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New North, Inc.



**Hey!
Where Did
All the
People Go?**

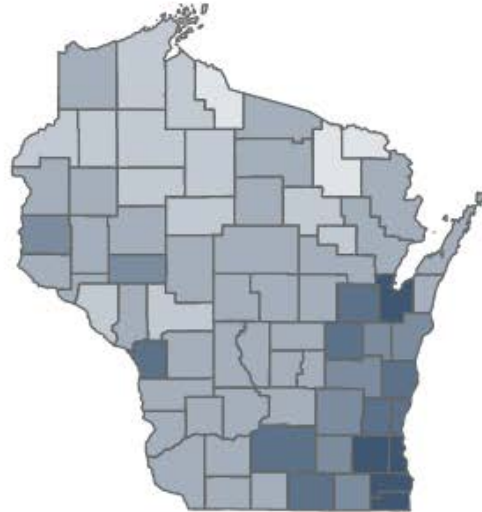


Wisconsin

Click a value below to change the map and table.

Total Population (2020): 5,893,718	Housing Units (2020): 2,727,726
Numeric Change in Population (2010–2020): 206,732	Housing Unit Vacancy Rate (2020): 11.0%
Percent Change in Population (2010–2020): 3.6%	Percent Change in Housing Units (2010–2020): 3.9%

Population Density in Wisconsin Counties: 2020



- ❑ WI population increased 3.6% from 2010 census
- ❑ Total US Population grew by 7.4% to 331.4M
- ❑ Under-18 down 1.4%; Adult population up 10.1%
- ❑ Diversity Index up 6.2%

Source: State Profiles – US Census Bureau [WISCONSIN: 2020 Census](https://www.census.gov/states/wisconsin)
www.census.gov

Wisconsin Migration

State	Out of WI	Into WI	Net
Minnesota	18,403	17,524	-879
Illinois	12,021	22,402	10,381
All US State Total	101,668	107,973	6,305
Net IL			-4,076

IL and MN account for 29.9% of WI's domestic out-migration

IL and MN account for 37.0% of WI's domestic in-migration

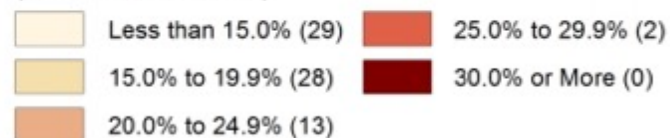
Source: DWD Labor Market Update to CWI; August 17, 2021

Projected Change in Population Age 65 and Over - 2010 to 2040

Share of County Population Age 65 or Older -
2010 Census

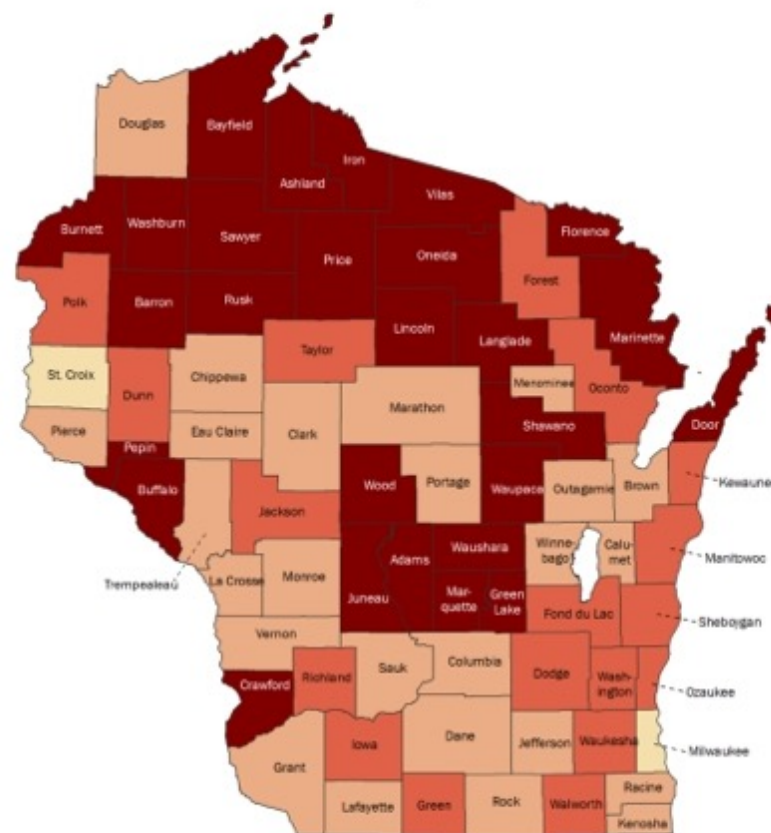


Share of Population Age 65 and Over - 2010 Census
(Number of Counties)

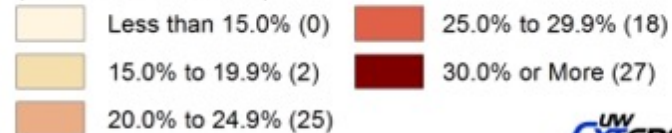


Data Source: Population Projections 2010 to 2040 - WI Department of Administration Demographic Services Center

Share of County Population Age 65 and Over -
2040 Projection



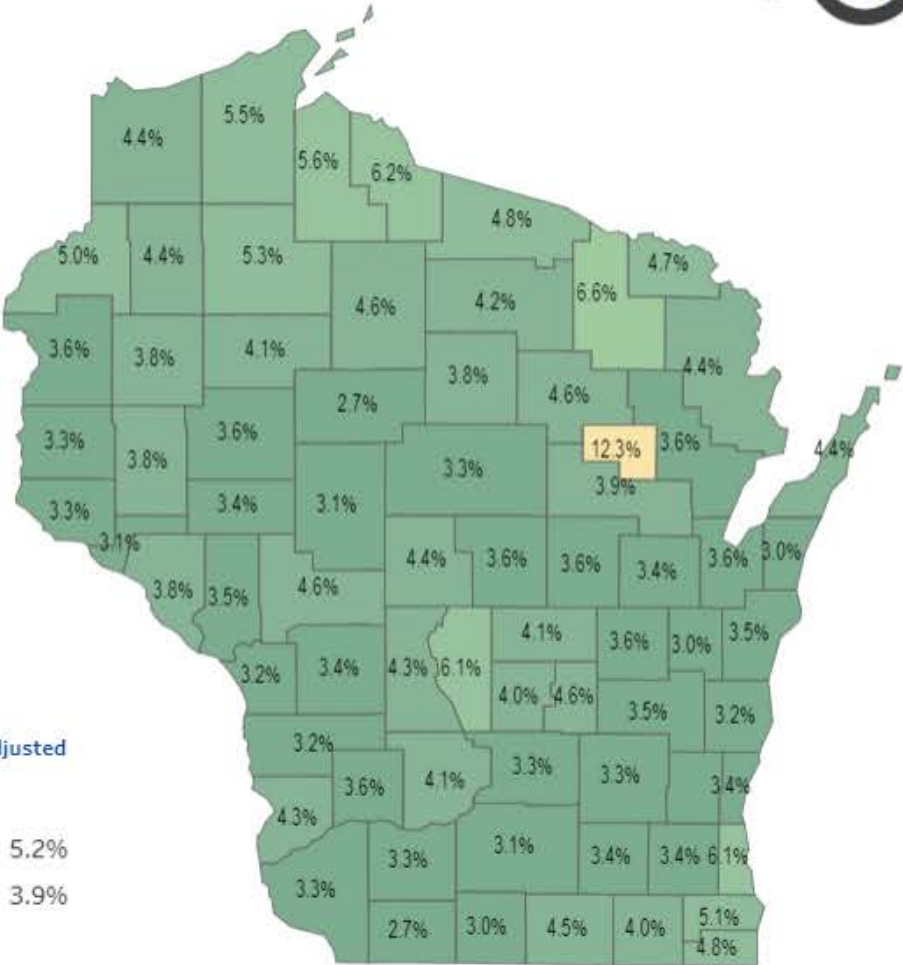
Share of Population Age 65 and Over - 2040 Projection
(Number of Counties)



Wisconsin County Unemployment Rates



August 2021



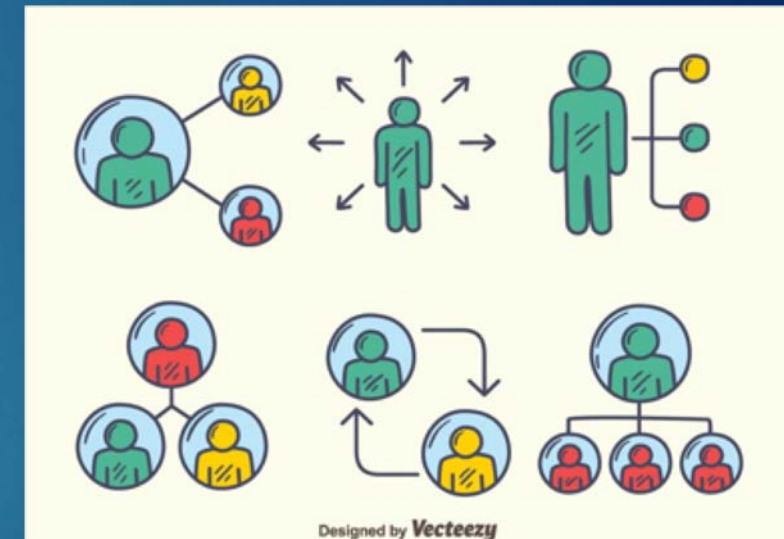
Not Seasonally Adjusted Seasonally Adjusted

United States	5.3%	5.2%
Wisconsin	4.0%	3.9%



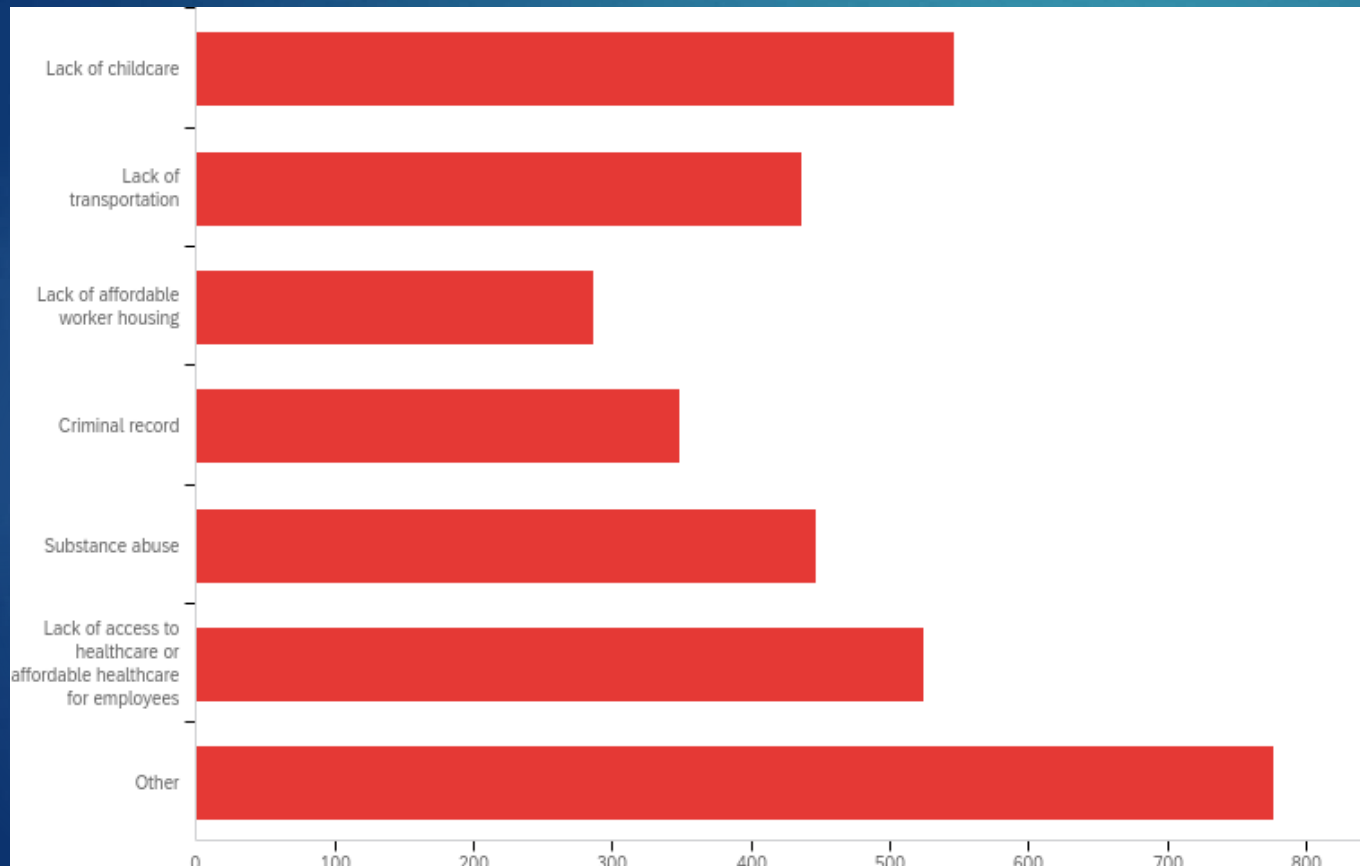
RECRUITING AND MAINTAINING THE FUTURE WORKFORCE

- **Workforce challenges for county/municipal government are the same as private sector**
 - Recruiting talent starts with celebrating and retaining existing talent
 - Build mentorship programs to help new talent grow and advance into new responsibilities
 - Identifying which solutions to key barriers of recruitment helps not only your organization but the community you serve



Resource Constraints & Business Needs

Critical Business Resource Constraints: Other Barriers to Obtaining Workers



Lack of Childcare	16%
Lack of transportation	13%
Lack of affordable worker housing	9%
Criminal records	11%
Substance abuse	13%
Lack of access to healthcare or affordable healthcare for employees	16%
Other	23%
*Totals may not add to 100% due to rounding	

Source: DWD | CWI Business Climate Survey, July 2021

CHILDCARE



- ❑ Addressing key issues
 - ❑ Affordability
 - ❑ Accessibility
 - ❑ Recruitment
- ❑ Reviewing benefits to help off-set costs
- ❑ Building private sector collaborations to support existing workers, train new employees and assisting facilities to retain workforce

TRANSPORTATION

Winnebago **CATCH-A-RIDE**

<https://winnebagocatcharide.com/>

- ❑ Identify Community-based approaches
- ❑ Build Public-Private Partnerships
- ❑ Understanding commuting patterns and working with partners to scale successful pilots or replicate Best Practices

HOUSING



- ❑ Understanding housing availability and housing needs
- ❑ Leverage resources from Regional Planning Commissions and WHEDA
- ❑ Build public-private partnerships to expand options
- ❑ Review zoning ordinances and rules that might be restricting new development

[Greenville, Wisconsin: Zoning Code Updates & District Planning Efforts \(greenvillewi.blogspot.com\)](http://greenvillewi.blogspot.com)

RECRUITING AND MAINTAINING THE FUTURE WORKFORCE

- Everyone is hiring – don't get lost in the cacophony of "help wanted" ads
- Clearly articulate time for hiring
 - When possible, accelerate that timeline!
- Review and update positions descriptions to reflect 21st Century skills and career pathways
- Refer, don't reject – they've already expressed interest, where else might they fit?



ENGAGING TALENT

Jobs & Internships

- Today's talent wants to know first and foremost about job opportunities

Places & Experiences

- Hands-on experiences are important in making key first impressions

Personal Connections

- Family and friends are still the first source for learning about opportunities in various locations

Relocation

- Millennials and Gen Z's are often looking for new experiences/locations

Audience is Younger than you think

- Don't underestimate making an impression on the young people in your community when it comes to long-term talent pipelines

Source: DCI QReport 2018Q2, "Go Fish: How to reel in tomorrow's talent"



CONCIERGE SERVICES TO SUPPORT ACCOMPANYING TALENT & FAMILIES



- Introduce new hires to the community
- Provide assistance for dual-career families to connect the partner with employment opportunities
- Consider the whole family
 - Educational Opportunities
 - Career Pathways
 - Community Engagement

LEVERAGE NETWORKS



- Connect to or look to establish affinity groups
- Best Practice Tours
- Alumni Associations
- Young Professional Networks

CELEBRATE COMMUNITY



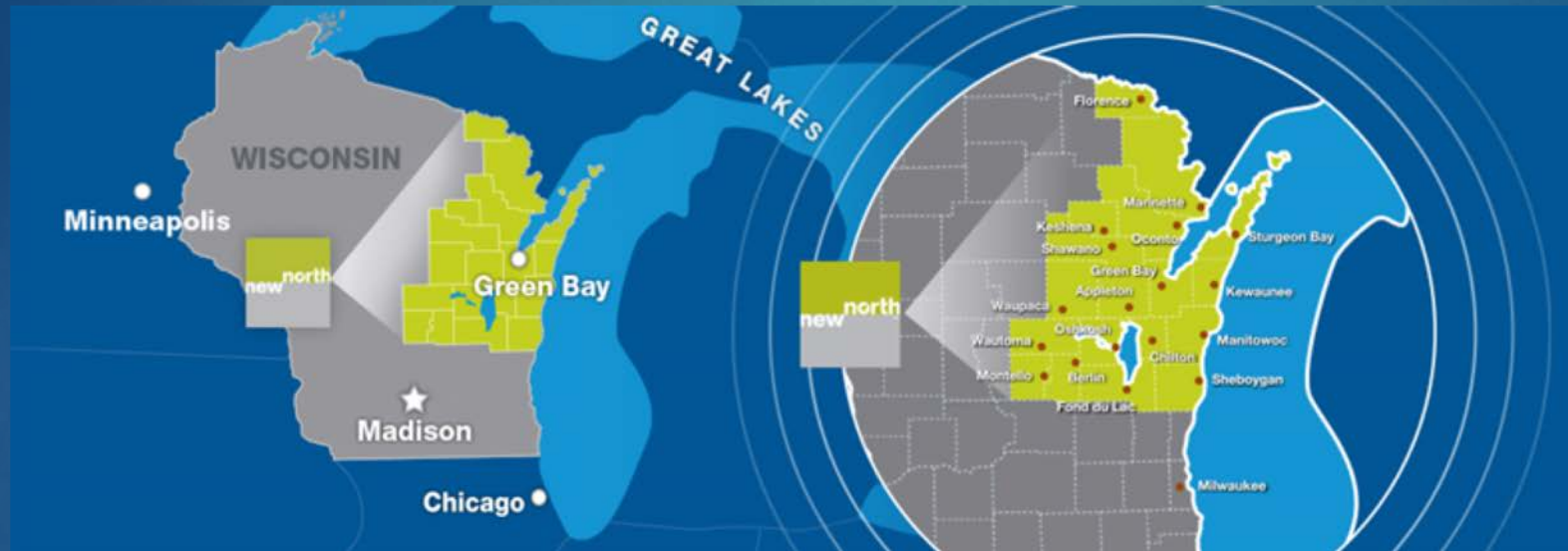
- Highlight what makes your community stand out
- Identify new opportunities to bring cultural amenities to your community
- Promote unique assets and benefits

BUILD AN ENTREPRENEURIAL ECOSYSTEM

kiva



New North Talent Initiatives



- ❑ Broadband Access
- ❑ Talent Attraction and Recruitment Marketing
- ❑ Upskilling and Reskilling Initiatives
- ❑ Future Talent Pipeline Development

New North Broadband Access Study

Current Broadband Access

- Households with Computers - 87.7%
- Broadband internet Subscriptions – 80.4%

Minneapolis

New North

Green Bay

Madison

Detroit

Milwaukee

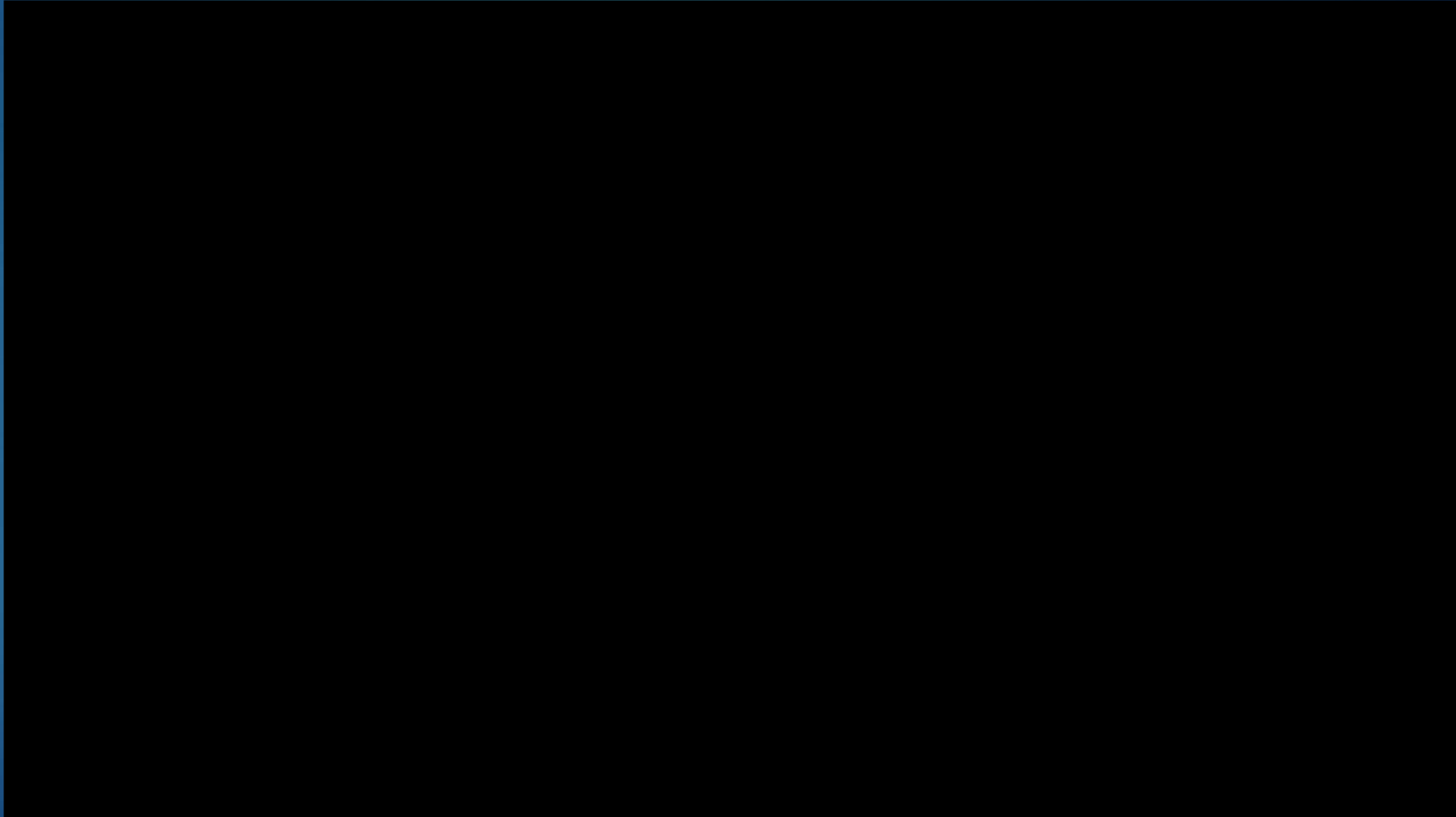
Chicago

Working to ensure broadband is accessible, reliable and affordable for all across our 18 counties.

More YOU in NEW



Talent Attraction Video testimonials: Promoting regional quality of life and diversity





New North Talent Hub

- **Job Seekers** – information on in-demand careers and access to job boards
- **Employers** – industry alliances, connections to attract, retain and train talent
- **Connect & Intel** – data & business insights, best practices & innovative ideas

New North Hires Heroes | Mission Wisconsin



- Mission Wisconsin is a veteran-owned organization dedicated to connecting Wisconsin businesses with a highly skilled talent pipeline
 - Program was named as a finalist for WEDA's Community and Economic Development Award | Talent
- New North Hires Heroes is an on-going partnership with Mission Wisconsin to recruit more families to Northeast WI
 - Includes free consulting services for small (50 employees or less) veteran or military spouse owned businesses
 - Since July 2020, 40 service members supported by Mission Wisconsin have moved to WI, 17 to the New North region

BEST PRACTICES: Recruitment

Participate in external Career Summits, job fairs, military transition assistance program events

- Help veterans connect with each other within the company. Share your messaging with veterans.

Ensure recruitment and HR teams understand that veteran recruiting is different than civilian recruiting

- Make a veteran-specific engagement plan <https://www.dol.gov/agencies/vets/hire>

Partner with Mission Wisconsin, the State of Wisconsin's military talent attraction initiative

- Build your company's talent recruitment pipeline to transitioning service members and spouses.



Steven Janke, founder of Mission Wisconsin and Marine Corps Veteran





GENER8TOR UPSKILLING

thrivent®  Microsoft



gener8tor Upskilling

Powered by Microsoft, American Family Steve Stricker Foundation,
Thrivent Foundation and New North

	Summer '20	Winter '20	Spring '21
# of Applications	196	89	100
# Graduates	19	14	24
% Female Participants	58%	33%	39%
% POC Participants	21%	22%	55%
% Graduates	79%	78%	77%
# Certificates Received	74	69	96
# Received Jobs	16	12	14
Placement Rate	84%	86%	58%



Digital Skilling

Northeast Wisconsin



CSTEY Ecosystem

CSTEY Programs



Supporters



Partners



K-12 School Districts

Wisconsin Tomorrow Workforce Innovation Grant



**WORKFORCE
INNOVATION
GRANTS UP
TO \$10M.**

DREAM IT. DO IT.

 **STATE OF WISCONSIN**
 **DWD**
Department of Workforce Development

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