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Secretary Newson: Employers Extend Over 100 Job Offers Following Innovative Recruitment Event in Green Bay

MADISON – Dozens of Northeastern Wisconsin employers extended more than 100 job offers as a direct result of connections made at the Bay Area Career Expo held last fall in Green Bay, Department of Workforce Development (DWD) Secretary Reggie Newson announced today.

“Under Governor Walker’s Wisconsin Working plan, we stepped up efforts to connect job seekers with employment opportunities during 2012, piloting innovative recruitment events including the Bay Area Career Expo in October,” Secretary Newson said. “Through surveys and other post-event contacts, we’ve confirmed at least 39 employers that participated made 101 job offers to individuals who took part in the event. Even as we continue to track successes, we look forward to hosting additional career expos in 2013.”

The Bay Area Career Expo, held October 17 at Shopko Hall in Green Bay, included more than 100 participating employers representing diverse industry sectors including manufacturing, healthcare, and education. Participating job seekers gained admission only after registering with Job Center of Wisconsin (jobcenterofwisconsin.com), completing a self-assessment survey and resume, and attending a review session to prepare for the event.

Part of Governor Walker’s Wisconsin Working plan directed DWD and partners to have at least twice as many job fairs in 2012 as compared to 2011. The Career Expo took the job fair concept to a new level through pre-screening activities that shortened the recruitment and hiring process for employers and job seekers.

DWD piloted the new approach in May 2012 with the Milwaukee Manufacturing Career Expo, which brought hundreds of job seekers and dozens of manufacturing employers to State Fair Park in West Allis. Over 120 job offers resulted from that event.

“Governor Walker’s leadership has enhanced Wisconsin’s job creation climate and supported the success of this event,” said Secretary Newson. “We will continue to seek input from employers and work to create more opportunities for employers to hire workers with relevant skills. Under the Governor’s guidance, DWD will continue to develop and implement innovative strategies that result in good, family-supporting jobs for Wisconsin residents.”