NEW Manufacturing Alliance
Make it in Northeast WI

Chris Linn – Bassett Mechanical
Ann Franz - Northeast Wisconsin Technical College
The Perfect Storm

Growth

Workforce

2006

2020

retirement
advanced skills
mfg. image
23% of all northeast Wisconsin residents are employed in the manufacturing industry.
Aging Population

Change in U.S. Population 2000-2020

Percent

Source: U.S. Census Bureau
Perception of Manufacturing by Students, Parents and Teachers
Dirty, Repetitious, Manual Labor, Boring, Low Pay, and Jobs are going over seas

Source: NAM & Deloitte & Touche, 7/2002 survey
Manufacturers are hiring but cannot find the skilled workforce needed

2012 Northeast Wisconsin Manufacturing Vitality Study
NEW Manufacturing Alliance

- Founded June 2006.
- Over 90 members including: manufacturers, educational institutions, workforce development boards, chambers of commerce, economic development, and government entities.
- 18 counties in the New North.
- The Vision of the NEW Manufacturing Alliance is to have Northeast Wisconsin recognized as a world leader in advanced manufacturing opportunities.
4 Objectives

- Improve the image of manufacturing careers
- Grow partnerships with K-12, media and manufacturers
- Workforce development
- Advance collaborative efforts that promote the health of manufacturing
Keys to a Successful Partnership

- Identify Industry Champion(s)
- Identify Other Partners
- Staffing Support and Sustainability
- Establish Vision and Goals
- Early Success
- Understand that it will take time and careful relationship building
IDENTIFY INDUSTRY CHAMPIONS
Initial Partners in the formation of the NEW Manufacturing Alliance

- Bay Area Workforce Development Board
  - improve business services

- EMT International
  - concern about the manufacturing workforce shortage
Profile of industry champion

- CEO/president
- Passionate
- Roll up his/her sleeves
- Willing to advocate with industry peers
- Provide direction and goals for partnership
- Service commitment
Identify Potential Partners

- Large, medium and small mfrs.
- Educational representatives (K-12, Technical Colleges/Community Colleges, Universities)
- Economic Development/Chambers of Commerce
- Workforce Development Board
- Department of Commerce
- Labor Market Analyst
What are you willing to invest?
If You Build It . . .
Someone has to mow the grass!
Sustainability

- BAWDB and FVWDB agreed to provide staffing and funding support (i.e. mileage, printing, refreshments)
- Grants
- Manufacturers agreed to pay dues
- Technical Colleges agreed to provide in-kind support (i.e. printing)
EARLY SUCCESS
Connecting Dislocated Workers/Job Seekers with Alliance Members

- Georgia-Pacific downsizing
- Dislocated workers unfamiliar with how to write a resume
- Members wanted skilled workers
- Website was created
- Website connects members with job seekers
- Mfg. job fair
- $57,000 training grant
- Superintendents meetings
- RISE grant
- All Stars
- Vitality Survey
- Mfg. the Future school program
- Scholarships
- Mfr./Educator Awards
- Incumbent worker training
- Mfr./Educator Awards
- Mfr. related math curriculum
- Mfg. First Expo
- Mfr./Educator Awards
- Mfg. related math curriculum
- Incumbent worker training

Alliance charter in June

Number of Members

<table>
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<tr>
<th>Year</th>
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<tr>
<td>2006</td>
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Task Forces

- Steering
- K-12 Outreach
- Communications
- Development
All Stars career magazine

Northeast Wisconsin Manufacturing Vitality Index

Mfg. the Future career exploration school program & curriculum

Manufacturing First Expo

8 - $1,000 scholarships
Questions?
Thank You!

For more information:

www.newmfgalliance.org

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Welcome to NEW Manufacturing Alliance

The NEW Manufacturing Alliance is a group of manufacturers, working with educational institutions, workforce development boards, chambers of commerce and state organizations to promote manufacturing in our region.

Our vision is to unite northeast Wisconsin manufacturers to strengthen our position as a world-leading region of advanced manufacturing opportunities.

Our Four Objectives:

1. Create a positive view of manufacturing careers in our area.

2. Grow partnerships with K-16, media and other manufacturers.

3. Promote workforce development.

4. Advance collaboration efforts that promote the health of manufacturing.
Network Profile Form

**Personal Information**

First/Last Name: 

Personal ID Number: 

Veteran Status: □ Yes, I am a Veteran.

County of Residence: 

Counties Available to Work: (check all that apply, press "Ctrl" key while clicking)
- Brown
- Door
- Calumet
- Florence

Available Start Date: 

Availability (check all that apply): □ 1st Shift □ 2nd Shift □ 3rd Shift □ Swing Shift □ Weekend

Telephone: 

Former/Current Employer: 

Email/Confirm Email: 

**Career Objectives**

Objective/Experience 1: □ Choose One
- Less Than 1
- 1
- 2 or 3
- 5 or 6
- 7 or 8
- 9 or More

Objective/Experience 2: □ Choose One
- Less Than 1
- 1
- 2 or 3
- 5 or 6
- 7 or 8
- 9 or More

Objective/Experience 3: □ Choose One
- Less Than 1
- 1
- 2 or 3
- 5 or 6
- 7 or 8
- 9 or More

Objective/Experience 4: □ Choose One
- Less Than 1
- 1
- 2 or 3
- 5 or 6
- 7 or 8
- 9 or More

Objective/Experience 5: □ Choose One
- Less Than 1
- 1
- 2 or 3
- 5 or 6
- 7 or 8
- 9 or More