



DIVISION OF BUSINESS & INDUSTRY DEVELOPMENT

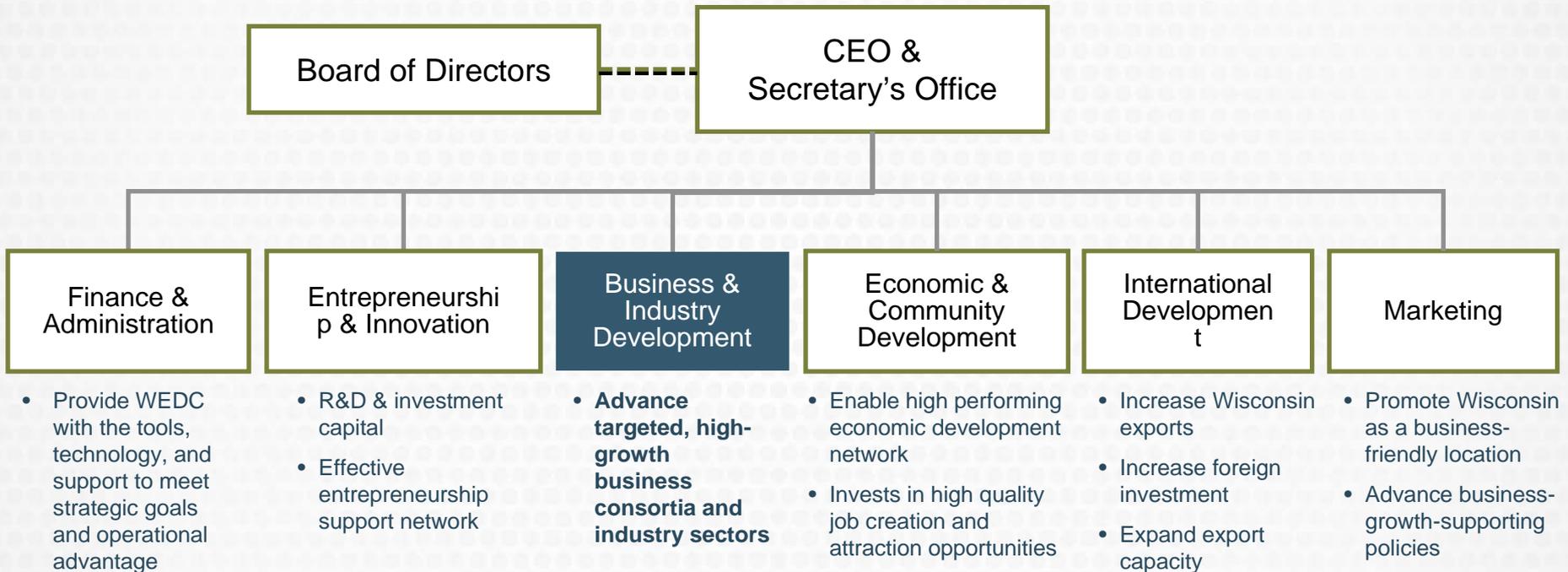
WEDC MISSION STATEMENT



- As the State of Wisconsin's lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve.



WEDC ORGANIZATION



BID MISSION STATEMENT



- Leveraging industry leadership to accelerate growth and high quality jobs by advancing targeted, high impact initiatives in Wisconsin.



GOALS



➤ Engage

- 25 High-value opportunities

➤ Advance

- 7 Priority Investments

➤ Assist

- 200 Unique WI businesses via targeted industry support

➤ Achieve

- 3:1 minimum overall investment leverage ratio

➤ Promote

- Workforce development and alignment



GENERAL QUALIFYING CRITERIA FOR INVESTMENT

- Industry-Led
- High Job Creation
- High Economic Impact
- Sustainable
- High Return
- Low Managed Risk



ENGAGEMENT CRITERIA



- Aggregate Impact (State, Region, Local)
- Percent of State Employment
- Geographic Distribution and Density (Location Quotient)
- Sector Growth Momentum
- Percent of State GDP
- Driver Industry/Connectivity to other sectors
- Confers Unique Competitive Advantage/Competitive Urgency



SPECIFIC INVESTMENT CRITERIA >

- Discrete organization, single identity
- Core leadership
 - Specific roles, titles, and responsibilities
- Formal charter
- Strategic plan
- Operating plan for at least the current fiscal/calendar year
- Key priorities
- Currently available funding
- Future or pending funding, what and when
- Formal partnerships



SECTOR MANAGER ASSIGNMENTS



Shelly Harkins

Manufacturing, Defense,
Financial Services

(608) 210-6843

shelly.harkins@wedc.org



SECTOR MANAGER ASSIGNMENTS



Kathy Heady

Transportation, Energy, Workforce
Development

(608) 210-6841

kathy.heady@wedc.org



SECTOR MANAGER ASSIGNMENTS



Gail MacAskill

Healthcare and Biomedical Technology / Leisure and
Recreation, Creative Innovation

(608) 210-6844

gail.macaskill@wedc.org



Wisconsin Medical
Entrepreneurship Foundation



SECTOR MANAGER ASSIGNMENTS



Seyoum Mengesha

Minority Business Development
(608) 210-6880
seyoum.mengesha@wedc.org



SECTOR MANAGER ASSIGNMENTS

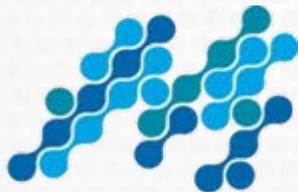


Cate Rahmlow

Water Technologies, Dairy & Food Manufacturing,
Agriculture, Forest Products & Paper

(608) 210-6845

cate.rahmlow@wedc.org



MILWAUKEE WATER COUNCIL

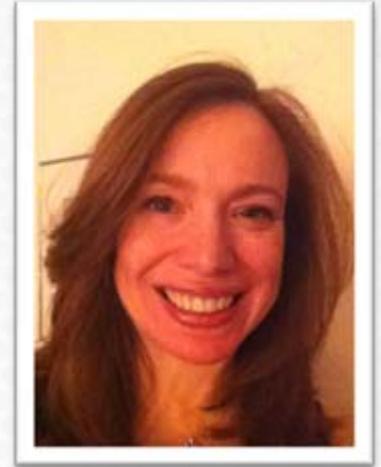


SECTOR MANAGER ASSIGNMENTS



Danielle Jones

Mining, Military and Defense
Relations, Telecommunications,
Financial Services, Transportation,
Workforce Development
(608) 210-6842
danielle.jones@wedc.org



SKILLS WISCONSIN ASSIGNMENT >

Sharon Berge

Skills Wisconsin Project Manager
(608) 210-6806
sharon.berge@wedc.org



BID CONTACT INFORMATION



Lee Swindall

Vice President, Business & Industry
(608) 210-6700
lee.swindall@wedc.org



Tierra Terrell

Administrative Assistant II
(608) 210-6804
tierra.terrell@wedc.org



Bob Pope

Research Analyst
(608) 210-6849
bob.pope@wedc.org





Collaboration

TRANSPORTATION AND YOUTH APPRENTICESHIP

WISCONSIN TRANSPORTATION CONSORTIUM – ISSUES

- Lack of interested/qualified/trained workforce and spiraling cost of filling needs
- Shortages today will become more severe at a higher rate than other industries:
 - Aging transportation workers retiring and **younger workers not backfilling them**
 - Increased regulatory requirements and liability exposure increasing standards
 - Widening gap could limit economic expansion (manufacturing) in the state
- Collective efforts can yield better results for all



MUTUAL NEEDS – JOBS AND JOB CREATION



- Build public/private partnership through collaborative efforts with WI based transportation employers and State agencies
- Initial focus was industry-led effort to source, train, and place WI residents in stable, well-paying transportation jobs



CONSORTIUM – INITIATIVES AND GOALS



- Primary initiatives included:
 - Integrated marketing effort to increase awareness of need and opportunities
 - Building levels of training capacity in the state to meet the industry's needs
 - Identify and secure funding opportunities that help meet collective objectives
- **Goals included: create a YA program for Diesel Technicians**



TRUCKING WEB-PAGE



➤ Job Center of Wisconsin: jobcenterofwisconsin.org/trucking

File Edit View Favorites Tools Help

x Google jobcenterofwisconsin/trucking Search Share More » Sign In

JOB CENTER of WISCONSIN Connecting Wisconsin's Workforce

LOGIN | PERFORM A JOB SEARCH

Home Job Seeker Tools Featured Industries Employer Tools About Us Help Exit

Home > Trucking Home



Focus on Trucking.

Welcome to Job Center of Wisconsin (JCW) - Trucking: Your one stop home page for jobs, training, and information related to the trucking industry. From here you can post a resume, search for jobs, find out more about Wisconsin's trucking industry, and find information on wages, trends, and other subjects. Whether you are looking for work or information, JCW - Trucking is the place for you.

Featured Employer



Check out the Job Center of Wisconsin [job openings](#) for this featured employer.

Industry Workforce Links

You can view links related to the industry as a whole or choose a specific occupation from list and click the "Go" button to update links.

For

TRUCKING RELATED JOBS
View a quick list of jobs available for trucking related occupations.

WISCONSIN TECHNICAL COLLEGE SYSTEM
Post-secondary programs for the trucking industry.

WMCA
Wisconsin Motor Carriers Association

WORKING IN THE TRUCKING INDUSTRY
Industry-specific documents, reports, and trends.

LABOR MARKET INFORMATION - DRIVERS
Occupation profile for Heavy and Tractor-Trailer Truck Drivers in Wisconsin.

LABOR MARKET INFORMATION - DIESEL MECHANICS
Occupation profile for Bus and Truck Mechanics and Diesel Engine Specialists Drivers in Wisconsin.

JOB SEEKER / TRAINING INFORMATION
Job Center and Eligible Training Providers/Programs

WEDC
Wisconsin Economic Development Corporation

VETERAN RESOURCES
View services available for Veterans.

VISIT US ON FACEBOOK!





Collaboration

FINANCIAL SERVICES AND YOUTH APPRENTICESHIP

FINANCIAL SERVICES - ISSUES

- Shortages in the future due to an aging workforce will leave a significant gap in labor supply

- Negative perceptions of the finance industry will be a barrier to entrants into the industry

- Not enough students are entering into finance programs at the post-secondary level
 - Negative perceptions of the industry
 - Lack of understanding of opportunities within the industry



MUTUAL NEEDS – WORKFORCE ATTRACTION AND RETENTION

- WEDC approached finance industry leaders to create a Financial Services Consortium to address the industry's issues
 - Banks
 - Credit unions
 - Insurance institutions
- Development of working groups to work on issue areas
 - Marketing
 - Education
 - Workforce Development



FINANCIAL SERVICES - OBJECTIVES AND GOALS



- Identify curriculum needs – do they meet industry needs
 - Map curriculum at the post-secondary and secondary institutions
 - Review Youth Apprenticeship programs
- Determine ways of increasing the workforce pipeline into the industry
 - Identify ways of increasing the pipeline of interested high school students
 - Looked at high enrollment Finance YA programs
 - Reviewed North Central's as an example of a high enrollment program
- Goal: Advise industry partners of the YA program and how to partner with local programs
 - **Presentation of YA to consortium in June**





Collaboration

MANUFACTURING AND YOUTH APPRENTICESHIP

MANUFACTURING - OVERVIEW



- Identified issue: Increasing pipeline of manufacturing employees
- Worked with DWD to create a manufacturing web page

The screenshot displays the Job Center of Wisconsin website. The header includes the logo "JOB CENTER of WISCONSIN" and the tagline "Connecting Wisconsin's Workforce". A navigation bar contains links for "Home", "Job Seeker Tools", "Featured Industries", "Employer Tools", "About Us", "Help", and "Exit". A search bar with "LOGIN | PERFORM A JOB SEARCH" is also present. The "Featured Industries" menu is open, showing "Manufacturing" and "Trucking" options, which are circled in red. Below the menu is a large image of industrial machinery. To the right, there are sections for "MANUFACTURING" and "TRUCKING", each with a brief description. At the bottom, there is a "Focus on Industries" section with a welcome message and a call to action to select an industry.

JOB CENTER of WISCONSIN Connecting Wisconsin's Workforce

LOGIN | PERFORM A JOB SEARCH

Home Job Seeker Tools **Featured Industries** Employer Tools About Us Help Exit

Home > Featured Industries Home

Manufacturing
Trucking

MANUFACTURING
Focus on the manufacturing industry.

TRUCKING
Focus on the trucking industry.

Focus on Industries.

Welcome to Job Center of Wisconsin (JCW) - Industries: Your one stop home page for jobs, training, and information related to various industries. From here you can post a resume, search for jobs, find out more about Wisconsin's diverse industries, and find information on wages, trends, and other subjects. Whether you are looking for work or information, JCW - Featured Industries is the place for you.

Select an industry in the sidebar to begin exploring various industries.



MANUFACTURING – OVERVIEW (CONT'D)



- Addition of Apprenticeship and Youth Apprenticeship programs

JOB CENTER of WISCONSIN Connecting Wisconsin's Workforce

Home | PERFORM A JOB SEARCH

Home Job Seeker Tools Featured Industries Employer Tools About Us Help Exit

Home > Manufacturing Home

Focus on Manufacturing.

Welcome to Job Center of Wisconsin (JCW) - Manufacturing: Your one stop home page for jobs, training, and information related to the manufacturing industry. From here you can post a resume, search for jobs, find out more about Wisconsin's manufacturing industry, and find information on wages, trends, and other subjects. Whether you are looking for work or information, JCW - Manufacturing is the place for you.

Featured Sector

Wisconsin Engine Manufacturers & Distributors:

This industry represents worldwide manufacturers of internal combustion engines and components in Residential, Marine, Mobile, Mining, Construction, Agriculture, Lawn & Garden, Recreational, General Aviation and Military, Heavy-Duty Truck and Distributed Power Generation applications. We are the leaders in providing state of the art technologies and efficient power in recreational and commercial engines. These systems both enhance environmental protection and public safety of the global power system.

Featured Employer

HOT INDUSTRY NEWS
The latest news about Wisconsin's exciting manufacturing industry; including company expansions and hiring news and industry updates.

MANUFACTURING RELATED JOBS
View a quick list of jobs available for manufacturing related occupations.

TRAINING PROVIDERS
Post-secondary programs for the manufacturing industry.

WHY THE MANUFACTURING INDUSTRY?
Industry-specific documents, reports, trends, and answers to the question "Why Manufacturing?".

ASSOCIATIONS
Manufacturing Associations

INTERNSHIPS
Manufacturing Internships

ENGINEER OPPORTUNITIES
Manufacturing Opportunities in Engineering

APPRENTICESHIP INFORMATION
Relevant Apprenticeship Information

YOUTH APPRENTICESHIP INFORMATION
Relevant Apprenticeship Information for Youth

JOB SEEKER / TRAINING INFORMATION
Job Center and Eligible Training Providers/Programs



MANUFACTURING - INITIATIVE

- Pilot Retired Worker Initiative with the NEW Manufacturing Alliance
 - WEDC will provide funding to hire retirees to mentor and train new hires and YA participants
 - Manufacturers will provide wages for new hires and YA participants





Thank You

QUESTION & ANSWER