

**NEW Manufacturing Alliance**  
**TALENT TASK FORCE - WEBEX MEETING MINUTES**  
**Thursday, May 14, 2020 – 8:30 to 10:00 AM**

**ATTENDEES:** Allyson Baue-NWTC, Andy Preissner-Heartland Label Printers, Brad Zima- NWTC, Brian Covey-FSC, Chris Steier-ProSolutions, Craig Coleman-FSC, Derek Jablonicky-DWD, Eric Geraden-ProSolutions, Erynn Hector-Pro Fab, Joy Ruzek-UWGB, Julie Micke-Winona Foods, Kathy Koehler-Pioneer Metal Finishing, Katie Instefjord-Trillium Staffing, Kurt Johnson-The HS Group, Lindsey Dix-The H.S. Group, Lisa Francour-NWTC, Melinda Morella-Olson-Imaginasium, Melissa Demoulin-BPM Inc., Mindie Boynton-MPTC, Rachel Juley-GB Packaging, Robyn Hallet-Literacy GB, Ryan Herber-LTC, Tanner Thorne-GB Insurance Center, Trinity Korth-Paychex HR Solutions, Ann Franz-NEWMA, Pam Blazei-NEWMA, Debbie Thompson-NWTC

## COVID-19

### NEWMA RESPONSE

- Continued a weekly communication of webinar offerings and COVID resources updates.
- Identified PPE sources for Alliance members to purchase for their employees.
- Held a Manufacturers' Roundtable in partnership with the Greater Green Bay Chamber on April 30. Hosted 52 registered attendees.
- Surveyed members regarding their interest in various COVID-19 related topics. Top choices for each of the four categories:
  1. **Workforce Issues**
    - How to handle sensitive communications (if an employee is sick)
    - Motivating and managing employee stress
  2. **Sales & Marketing**
    - Lead generation in an era of COVID-19 (trade shows, outside sales, virtual sales calls) – (2<sup>nd</sup> Choice)
  3. **Production**
    - Social distancing in the workplace (3<sup>rd</sup> Choice)
  4. **Management**
    - Crisis management planning and execution (1<sup>st</sup> Choice – Acuity will present on this topic at the 6/10/2020 virtual full membership meeting.)
- The Alliance was featured on [NBC 26 News](#), discussing companies that are hiring.
- Connected manufacturers with PPE start-up grants.
- Assisted the Brown County Health Department with reviewing its 'Health Guidance Directory for Manufacturers'. Ann will be sending the directory to NEWMA's full membership.
- Created a new COVID-19 resource directory, spotlighting Alliance member company initiatives.

### BEST PRACTICES SHARING – Open Discussion

- Taking temperatures of employees and/or visitors, manually or via a kiosk.
  - Thermometers need to be kept at a constant temperature, i.e. cold weather can produce lower temps.
  - Temperature check results are considered a confidential HR record.
- Symptom questionnaires are being administered to visitors and employees upon arrival.
- Mitigating spread by providing face masks and implementing social distancing. Most office employees are working from home.

## INTERNSHIP DRAFT DAY (IDD) & YEAR-ROUND COLLEGE STUDENT OUTREACH

The IDD *tentative* date at Lambeau Field is November 12, 2020. Due to COVID, a virtual contingency plan will be developed in case an in-person event is not probable. Ann is holding off on sponsorship recruitment, as the cost will be substantially less if not held in-person. Kickoff will remain at 3:00 p.m.

Face-to-face interviews are ideal, but many companies have transitioned to conducting mainly virtual interviews. Hosting the event virtually offers the opportunity to interview college students from across the U.S. Students could meet with employers via Zoom, WebEx or Microsoft Teams. Ann viewed a virtual job fair that was held in the Milwaukee area. She, along with the task force members, did not like that the job fair had no face-to-face opportunity for the job seeker to talk to the employer. The only option was via text to meet. Allyson Baue shared that the website KnowCareers.com could offer some insight. Ann will investigate this option.

Promotional jerseys and \$5 Subway gift cards can be mailed to student participants prior to the event, in addition to any other swag items. Companies can be given a guide to engaging students and conducting virtual interviews.

Members viewed a mockup of the new IDD website. The site will be user friendly, with each company and student having their own log-in. Ann will send a link to the site for members to review and make any further changes. Task force members are asked to send their comments by May 27, 2020. The new IDD website will launch in July.

Ann will be sending a 'Save the Date' to companies and colleges. The kick-off to having employers register on the website will be in August. Student recruitment will begin mid-September. Virtual and in-person options could be offered.

### **RECRUITMENT & TRAINING PROGRAMS (HOSPITALITY & RETAIL)**

As COVID evolves, the job market and culture will be different. Retail and hospitality sector employees are viable candidates for a manufacturing career. Grant dollars will be available to train these individuals. Ann will survey members to determine trainings that would better enable them to transition to a manufacturing career. Basic math skills, blueprint reading, and addressing childcare needs upfront are areas members would like adopted. One of the issues of the program members tried to launch last year was the candidates didn't want to go through three weeks of training. A shorter training program should be considered, possibly one week-long.

Plant tours will be conducted in fall for Forward Services staff so they can see firsthand the jobs available. Brian Covey shared that many of their case managers have never seen a manufacturing company firsthand. By educating the case managers, they will be able to better communicate to their clients the opportunities in manufacturing.

Ann shared that Michelle Schuler is wondering about the value of certificates, as Microsoft is offering numerous free certificate training in areas such as data analytics and business analyst. Depending upon the role, members would be interested in offering the training.

A Virtual On-Ramp Education & Workforce Innovation Expo will be held on July 21, 2020. This is an opportunity to hear pitches from start-ups in education, training and HR. Ann will be sending more information when she gets more clarity.

- Virtual suite holders are provided a list of hand selected startups. They then select and rank the startups they would like to meet with.
- Up to ten meetings are scheduled for the day, 10:00 a.m. to 4:00 p.m.
- Virtual meetings are 20 minutes long, with 10-minute breaks in-between and a ½ hour lunch break.
- Meetings are held using the Zoom breakout room.

### **COLLEGE TOURS AT UW PLATTEVILLE, UW OSHKOSH, UW GREEN BAY**

The fall tours will likely be held virtually. Promotional materials will be created. At the July 9 meeting, members will establish meeting; goals, timeframe, and the videoconferencing application that will be used. Whether the meetings will be conducted individually or with multiple colleges will also be discussed.

### **NEXT MEETING'S DATE/TIME/LOCATION/AGENDA**

The next Talent Task Force WebEx meeting will be on Thursday, July 9, 2020, 8:30 to 10:00 a.m. Agenda:

- ✓ COVID-19 Updates
- ✓ Internship Draft Day & Year-round College Student Outreach
- ✓ Recruitment & Training Programs
- ✓ College Tours at UW Platteville, UW Oshkosh, UW Green Bay
- ✓ Next Meeting Date/Time/Location/Agenda