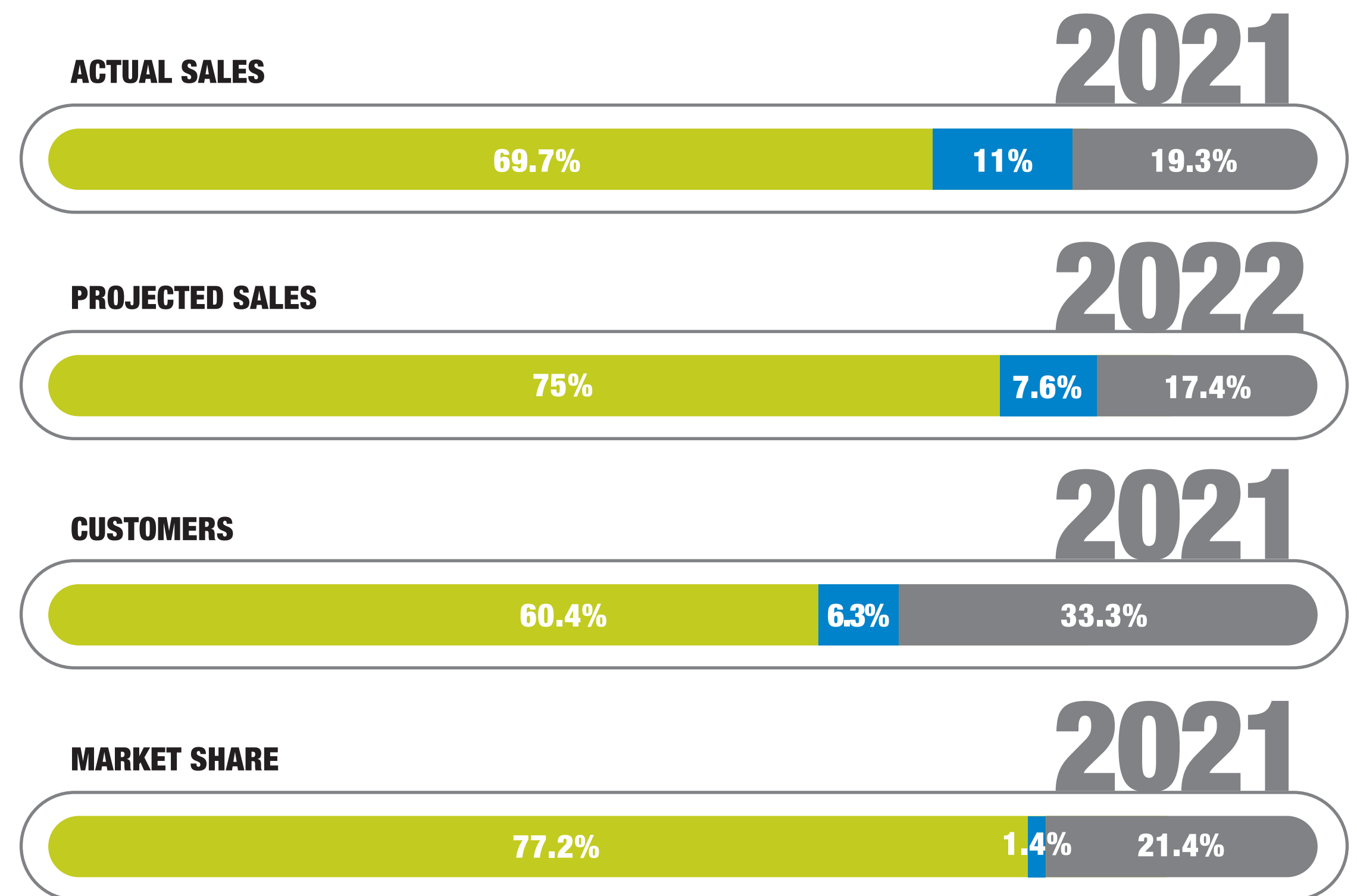
# BUSINESS GROWTH

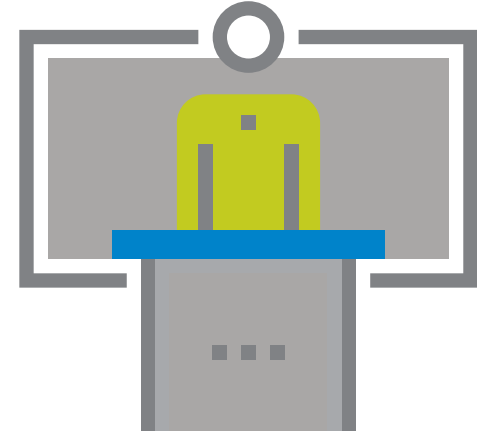
- Companies sales are recovering from the pandemic with almost **70%** of companies reporting increased sales in 2021 compared to only **40%** had increased sales in 2020.
- **75%** of manufacturers expect increased sales in 2022.
- Overall a majority of companies recovered from the loss of sales in 2020 and have a bullish perspective of sales in 2022.

## SUPPLY CHAIN CONSTRAINTS

- Over **96%** of respondents reported that their supply chain was impacted in 2021.

 Increase  Decrease  Same

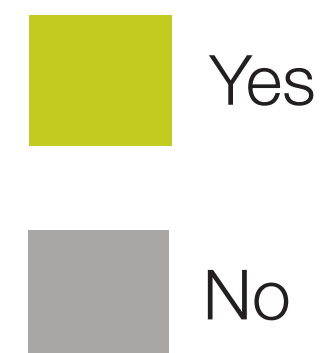




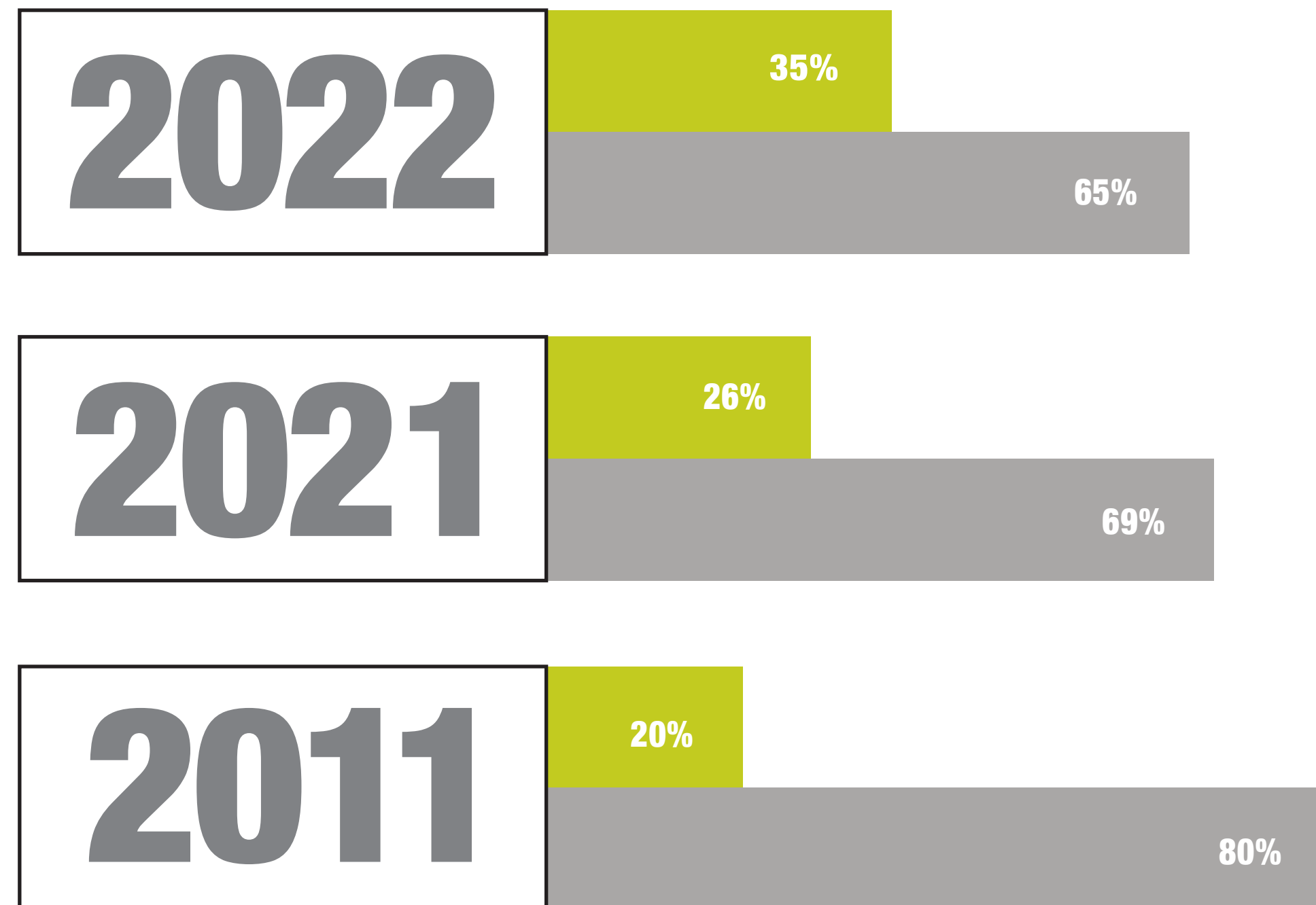
# EXPANSION & PLANT MODERNIZATION

- Over the past 12 years of the study, a greater percentage plan on investing in expansion and modernization.

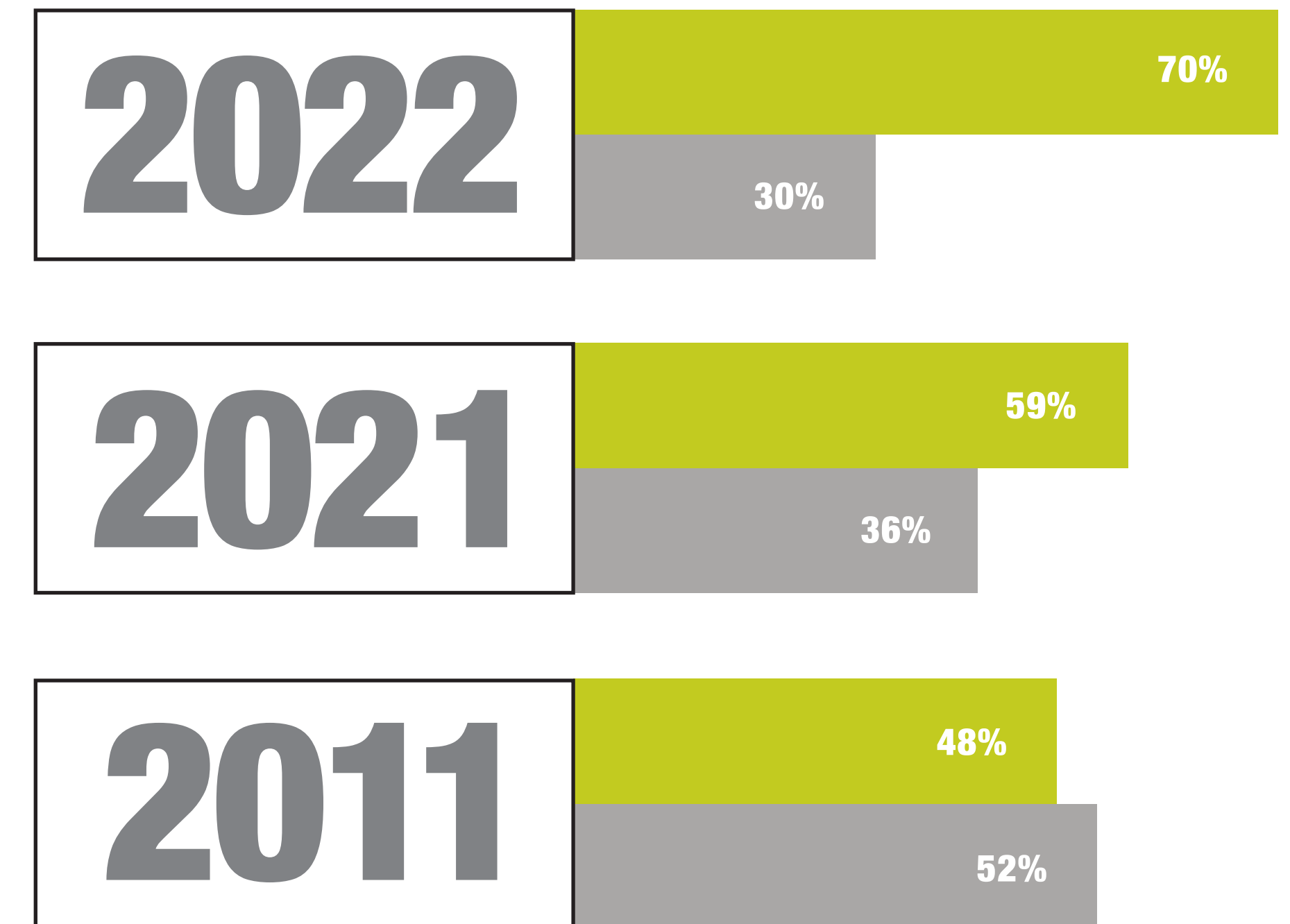
Plant Expansion & Modernization  
Planned in 12-24 mos.

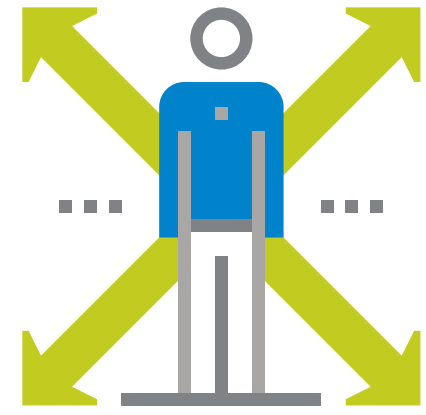


## EXPANSION



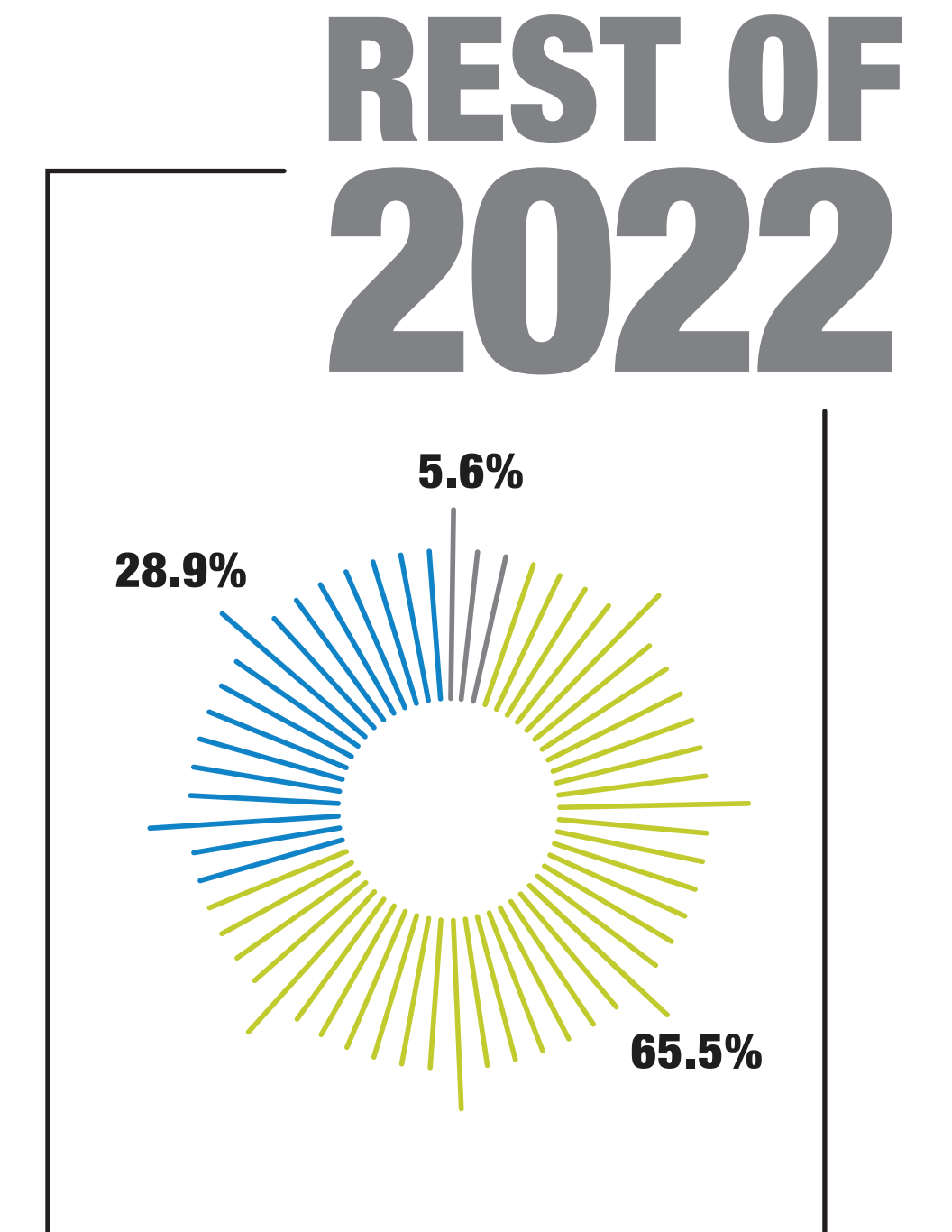
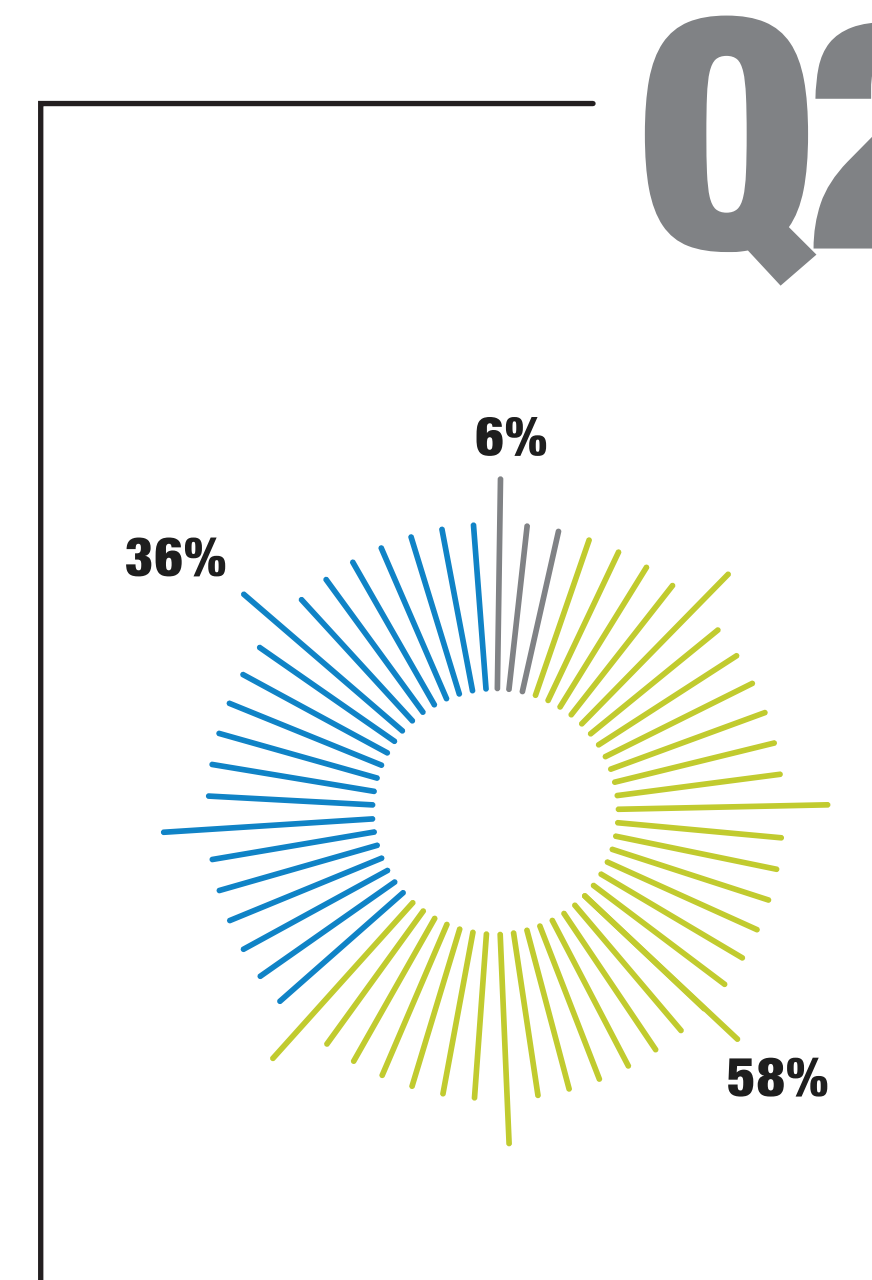
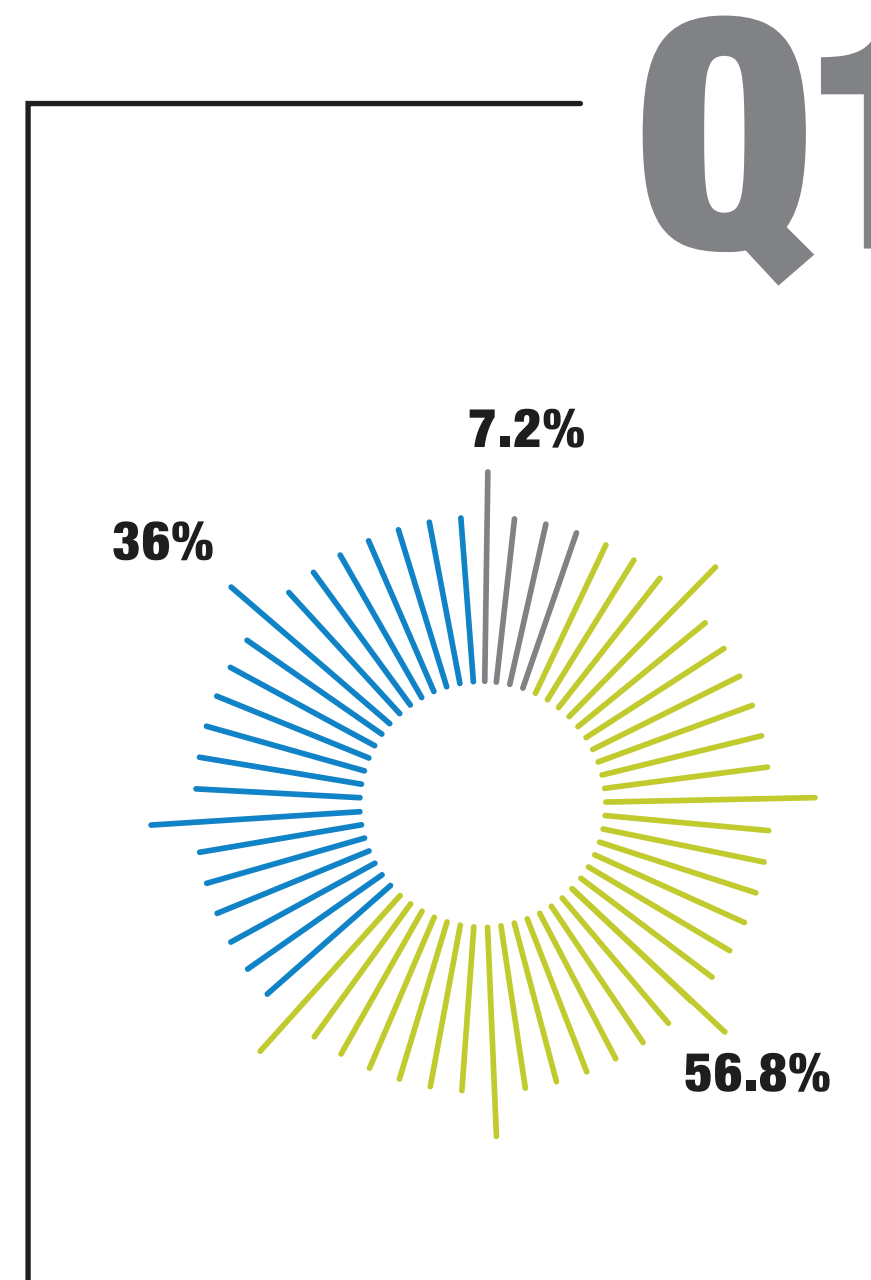
## MODERNIZATION





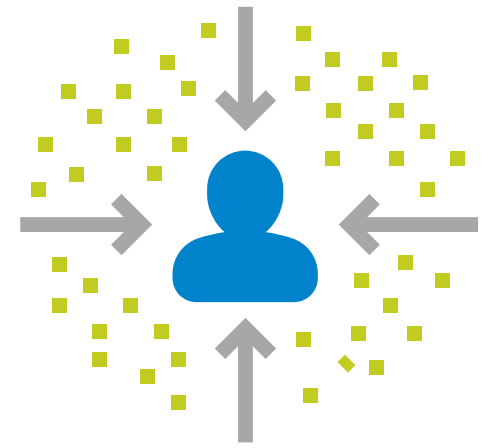
# WORKFORCE RECRUITMENT

- Over half of respondents anticipate hiring new personnel in the first quarter of 2022.
- Hiring remains strong after quarter 1 with over half of the respondents expressing the need to hire.
- The trend in hiring will increase throughout the year with **65%** expressing the need to hire at the end of the year.



■ Increase   
 ■ Decrease   
 ■ Same

Manufacturing Workforce Hiring Needs (Data for 2022 Quarters)



# SKILLS SHORTAGE

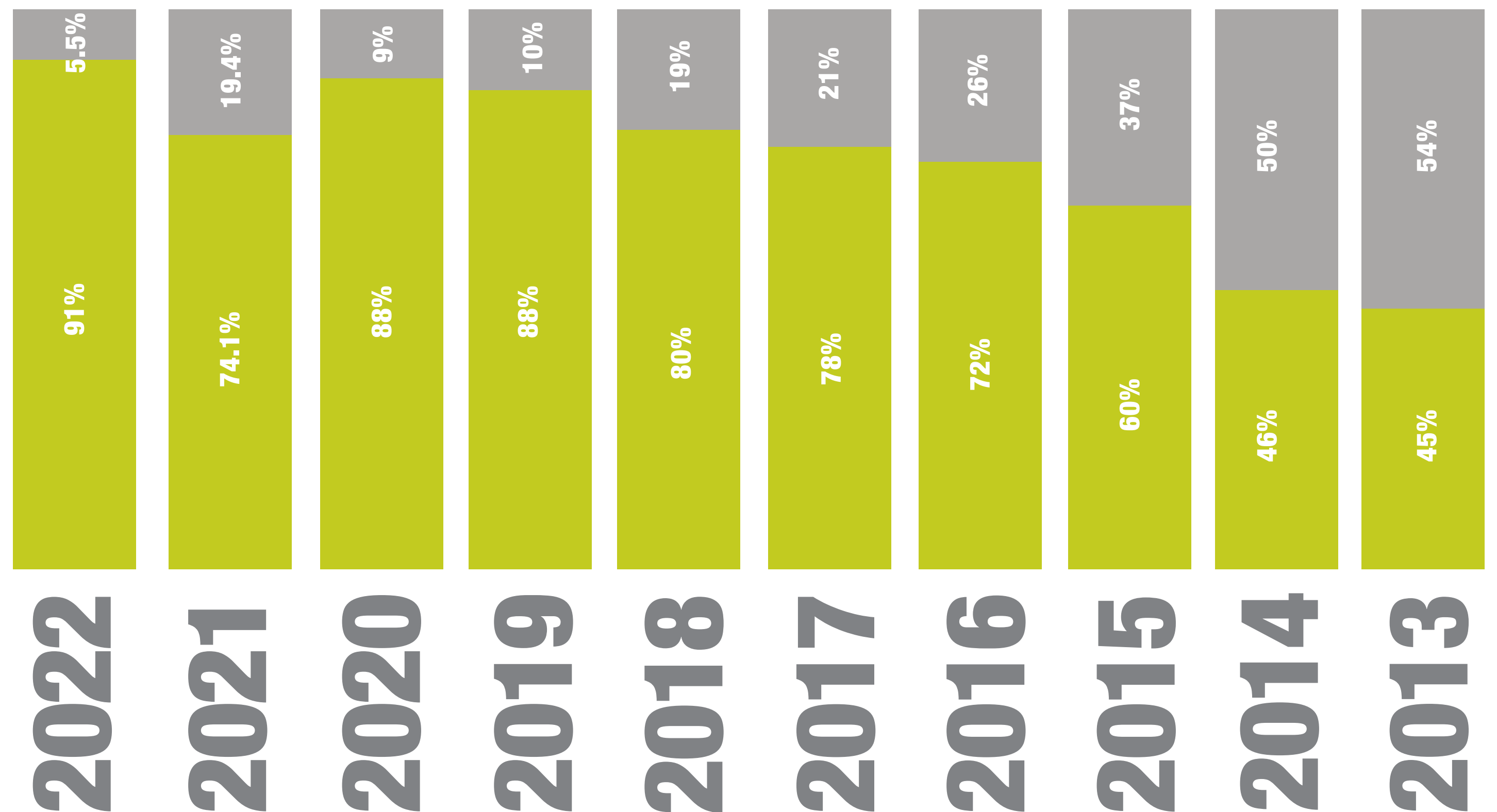
## DIFFICULTY FINDING TALENT

- **91%** of companies are anticipating difficulty locating and acquiring talent.
- This is the highest percentage of respondents having a concern in finding talent in all of the years of the study.

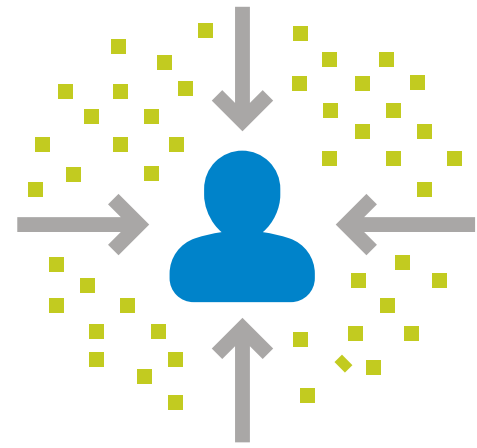
WHAT HAS BEEN YOUR MOST SUCCESSFUL TALENT RECRUITMENT TACTIC OVER THE PAST YEAR?

- **Employee Referrals**
- **External Job Sites Like Indeed**

■ Yes ■ No







# SKILLS SHORTAGE

## MOST DIFFICULT-TO-FILL OCCUPATIONS

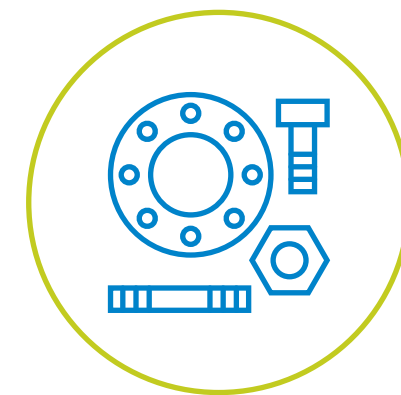
- Companies are having difficulty finding Machinists and CNC Machinists, which has been among the most difficult-to-fill position every year the study asked this question.
- Most of the occupations going unfilled require post-secondary education, although most do not require a four-year degree.
- There are many opportunities for entry level positions within a manufacturing company.

Machinist



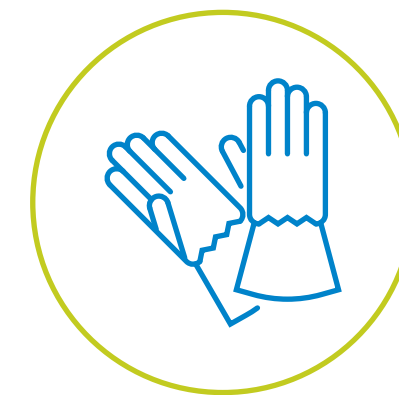
**\$23.30**

General Labor



**\$16.80**

Machine Operator



**\$20.04**

Welder



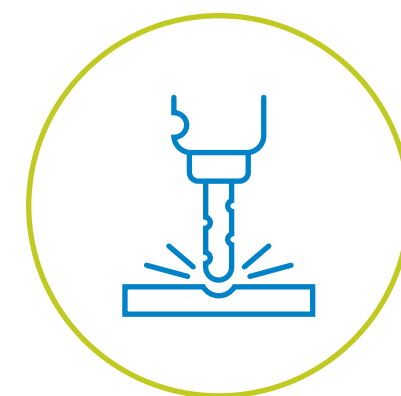
**\$22.95**

Assembly



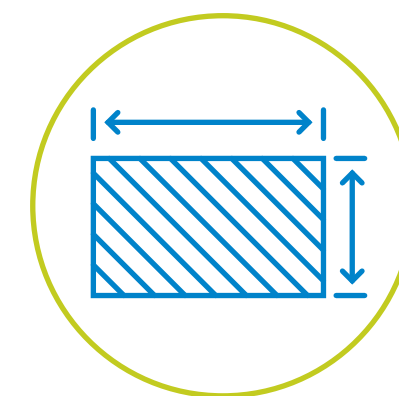
**\$20.60**

Industrial Maintenance



**\$28.52**

Engineer

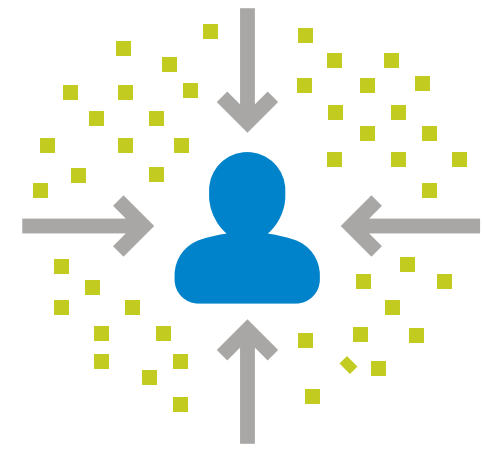


**\$39.21**

Skilled Trades



**\$29.87**



# SKILLS SHORTAGE

## SKILLS HIGHEST IN DEMAND

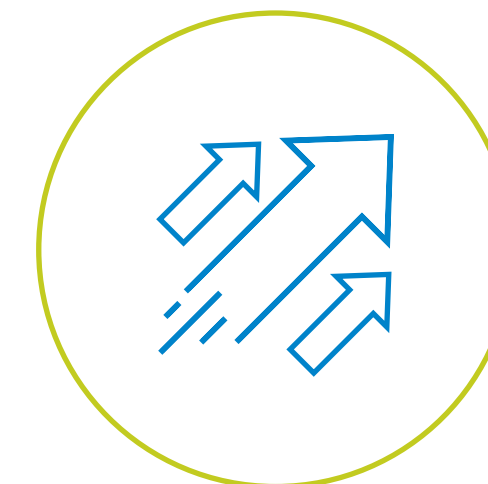
- Many employers are finding the workforce deficient in “soft skills” – non-technical skills.
- Communication skills and attendance accounted for over half of the responses.



**Attendance**



**Communication**



**Work Ethic**



**Team Work**

# RECOMMENDATIONS

For the **twelfth year** in a row, companies responding to the survey verify the strength of the manufacturing sector in Northeast Wisconsin. **Seven out of 10** manufacturers surveyed said they are investing in facilities. However, this financial optimism is tempered by another recurring finding – skilled workers are in high demand, but there are not enough qualified candidates to fill numerous job openings.

**The Alliance is one part of the solution**, providing a unified voice to advocate for the region's manufacturing needs and communicating that the industry offers many lucrative careers. However, individual manufacturers can and must contribute to creating and retaining a dynamic, skilled workforce that will sustain and grow the region's manufacturing base, today and into the future.

Jeffrey Sachse, Director of Research produced the report. The NEW Manufacturing Alliance is a partnership of over 300 manufacturers, educational institutions, workforce development, chambers of commerce, and economic development in the 18-county New North region. For more information, see [www.newmfgalliance.org](http://www.newmfgalliance.org) and/or contact Ann Franz at (920) 498-5587 or [ann.franz@nwtc.edu](mailto:ann.franz@nwtc.edu).



