



NEW
Manufacturing
Alliance

Make it in **NorthEast Wisconsin**



2024

MANUFACTURING VITALITY INDEX

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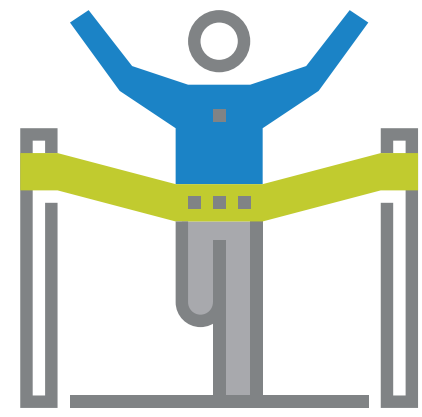
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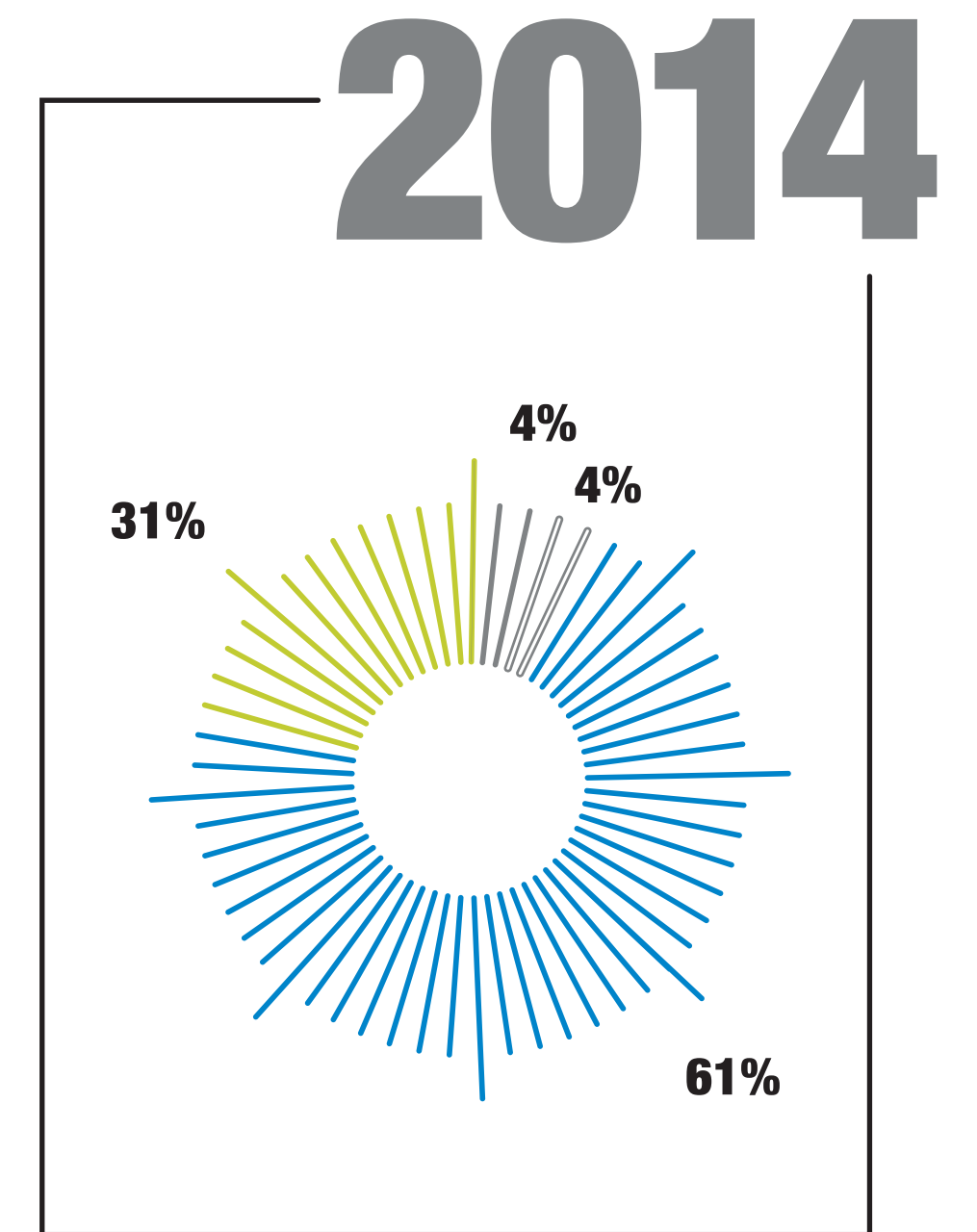
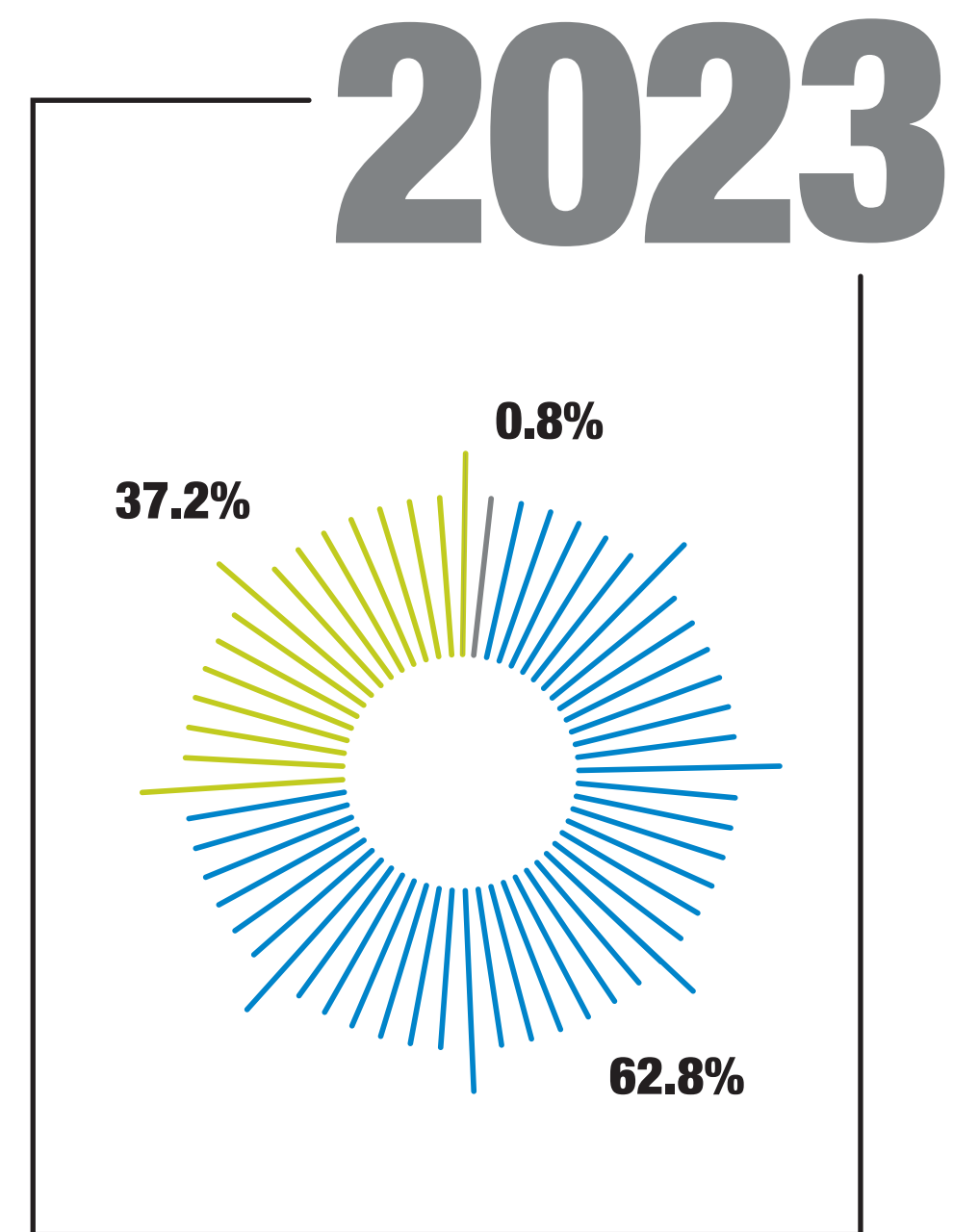
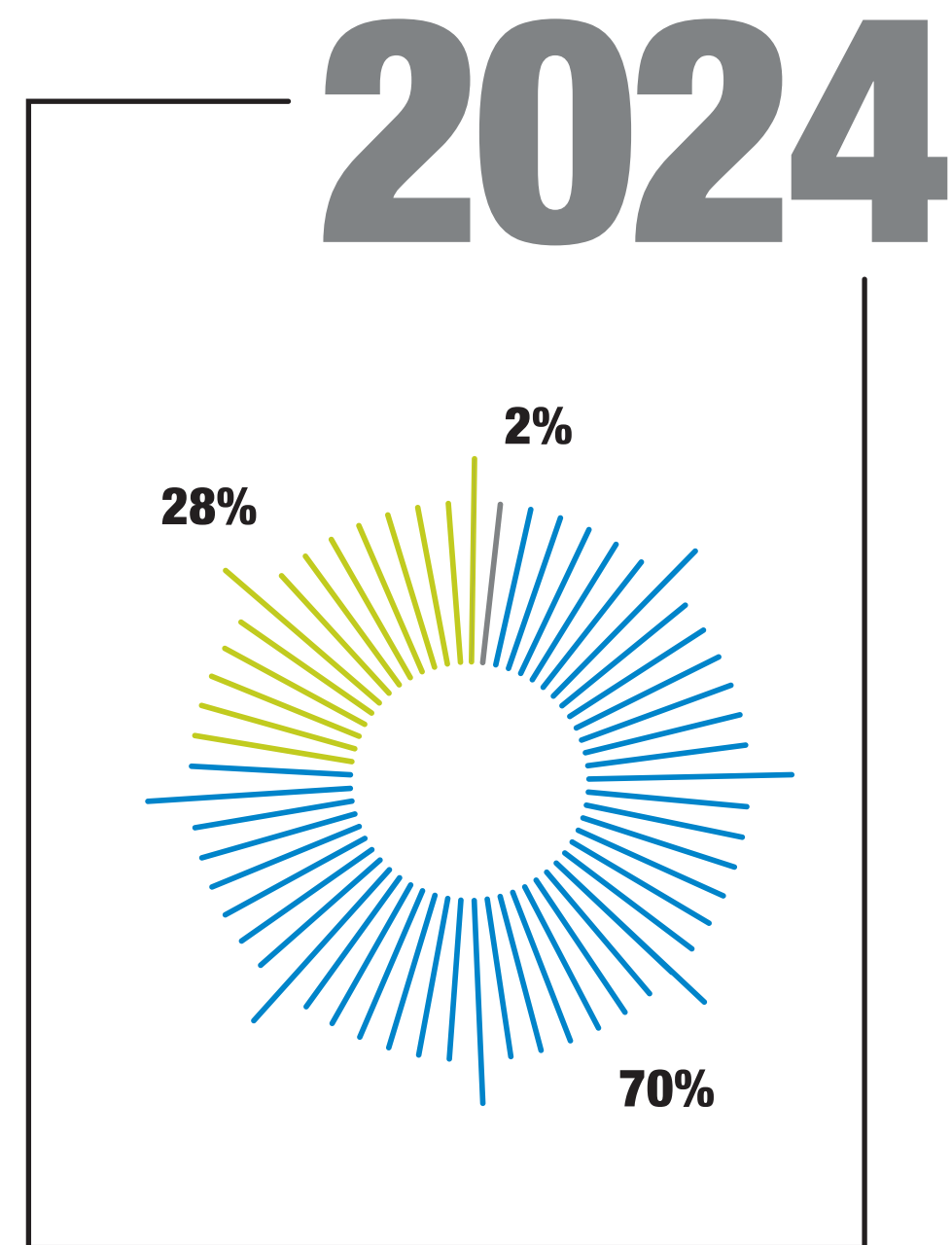
The Alliance's **14th Annual** Northeast Wisconsin Manufacturing Vitality Index found the manufacturing sector (23% of the region's employment base) remained strong over the past year. The survey was administered in October and November 2023 by the University of Wisconsin-Oshkosh's Center for Customized Research Services.

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



FINANCIAL HEALTH

- Manufacturers' plans in 2024 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 ■ No response



BUSINESS GROWTH

- Nearly half of the companies reported increased sales in 2023.
- 2024 should be a strong year for manufacturers, with **60%** expecting increased sales.

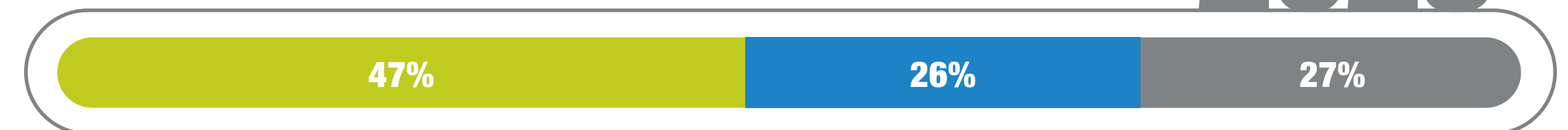
SUPPLY CHAIN CONSTRAINTS

- **61%** respondents reported their supply chain was impacted in 2023. This is significantly lower than the previous year, when **98%** expressed they had issues with their supply chain.

■ Increase ■ Decrease ■ Same

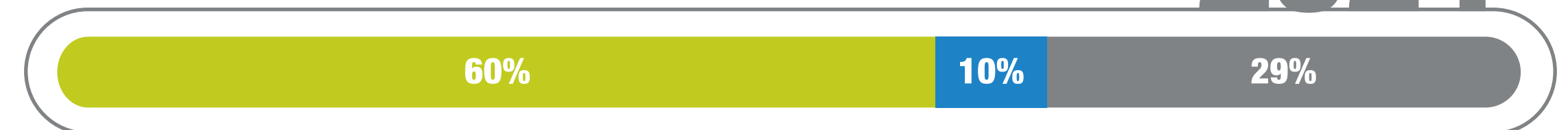
ACTUAL SALES

2023



PROJECTED SALES

2024



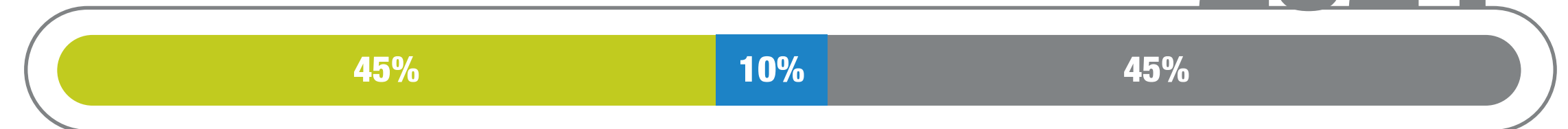
CUSTOMERS

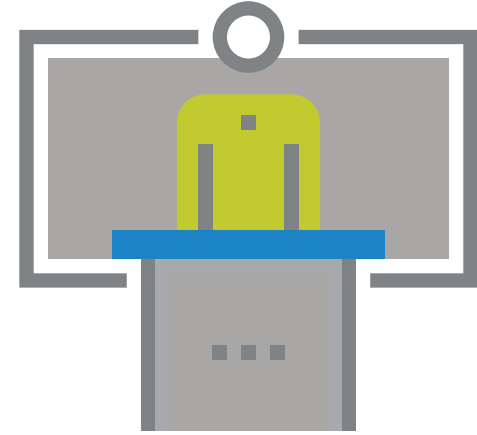
2023



MARKET SHARE

2024

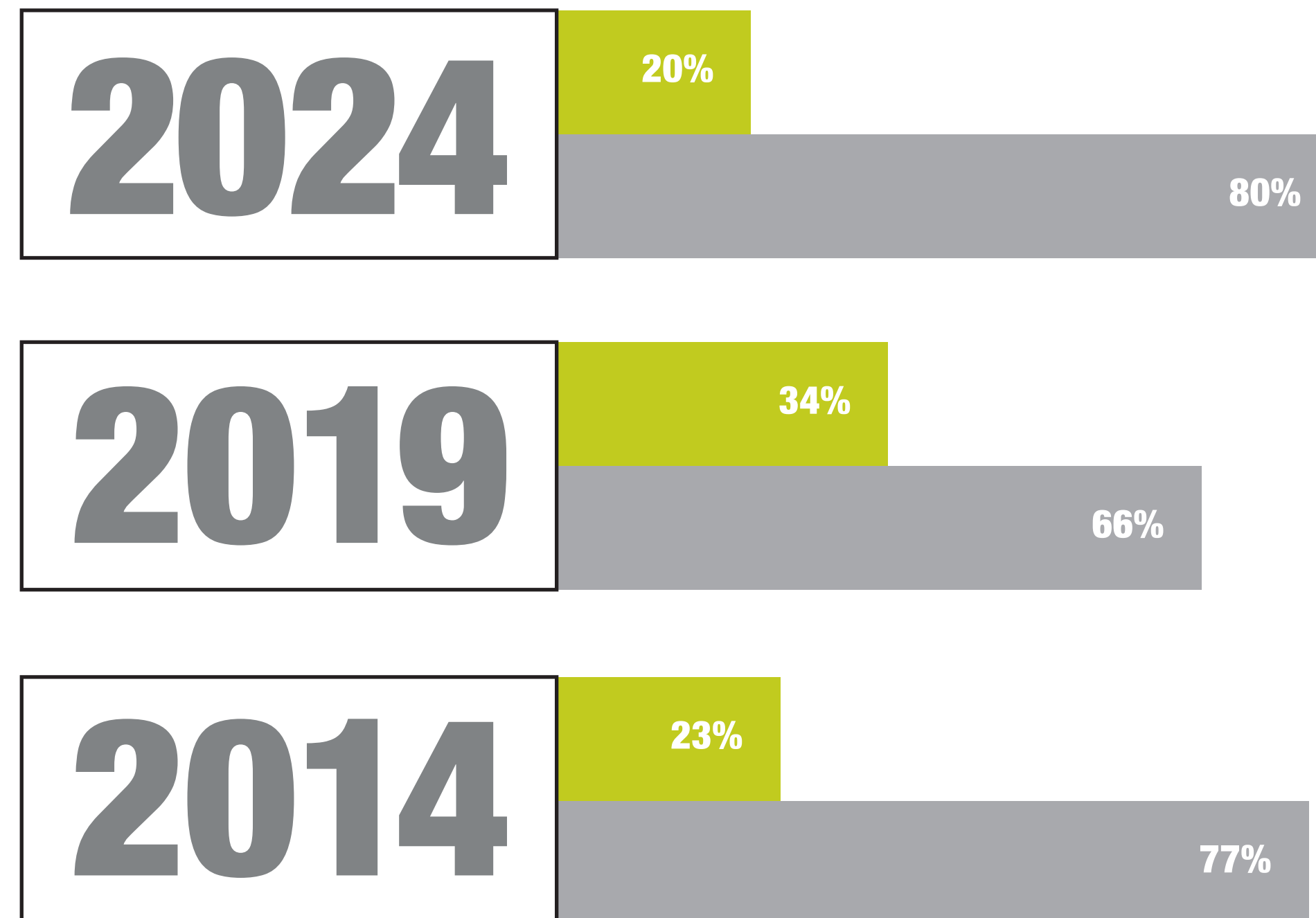




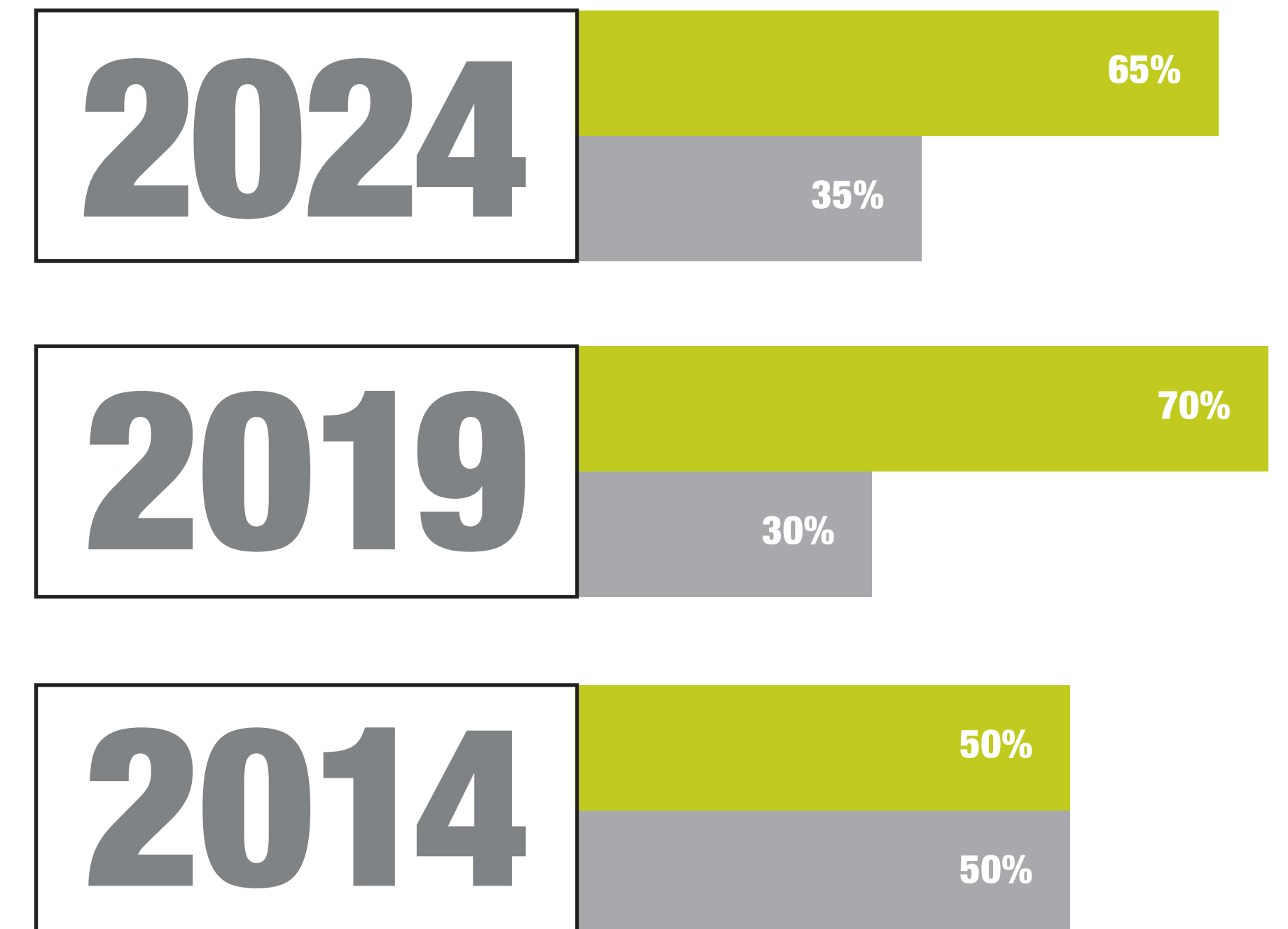
EXPANSION & PLANT MODERNIZATION

- 6 out of 10 manufacturers plan on investing in plant modernization.

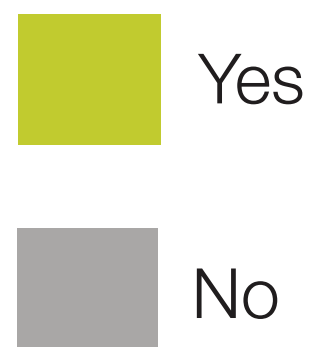
EXPANSION

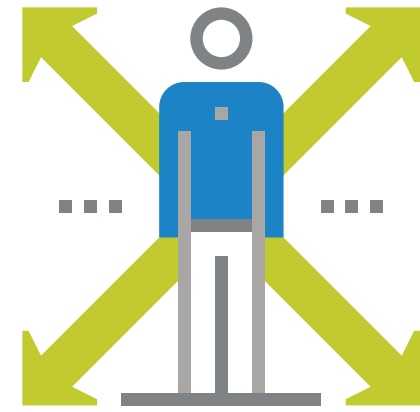


MODERNIZATION



Plant Expansion
& Modernization
Planned in 12-24 mos.





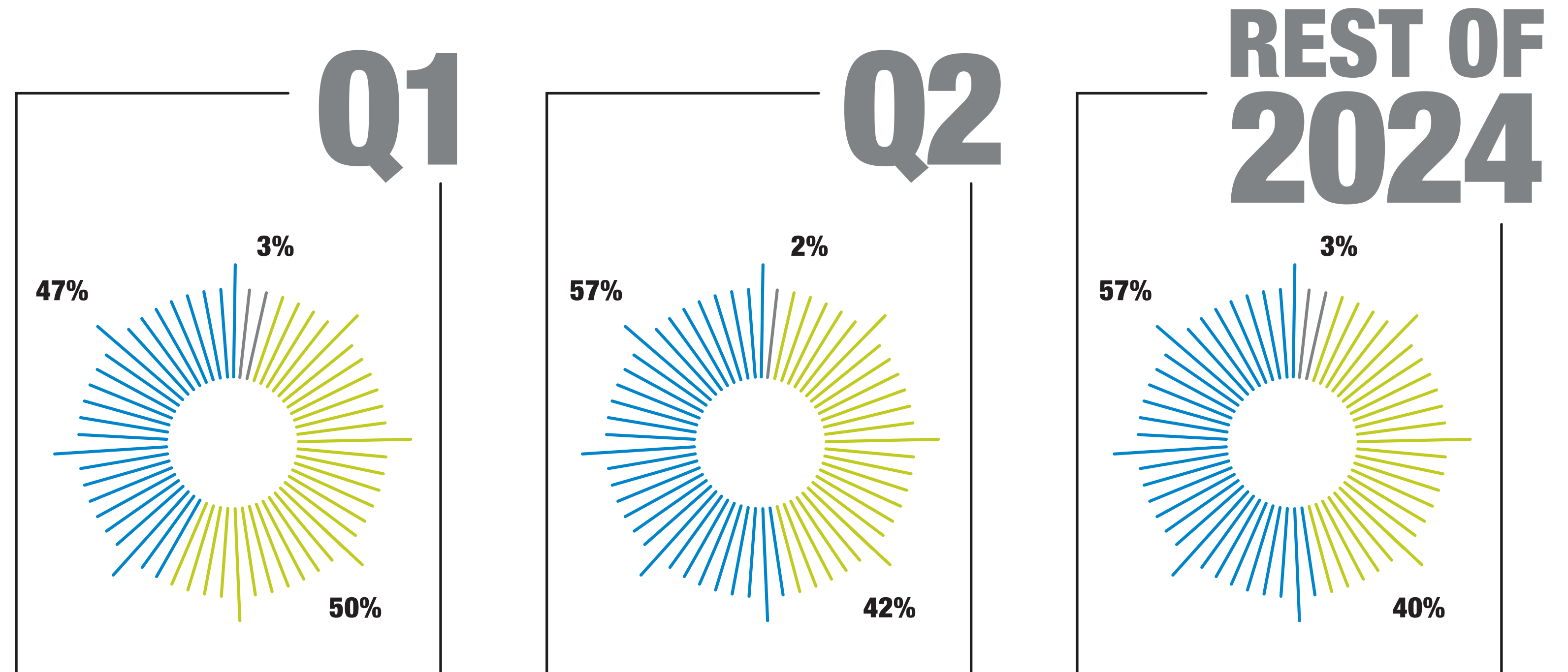
WORKFORCE RECRUITMENT

- 1 out of 2 manufacturers anticipate hiring new personnel in the first quarter of 2024.
- Hiring remains strong after Quarter 1.
- The trend in hiring will increase throughout the year with **40%** expressing the need to hire at the end of the year.

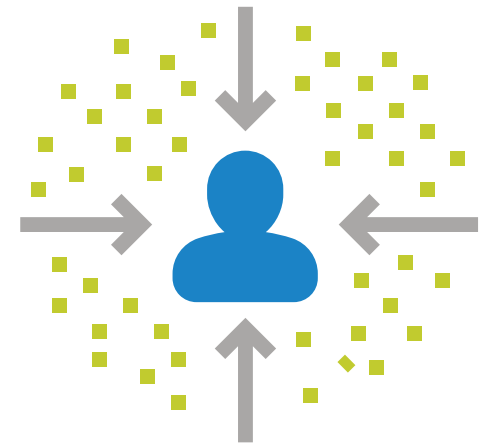
WHAT HAS BEEN YOUR MOST SUCCESSFUL TALENT RECRUITMENT TACTIC OVER THE PAST YEAR?

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

■ Increase ■ Decrease ■ Same



Manufacturing Workforce Hiring Needs (Data for 2024 Quarters)



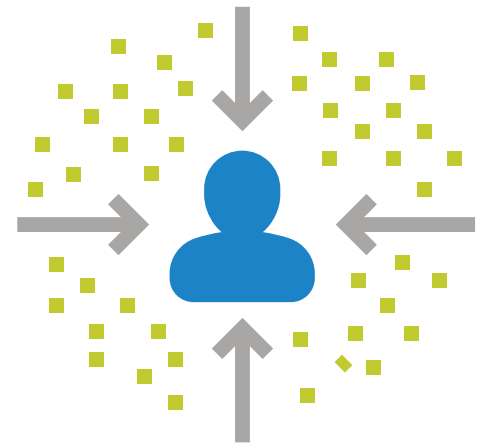
SKILLS SHORTAGE

DIFFICULTY FINDING TALENT

- **84%** of companies are anticipating difficulty locating and acquiring talent.
- The talent shortage still is a concern for manufacturers; however, there is a decrease from the historic **91%** reported from the years after the pandemic.



Yes No



SKILLS SHORTAGE

MOST DIFFICULT-TO-FILL OCCUPATIONS

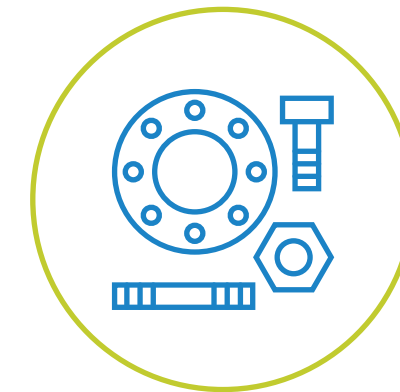
- Companies are having difficulty finding Machinists and CNC Machinists, which has been among the most difficult-to-fill position every year the study asked this question.
- Most of the occupations going unfilled require post-secondary education, although most do not require a four-year degree.
- There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

Machinist/CNC Machinist



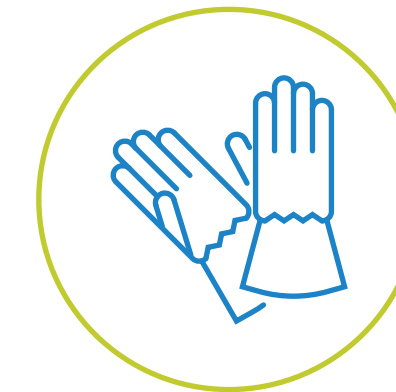
\$24.07

General Labor



\$18.24

Machine Operator



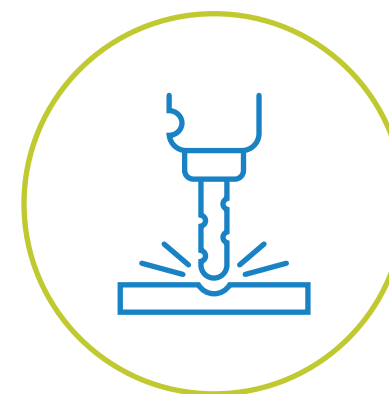
\$23.70

Welder/Fabricator



\$23.40

Industrial Maintenance



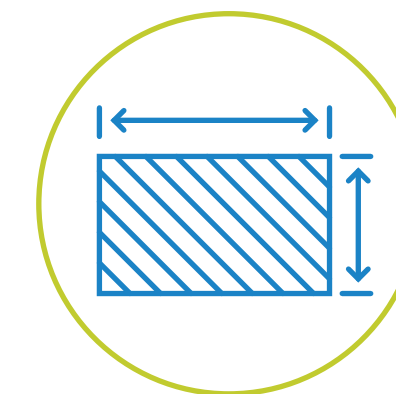
\$28.84

Assembly



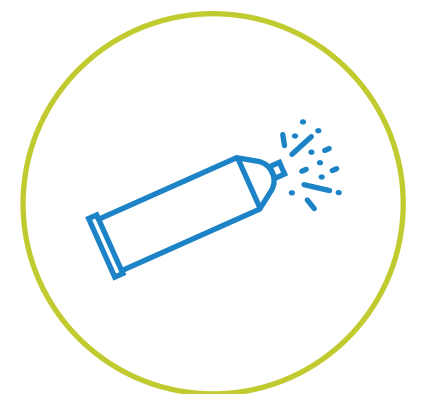
\$22.72

Engineer

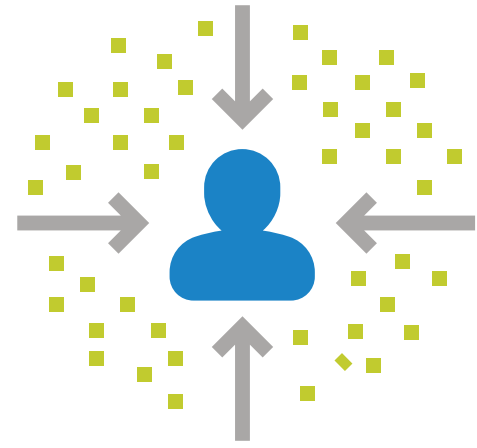


\$39.31

Skilled Trades



\$25.67



SKILLS SHORTAGE

SKILLS HIGHEST IN DEMAND

- Many employers are finding the workforce deficient in “soft skills” – non-technical skills.
- The NEW Manufacturing Alliance has created two new videos called "How to Be Successful in the Workplace" to address employability/soft skills issue with the workforce. The videos are being used by educators and workforce professionals throughout Wisconsin. View the shorter version of the video [here](#). View all videos and lesson plans [here](#).



Communication



Attendance



Dependability



Work Ethic

RECOMMENDATIONS

For the **fourteenth year** in a row, companies responding to the survey verify the strength of the manufacturing sector in Northeast Wisconsin. **Six out of 10** companies expressed they expect increased sales in 2024; however, many expressed concerns that filling these orders will be impacted if they cannot find talent.

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.

Kathryn M. Zuckweiler, Ph.D., Associate Vice Chancellor for Research and Innovation with UW Oshkosh, produced this 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 and/or contact **Ann Franz** at (920) 498-5587 or ann.franz@nwtc.edu.





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