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

#### Wisconsin

Click a value below to change the map and table.

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

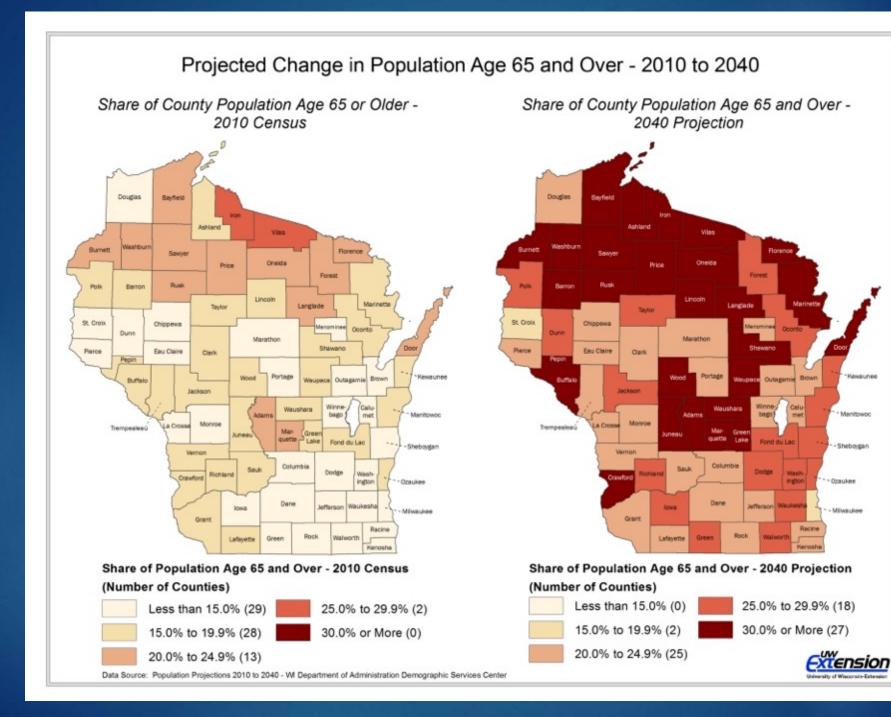
Source: State Profiles – US Census Bureau <u>WISCONSIN: 2020 Census</u> <u>www.census.gov</u>

### Wisconsin Migration

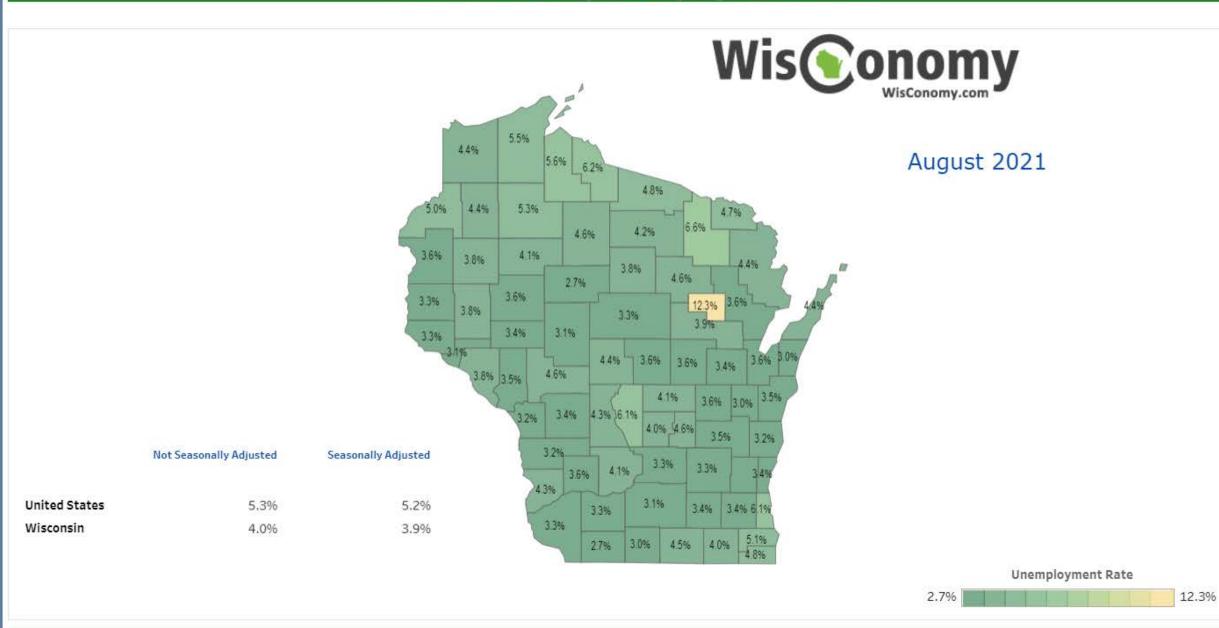
State	Out of WI	Into WI	Net
Minnesota	18,403	17,524	-879
Illinois	12,021	22,402	10,381
All US State Total	101,668	107,973	6,305
Net IL			-4,076

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

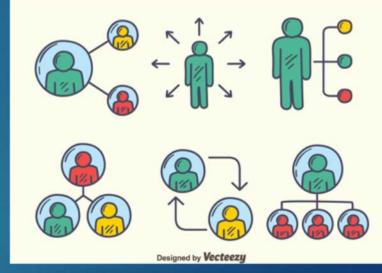


#### **Wisconsin County Unemployment Rates**



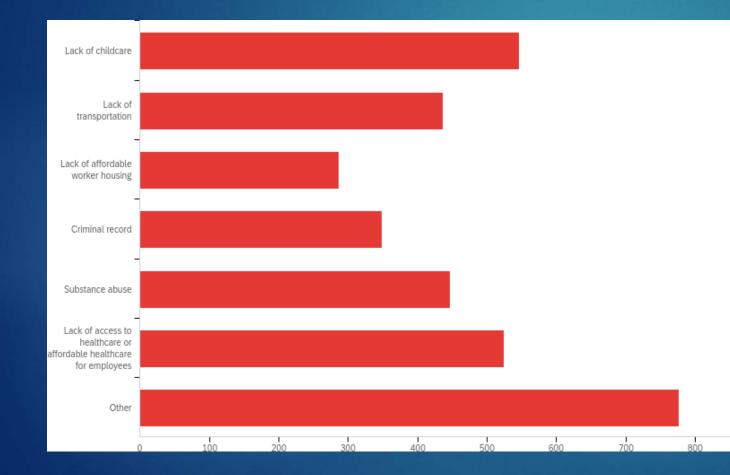
#### **RECRUITING AND MAINTAINING THE FUTURE WORKFORCE**

- 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	<b>9</b> %
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
 Ruilding private sector

 Building private sector collaborations to support existing workers, train new employees and assisting facilities to retain workforce

### TRANSPORTATION

# Winnebago a f

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

#### ZONING & LAND USE UPDATES

Greenville's Zoning Code is going through an update. Learn how this affects you.

To learn more, come to the Public Informational Meeting Nov 14, 2019 @ 5:30-6:30 p.m. Greenville Town Hall (W6860 Parkview Dr)

<u>Greenville, Wisconsin: Zoning Code Updates &</u> District Planning Efforts (greenvillewi.blogspot.com) 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

### 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 21<sup>st</sup> 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





### CONCIERGE SERVICES TO SUPPORT ACCOMPANYING TALENT & FAMILIES



- Introduce new hires to the community
- Provide assistance for dualcareer families to connect the partner with employment opportunities
- Consider the whole familyEducational Opportunities
  - Career Pathways
  - Community Engagement

### LEVERAGE NETWORKS



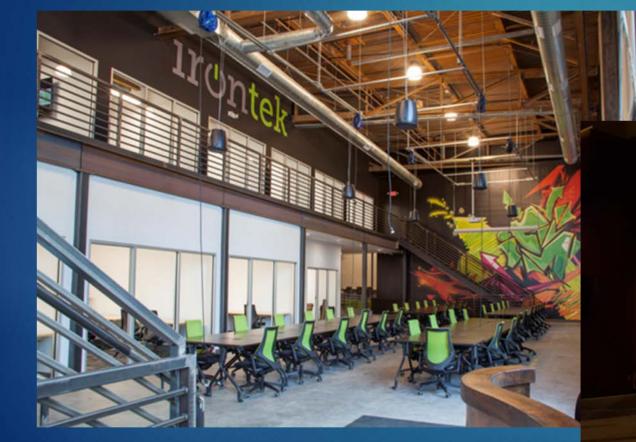
Connect to or look to establish affinity groups
Best Practice Tours
Alumni Associations
Young Professional Networks

### 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





## 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** 

Minneapolis

**New North** 

Madison

Chicago

**Green Bay** 

Milwaukee

Detroit

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

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

### More YOU in NEW









To work, live and play in Northeast Wisconsin is to embrace life. With career opportunities in many diverse industries, four wonderous seasons, numerous recreational and cultural activities, there is MORE of what YOU are looking for in the New North. More YOU in NEW.

in WISCONSIN

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north of what you expect

# 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

#### new north hires heroes







 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 <u>https://www.dol.gov/agencies/vets/hire</u>

#### Partner with <u>Mission Wisconsin</u>, 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





thrivent Linked in 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 # Certificates	79%	78%	77%	
Received	74	69	96	
# Received Jobs	16	12	14	
Placement Rate	84%	86%	58%	





#### **Business – Education Engagement**

Inspire New North

Five active chapters across the 18 county region

#### **Talent Pipeline Engagement**

Regional Career Pathways

Advance Manufacturing | Construction | Patient Care | Digital Technology

00		Advanced Manu Net	facturing Career Pat w North Region 2021-2022	hway	Pathway
	e links to find the job titles that n create an Academic and Care		to learn more! Save any jobs you a	are interested in from this career pa	thway in your XELLO
Educational Level May also require work experience	Production	Engineering and Design	Industry 4.0	Electro-Mechanical	Supply Chain
High School Diploma,	Engine/Machine AssemblerO . Data Entry ClerkO . General Laborer. Packazer Material Handler Range \$23,750-\$50,130				
Certification/ Technical Diploma	Operator Paint Technician * Food Processing Operator Weldor * Sheet Metal WorkerO * Production Technician *	CAD Drafter Quality Assurance Technician * Mold Technician *	Robotic Welder * Quality ControllerO Robotica Technician *	Electronics Technician O * Electrical Engineering TechO * Industrial Engineering TechO * Industrial Maintenance MechanicO *	Shinping & Receiving Cle Robotics and Material Handler Technician Inventors Control *
	Range \$27,300-\$66,380	Range \$29,730-\$76,570	Range \$32,010-79,800	Range \$36,480-88,050	Range \$24,340-\$56,800
Registered Apprenticeship	Industrial Picefitter * Tool and Die Maker * Pattern Maker MachinistO *	Mold Maker	Electrical Discharge Machining Technician	MillverightO * ChC Technician * Industrial Electrician * Industrial Machinery TechnicianO Maintenance MechanicO * Mechatronics Technician *	
	Range \$32,930-\$83,680	Range \$24,400-52.570	Range \$39,190-\$96,690	Range \$33,940-\$83,950	
Associate Degree	CNC ProgrammerO * CNC Machine OperatorO *	Mechanical Designer (CAD) O *	Electronics Entineerine TechO Computer Network SeecialistO Manufacturine Engineer Tech Buziness Analyst * Chemical Engineering TechO	Mechanical Engineerins Technician Electrical Engineer Technician Electro-mechanical Technician	Buyer Production Planner Logistics Anabyst
	Range \$26,400-57,800	Range \$36,300-92,000	Range \$39,400-105.780	Range \$36,700-93,000	Range \$37,500-101,300
Bachelor Degree and beyond	Manufacturing Manager Operations Manager	Electrical EngineerO Mechanical EngineerO Environmental EngineerO Quality ControllerO *	Process Entireer/Systems Engineer * Business Intelligence Analyst Chemical Engineer Computer Scientist© *	Industrial Engineer © * Manufacturing Engineer * Electromechancial Engineering Technologist©	Supply Chain Analyst Procurement Manager • Data Warehouse Analyst •
	Range \$55,000-192,000	Range \$51,240-129,420	Range \$61,660-165,487	Range \$60,150-145,000	Range \$59,700-167,186
Postsecondary Options	Click <u>HERE</u> for Postsecondary Options	Click HERE for Postsecondary Options	Click HERE for Postsecondary Options	Click HERE for Postsecondary Options	Click <u>HERE</u> for Postsecondary Option

BRIGHT OUTLOOK = these jobs are expected to grow in the future - which means more opportunities for you!

XELLO = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)



#### Wisconsin Tomorrow Workforce Innovation Grant



#### **Contact Information**

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