

**NEW Manufacturing Alliance
TALENT TASK FORCE - TEAMS MEETING MINUTES
April 14, 2022 – 8:30 to 9:40 AM**

ATTENDEES: Allyson Baue-NWTC, Scott Beyer-GB Packaging, Craig Coleman-Forward Service Corporation, Melissa DeMoulin-BPM, Lisa Francour-NWTC, Derek Jablonicky-DWD, Kelli Karpinski-MPTC, Beth Kleinke-BPM, Kathy Koehler-PMF, Dane Krouse-DWD, Mark Leupold-Express Employment, Rena Northrop-FMM, Lisa Pichotta-Nicolet Plastics, Will Robinson-USI Insurance Services, Courtney Ryczek-Parker Hannifin, Gustavo Santos-ProSolutions, Adam Skarie-von Briesen & Roper, Cynthia Sternard-Associated Bank, Trisha Tetzlaff-Core Financial Resource, Maiyoua Thao-ABC Staffing, Scott Valitchka-15 Dots, Brad Zima-NWTC, Pam Blazei-NEWMA, Ann Franz-NEWMA, Maria Gonzalez-NEWMA, Debbie Thompson-NWTC

TALENT RECRUITMENT SYSTEM FOR NEWMA MEMBERS – MARIA GONZALEZ

Maria sends to NEWMA members the job ready candidate resumes she receives. Companies have been reaching out to the job seekers. Maria continues to build connections, track progress, and follow-up with candidates regarding the status of their job search.

Some of the non-profit organizations being worked with are Aspiro, Casa Alba Melanie, COMSA Mission (Somali), Forward Services, Boys & Girls Clubs, Rainbow House, and Vet Services. Members are encouraged to send Ann and/or Maria any ideas for additional outreach opportunities. Other potential groups (for their age appropriate participants) suggested were Big Brothers Big Sisters, Bay Lakes Council, and Girl Scouts.

ATTRACT, RECRUIT & RETAIN

WIXX/Y100 Radio Promo – The Communications Task Force came up with the idea to run radio spots featuring member companies and their career opportunities. A \$1400 sponsorship includes 20, one minute ad spots during afternoon drive time. Since the radio ads began, there has been a significant increase in people visiting NEWMA's [manufacturing.careers](#) web page.

The radio spots are filled through the end of August. Additional ads will be recorded in June for the September / October timeframe. Member open positions can also be sent to Ann for NEWMA's website and other social media outlets.

FUTURE OF WORK

Biannual Future of Work events are being planned. Content experts can speak for ½ hour, followed by roundtable discussions that suggest innovative solutions. Best practices could be shared for any of the following potential topics.

- Childcare – What do the YMCAs and YWCAs offer?
- Department of Corrections, DVR, Forward Services – Working with these potential job candidates
- Employer Branding
- Flexible Scheduling
- Future of Higher Education
- Generational Workplace
- Housing
- Mental Health
- Remote Work – Team Effectiveness & Culture - How has it been affected?
- Transportation
- Various Ethnic Groups - Working with these potential job candidates
- WI Paper Council – Employee Retention

Ann would like to hold the initial Future of Work event in July 2022 at the Green Bay Botanical Garden. This would be in place of the regularly scheduled Talent Task Force meeting.

INCUMBENT WORKER TRAINING

NEWMA has been utilizing LinkedIn Learning for Data Analytics training, in addition to the newly offered Project Management training. With over 200 registrants, the Project Management classes are at capacity. Both of these classes have been offered in response to industry 4.0 study feedback. Ann is working with Microsoft on cybersecurity LinkedIn Learning that will be offered starting in late summer.

Members were asked if there are any additional trainings their employees need. State funding is available that can help finance the training. Scott Valitchka shared that New North has pulled together some potential training that could be considered. NEWMA is also partnering on a grant application with New North for succession training and training new employees. Manufacturer members are encouraged to send Ann any trainings they would like offered as part of the grant.

UPCOMING ALLIANCE EVENTS & PROGRAMMING

- April 19: Taps + Tours Business After Hours at Valley Packaging Industries
- April 20: Lunch & Learn Webinar
- April 27: You Can Make It Career Expo – at Lombardi Middle School
- May 20: Industry 4.0 Education/Industry Roundtable Event at Lambeau Field
- June 9: Quarterly Membership Meeting at Lambeau Field – Chad Kopitzke, an innovative human capital expert with specialized knowledge of generational workplace issues, will serve as the keynote speaker.

NEXT MEETING DATE/TIME/AGENDA

The next Talent Task Force meeting will be in-person at Pioneer Metal Finishing on Thursday, May 12, 2022, 8:30 a.m. Agenda:

- ✓ Talent Recruitment System Update – Maria Gonzalez
- ✓ Attract, Recruit & Retain Webinars
- ✓ Future of Work
- ✓ Incumbent Worker Training
- ✓ Upcoming Alliance Events & Programming
- ✓ Next Meeting Date/Time/Agenda