



MIKE ROHRKASTE

STATE REPRESENTATIVE • 55TH ASSEMBLY DISTRICT

Assembly Bill 811

Relating to: talent attraction and retention initiatives and making an appropriation.

Testimony of State Representative Mike Rohrkaste

Assembly Committee on Jobs and the Economy

January 10th, 2018

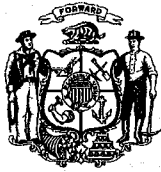
Thank you, Chair Neylon and members of the Assembly Committee on Jobs and the Economy, for holding this public hearing.

Recently, the U.S. Bureau of Labor Statistics and the Wisconsin Department of Workforce Development reported that Wisconsin's unemployment rate continues to be at or near historic lows. In November of last year, our unemployment rate stood at 3.2%, easily beating the national average of 4.1%. At the same time, Wisconsin's labor force participation rate has reached an all-time high of 68.9%, well above the national average of 62.7%. Wisconsinites are working, and employers are continuing to search for qualified applicants for the tens of thousands of job openings in our state. Because of these factors, we now must focus our attention on attracting new workers to our state as well as retaining the talented workforce we have now.

In November, Governor Walker announced a plan for increased funding for workforce attraction and marketing efforts. Assembly Bill 811 is legislation Senator Feyen and I have put forward to help achieve the goals set forth by Governor Walker's plan. This legislation will provide \$6.8 million dollars to the Wisconsin Economic Development Corporation, in collaboration with the Department of Workforce Development, the Department of Veterans Affairs, and the Department of Tourism, to develop a plan aimed at attracting and retaining workers for Wisconsin. This legislation will also focus on attracting veterans to Wisconsin, bringing Wisconsinites back to our state, and expanding DWD's job center capabilities.

Wisconsin is in a great position, but we are not alone. As unemployment across the nation continues to decrease, competition for talent increases. States like Michigan, New York, and Kentucky have already begun efforts to attract more workers, and more states will follow suit. We all know that Wisconsin has a lot to offer; we just need to make sure everyone else does as well.

Thank you for your time, and I encourage members of the committee to support Assembly Bill 811.



DAN FEYEN

STATE SENATOR

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To: The Assembly Committee on Jobs and the Economy
From: Sen. Dan Feyen
Re: Assembly Bill 811

Mr. Chairman, members of the committee, thank you for holding this hearing today.

On November 29th, at this year's Wisconsin Future Summit, Governor Scott Walker announced funding for workforce attraction marketing efforts. This legislation provides \$6.8 million dollars of GPR to the Wisconsin Economic Development Corporation, in collaboration with other state agencies, to develop and implement a marketing campaign aimed at attracting and retaining workers for Wisconsin. There are representatives from multiple agencies here today to speak on behalf of their plan, so I will leave it up to them to share the details of their plan.

Wisconsin has reached record unemployment this year, with some counties having rates as low as 2.1%. While this speaks volume to the economic recovery our state has experienced, it comes with its own set of challenges.

Across the state, there are "Help Wanted" ads posted by employers both large and small. Businesses regularly express frustration with the limited pool of job candidates and as a result may turn down new business opportunities because they simply cannot find people to fill current open jobs, let alone for greater expansion. Getting out the message that Wisconsin is a vibrant state with plentiful opportunities to expand a career, start a family, and build a life is a key piece in solving our workforce puzzle.

WEDC has already begun a workforce attraction marketing campaign known as Think. Make. Happen. This funding will provide the resources for the agency to expand its market reach with this messaging. Additionally, part of the funding will focus specifically on targeting veterans and expanding DWD's job center capabilities.

I am thrilled to continue fueling Wisconsin's economy with Governor Walker and Representative Rohrkaste. We have done an excellent job of supporting worker training programs in Wisconsin but it is not enough; Wisconsin needs more people to fill jobs in our growing industries. Wisconsin has a strong record of being a pro-business state; I believe this legislation is the next step in continuing to support our state's strong economy and industries.

Thank you for your time today. I welcome any questions you may have.



**Assembly Committee on Jobs and the Economy
Testimony on Assembly Bill 811
Tricia R. Braun, COO and Deputy Secretary, WEDC
January 10, 2018**

Chairman Neylon and members of the Assembly Committee on Jobs and the Economy:

Thank you for the opportunity to appear before you today to share information on Assembly Bill 811, which provides an appropriation relating to talent attraction and retention initiatives. We would also like to thank Senator Feyen and Representative Rohrkaste for authoring this legislation.

I'm joined today by my colleagues from the Department of Workforce Development, the Department of Veterans Affairs and Department of Tourism. Working together over the last several months, we have been able to leverage our areas of expertise to coordinate resources and develop a collaborative outreach plan to address the talent shortages facing our state. We are excited about this opportunity to showcase all of what we know is great of Wisconsin.

This initiative builds upon the solid foundation laid by Governor Walker and state agencies as they have developed an integrated approach to make Wisconsin a great place to live and work. In addition to creating a strong business climate that is attracting global companies to Wisconsin, we made significant investments in education and workforce development, including Fab Labs, Fast Forward and Project Search.

As I travel across the state, I hear time and again the concern about the lack of talent to meet our workforce challenges not only of today, but for the future. We also know that Wisconsin, like many states, is facing a demographic challenge which makes it imperative we also attract more workers to the state in addition to keeping those who already live and work here.

With more people working in Wisconsin than ever before, our state needs a proactive strategy to attract and retain top talent. This legislation allows us to further expand the campaign launched this week in the Chicago market to shift the perception people outside of Wisconsin have about our state. Based on message testing we've already completed, we know people in surrounding states have a very limited view of the opportunities available in Wisconsin.

They've said things like:

- "I knew nothing about Wisconsin. Now I think I may want to visit. It looks enjoyable."
- "It made Wisconsin seem like less farmland and hillbillies and more appealing to people like me who like a mix of city living with nature nearby."
- "It appears much more beautiful and relaxing than I could have imagined!"

You will see in your handouts copies of the some of the messages that will be promoted over the course of the campaign in the Chicago area. We want to stress this effort also includes a dynamic digital and social media aspect we have purposefully integrated throughout our efforts. With millennials as the key

THINK·MAKE·HAPPEN.

target demographic, we knew we had to make sure our message is highly visible on media platforms Chicago millennials engage with on a regular basis. From Instagram to YouTube to mobile apps that allow you to compare how much more your money will get you in Wisconsin, or how short your commute times could be, we are leveraging technology and social media channels throughout the initiative.

At this time, we would like to show a few of the ad concepts we launched this week and mock-ups for the veterans plank.

With this solid foundation in place, the investment from this legislation will be able to be deployed quickly. Whether its outreach to alumni or military personnel ready to re-enter civilian life, the Think-Make-Happen platform was strategically built to be readily adjusted to meet different audiences while providing a cohesive message about opportunities in Wisconsin

Assembly Bill 811 provides funding to build out mobile tools and resources for direct talent engagement, which you will hear more about from the Departments of Veteran Affairs and Workforce Development, as well as extending the paid media marketing campaign to other targeted regions. As we continue to develop integrated talent attraction and retention initiatives, we will leverage existing programs and dollars from our agencies to ensure we are fully utilizing available resources and not duplicating efforts.

In addition to the workforce related efforts of the Governor and legislature, our communities have also made considerable investments to make themselves more attractive to talent and our regional partners are working closely together to address talent gaps. Bearing these efforts in mind, we have been intentional in building out the Think-Make-Happen messaging platform as a unifying message that can be leveraged by all stakeholders to clearly show all Wisconsin has to offer for business, professional and personal fulfillment.

We must now take this message to people outside of the state and showcase the numerous opportunities that await them in Wisconsin.

Once again, thank you for the opportunity be here today. I am happy to answer questions from the committee following the testimony from the other agencies.

At this time, I would like to turn it over to DWD Deputy Secretary Chris Hagerup.

THINK·MAKE·HAPPEN.

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Scott Walker, Governor
Ray Allen, Secretary

Assembly Committee on Jobs and the Economy

Testimony on Assembly Bill 811

Christopher Hagerup, Deputy Secretary, DWD

Chairman Neylon and members of the Committee:

I am Chris Hagerup, Deputy Secretary of the Department of Workforce Development (DWD). On behalf of DWD, I would like to thank you for allowing me to testify in support of Assembly Bill 811.

Governor Walker correctly states that workforce development is economic development. As we help employers find skilled workers to fill their current needs, we also give employers in the State the confidence to look forward by hiring new employees, taking on additional work, and expanding operations in Wisconsin. This leads to job creation and, ultimately, to even more opportunity for Wisconsin's workers.

Thanks to Governor Walker and our partners in the Legislature, Wisconsin's unemployment rate is at 3.2 percent, a near record low, and we outpace the nation in labor force participation. However, these strong economic indicators also illuminate the challenges we face. Wisconsin employers are struggling to find skilled talent to fill good-paying jobs. DWD's top priority is to continue to make smart, strategic investments in solutions that help meet employers' labor market needs.

To this end, we appreciate this Committee's interest in further strengthening workforce development and to ensure that no talent is left on the sidelines. Thanks to our partners in the Legislature, we have expanded investments to reach and help Wisconsin workers facing barriers. This includes veterans returning from military service and their families; job seekers with disabilities, the reentry population, the long-term unemployed, college students, youth apprentices, and many others. We need potential employees to "skill up" and "skill in" in order to secure good-paying jobs. And, with more employers looking to locate or expand current operations in Wisconsin, we've broadened our view of potential employees to include untapped talent pools in surrounding states and across the country.

The legislation before you today, AB 811 takes an important step forward in building Wisconsin's workforce through talent attraction. DWD would use \$300,000 of the \$6.8 million provided to purchase a mobile job center to serve not just out-of-state talent, but Wisconsin residents in rural and urban areas who may face transportation or other barriers to accessing a brick-and-mortar job center. This mobile job center would also help to provide rapid attachment to those services and individuals by allowing DWD to gather information instantaneously.

Services that can be provided via the mobile job centers include:

- Basic computer assistance
- Creating resumes and cover letters

- Information on training programs
- Job searching and completing applications
- Interview prep
- Referrals to job and career organizations
- Referrals to Adult Basic Education and GED classes
- Responding to major workforce reductions
- Job Fairs and recruitment on in-state or out-of-state college campuses, military bases and national outreach and talent recruitment events, potentially in collaboration with Wisconsin employers
- Business expositions
- State workforce initiatives and workforce training

DWD plans to employ veterans to staff the mobile job center when visiting military bases. They will effectively market our state's best-in-class employment opportunities, veteran benefits, and quality of life to other veterans. We also plan to take the mobile job center to college campuses, where we will promote internships and good-paying career opportunities to the best and brightest student talent. This includes students originally from Wisconsin and those who are looking for a new place to launch their careers.

The trade show booth developed by WEDC will feature DWD kiosks with touch screens that allow customers to explore workforce programs and sign up for more information. DWD staff will follow up and help these individuals make informed employment decisions about choosing Wisconsin as a place of opportunity for themselves and their families.

Thanks to Governor Walker and the support of our partners in the Legislature, more people in Wisconsin are employed than ever before. DWD will continue to assist anyone in Wisconsin who is seeking a job, even as we partner on initiatives to attract more talent from outside our state to fill employers' labor market needs.

I would be happy to answer any questions you may have. Thank you again for the opportunity to testify today in favor of AB 811.



TRANSCRIPT FOR TALENT RECRUITMENT TASK FORCE

1.10.18

**Deputy Secretary Sarah Klavas
Department of Tourism**

Good afternoon. I'm Sarah Klavas, Deputy Secretary of the Department of Tourism. It's my pleasure to speak to you about the role tourism plays in the quality of life we have in Wisconsin and its' importance as a tool to recruit and attract talent.

Outdoor recreation, natural resources, attractions, arts and culture and supper clubs, and so much more provide the quality of life backdrop that is so important to people who live and work in Wisconsin. This is a selling point when people choose where to live or retire, or when companies make decisions about where to locate and expand.

Tourism is big business. We're a \$20 billion industry in Wisconsin, employing over 193,000 people. Tourism businesses in Wisconsin pay \$1.5 billion annually in local and state taxes. Tourism businesses are like other sectors of our state's economy, we all need employees.

We know talent recruitment is highly competitive. Other states are recruiting hard for workers and Wisconsin must be a leader in this. So, what are we going to do at the Department of Tourism to win? Here's what we are going to do:

Leverage existing communications channels to encourage visitors who come to Wisconsin for vacation to consider living and working here.

How? We'll take TravelWisconsin.com, our consumer facing site that gets nearly 10 million visits annually from people in all 50 states and many countries and develop creative messages that ask, "if you like to vacation here, why not live and work here?" We will pursue free press by pitching to targeted media, stories on Wisconsin's quality of life with specifics on our state parks, events, attractions and outdoor recreation. We will employ our four regional tourism specialists to work with communities and use their relationships with chambers of commerce, convention & visitor bureaus, and small businesses to educate tourism partners on similar strategies to deploy within their own marketing plans.

Governor Scott Walker
Secretary Stephanie Krell



We will all work together to recruit the talent and workforce needed to move Wisconsin forward. The legislation before you today, AB 811 takes an important step and critical step towards that success.

Thank you for this opportunity to talk about the role tourism in Wisconsin plays in growing the Wisconsin economy and to speak in favor of the bill.

**Governor Scott Walker
Secretary Stephanie Klett**

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TRAVELWISCONSIN.COM



**Assembly Committee on Jobs and the Economy
Testimony on Assembly Bill 811
Ken Grant, Administrator, Division of Veterans Services**

Chairman Neylon, Ranking Member Ohnstad, and members,

Thank you for the opportunity to discuss AB 811, and the talent attraction and retention initiative as it applies to Veterans. My name is Ken Grant. I'm the Administrator of the Division of Veterans Services at the Wisconsin Department of Veterans Affairs, which includes Veterans employment and workforce issues.

Before I talk about the initiative I'd like to first provide a little background related to Veterans and their employment. According to estimates by the U.S. Department of Veterans Affairs, Wisconsin is home to about 390,000 Veterans. Of those, about 194,000 are of working age.

Because the nationally directed Veterans-to-work initiatives are within the Department of Workforce Development as an agent of the U.S. Department of Labor, we have a long-standing and strong working relationship with our partners at DWD. The new initiative will build on that partnership.

To understand how the recruitment piece will work for our department it is important to first understand the nature of the process for individuals transitioning from military active duty. These are the folks and the timeframe that we'll be focusing on – military personnel *during their last six months on active duty*. Timing is important – one reason we want to recruit military personnel *before* they leave active duty is that the military will pay the final relocation cost for the individual upon separation from military service.

According to the Department of Defense, enlisted service members have been leaving the military at a rate of roughly 250,000 each year since 2003. The DoD expects that the separation rate will remain high for the next couple of years, with around 230,000 enlisted service members and officers leaving the military each year.

When a member of the military leaves active duty, they are required by law to participate in certain pre-transition activities during the final six months of service, a significant amount dedicated to job preparation and search activities. We intend to focus on these individuals at some of the largest transition centers – focusing on 15-20 different locations such as San Antonio, Texas, Wright Patterson Air Force Base in Ohio, Pensacola Naval Air Station, Fort Bragg, Fort Knox, and Fort Benning, and several other military locations boasting a high density of service personnel.

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The funding provided under the initiative will enable us, in partnership with DWD and WEDC, to participate in recruiting fairs that are held on or around large military bases. These are locations where we can connect directly with those transitioning service personnel **and their spouses**, who are just as important in the recruitment process. Just over half (53.5%) of Active Duty military members are married.

The goal is to reach them directly, to touch them before they leave the service. Having veterans talking directly to veterans is a key component to this effort. At these events we will have the capability to allow veterans to immediately register with Job Center of Wisconsin, ask questions, and receive information about specific Wisconsin jobs.

In addition to recruiting transitioning military personnel, DVA and our partners will actively recruit Veterans from other areas of the country. For example, as Silicon Valley tech workers are seeking other locations and Wisconsin continues to emerge as a tech hub, Veterans can be a prominent demographic.

We will be placing talent attraction promotional materials within the state and nationally, promoting Wisconsin as a leader in the benefits and services provided Veterans as well as a travel destination for Veterans.

Specifically, the WDVA will:

- Promote Wisconsin as a best state for veterans to work and live through a national campaign directed specifically at military personnel as they prepare to leave active duty, raising awareness of our generous veterans programs, benefits, and services.
- Grow the network promoting professional opportunities for veterans in Wisconsin by collaborating with veterans stakeholder organizations – veterans service organizations, veterans business groups, student veteran groups, and others.
- Attract veterans to Wisconsin as a destination for personal, social, and cultural fulfillment through partnerships with tourism, community, and military organizations.

I think we can all agree that Veterans have qualities that every employer is looking for: leadership, the ability to work as a team leader and a team member, the ability to work under pressure and meet deadlines, the ability to give and follow directions, planning and organizational skills, a commitment to working safely, and flexibility and adaptability.

Our goal, through this initiative, is to actively seek out these valuable employees and make sure they know that Wisconsin is a great place for a career and a great place for their family.

Thank you.



What Wisconsin leaders are saying about Governor Walker's Workforce Agenda

"Eighty percent of Wisconsin's business leaders say they are having trouble finding workers, according to the latest WMC economic survey. Attracting more workers of all skill levels to Wisconsin is the right solution, which is why the WMC survey shows that 81 percent of business leaders support Governor Walker's plan. Wisconsin is the best kept secret in the Midwest. Walker's plan will help get the secret out and bring talent to Wisconsin."

- Kurt Bauer, President and CEO, Wisconsin Manufacturers & Commerce

"Businesses across the state need employees who work collaboratively and possess critical problem-solving skills needed to succeed in today's workplace. While about 85 percent of UW System graduates remain in Wisconsin, the governor's talent marketing outreach initiative aligns directly with our goal of continuing to connect UW students, alumni and young professionals with career opportunities in Wisconsin. We look forward to seeing UW alumni throughout the U.S. come home and support our rapidly expanding workforce needs."

-Ray Cross, President, University of Wisconsin System

"When it comes to tech careers, Wisconsin has it all. From biotech to software, from health IT to Internet of Things, and from virtual reality to AI, the opportunities here for tech-savvy millennials are endless. The state's talent attraction campaign included in Governor Walker's Workforce Agenda will help increase awareness of all Wisconsin has to offer young professionals, transitioning veterans and Wisconsin alumni."

- Tom Still, President, Wisconsin Technology Council

"The sleeping giant that is Wisconsin's economy has been awakened and energized by Governor Walker's business reforms. Opportunities for employers and talented people both here in Wisconsin and for those who want to share in the opportunity and prosperity have never been better. The governor's Workforce Agenda will help ensure that folks living outside of Wisconsin are aware of those outstanding opportunities."

- S. Mark Tyler, President, OEM Fabricators, Inc. (Woodville)

"Governor Walker's Workforce Agenda is key to addressing our present and future talent challenges in western Wisconsin and throughout the state. Attracting, retaining and developing talent cannot be addressed with significant impact unless we work collectively on multiple levels. Organizations, municipalities, counties, local and regional economic development organizations and the state need to recognize and tackle this together. It's great to see collaboration and support from the top tier."

- Steve Jahn, Momentum West (west-central Wisconsin)

“Wisconsin’s business climate has been important to many successful businesses who are leaders in their respective markets. As a leader, we are continually creating opportunities for exciting careers and professional growth in a geographic area that offers an exceptional quality of life. Our success has largely been attributed to a talented team of people at our organization. We fully support the state’s new marketing campaign to attract talent to Wisconsin. “

- Jim Faragher, President, Global Finishing Solutions (Osseo)

“With global companies like Foxconn and Haribo soon establishing operations in the Milwaukee region, and with many existing metro Milwaukee businesses expanding, there is a growing need for talented workers to fill the jobs of today and tomorrow. Addressing this challenge requires a multifaceted and coordinated effort to ensure we deliver a unified message promoting Wisconsin as a premier professional and lifestyle destination.”

- Pat O’Brien, Executive Director, Milwaukee 7

“Central Wisconsin business leaders know the value that veterans bring to the workforce and the community. We support the state’s efforts to retain and attract veterans to address critical workforce shortages and look forward to the results this will bring to our communities.”

- Melissa Reichert, President, Heart of Wisconsin Chamber of Commerce (Wausau)

“There are many skilled job openings across a variety of industry sectors in northern Wisconsin. Attracting new talent to our great state by highlighting those career opportunities as well as the outdoor recreation lifestyle that many millennials are seeking will support ongoing efforts to address our rural workforce needs. The governor’s Workforce Agenda complements the state’s recent investments in rural broadband and school Fab Labs, all of which will help attract top talent in our region and throughout the state.”

-Wendy Gehlhoff, Director, Florence County Economic Development

“In Green County and southwestern Wisconsin, manufacturing is alive and well - and growing. From artisan cheese and beer to metal fabrication and robotics, we take pride in what we make here. As our industries grow, we need to attract people who, like us, appreciate the satisfaction in what we build together. We support the state’s efforts to attract millennials, veterans and Wisconsin alumni as a way to address the workforce challenges of today and tomorrow.”

-Cara Carper, Green County Development Corporation

“Wisconsin offers young professionals unlimited opportunities in cutting-edge careers, including biotech, med-tech, advanced manufacturing, engineering and software. Pick your region, pick your lifestyle, Wisconsin has ‘it’. St. Croix EDC supports the state’s proactive outreach campaign to attract and grow Wisconsin’s workforce.”

-Bill Rubin, St. Croix Economic Development Corporation

“Wisconsin has a diverse and dynamic economy that offers incredible career and business opportunities. Wisconsin is very well positioned to win the competition for talent. We support the state’s new talent marketing initiative and are excited to be part of it.”

-Todd Battle, President, Kenosha Area Business Alliance

"The Madison region as well as the entire state offer young professionals numerous opportunities not only for career advancement, but also for fulfilling and affordable social, recreational and cultural pursuits. Promoting our state's many positive attributes to young professionals in Chicago and beyond will help fuel Wisconsin's continued strong economic performance while maintaining the exceptional quality of life our citizens enjoy."

- Paul Jadin, President, Madison Region Economic Partnership

"We have a lot to offer those relatively new to the workforce, both in the New North and across the state. We applaud the state for this proactive campaign, which complements the talent attraction efforts we have undertaken in northeast Wisconsin. There is an abundance of professional opportunities here, both in legacy industries and in areas of innovation. Beyond work, come here and you can live the affordable lifestyle you desire while also making a difference in the community."

- Jerry Murphy, Executive Director, New North



MEN AND WOMEN AT WORK

WISCONSIN'S WORKFORCE AGENDA

NEW TALENT ATTRACTION CAMPAIGN RECEIVES NATIONAL ACCLAIM

Examples of media coverage from Jan. 9-10

Wisconsin Makes Pitch to Young Chicagoans

journal sentinel
PART OF THE USA TODAY NETWORK

WEDC launches ad campaign to lure millennials

**WISCONSIN
STATE JOURNAL**

Wisconsin launches ads to lure Chicago millennials north

AP Associated Press

WEDC ad campaign to attract, retain workers hits Chicago

WISPOLITICS.COM
Wisconsin's Premier Political News Service

**Wisconsin unveils million-dollar ad campaign designed
to lure millennials from Chicago**

**FOX 6
NEWS**

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



WDVA
Wisconsin Department of Veterans Affairs

WISCONSIN
— DEPARTMENT OF TOURISM —

WEDC launches ad campaign to lure millennials

MATTHEW DeFOUR
mdefour@madison.com

Starting this week, young professionals in Chicago may see a new ad campaign on the subway, at the gym, on their phones or even on their beer coasters pitching Wisconsin as the place to be.

The Wisconsin Economic Development Corp. launched the \$1 million marketing campaign Monday — the first of its kind in state history — with a series of ads contrasting cramped subway cars and apartments in Chicago with cheaper rent and faster commute times in Wisconsin.

"The choice is yours," states one ad featuring paddlers on Lake Monona with Monona Terrace gleaming in the background. "In Wisconsin, the average commute is less than 22 minutes, so you can spend less time traversing the rails

and more time in the sun exploring our 15,000 lakes. Wisconsin. It's more you."

The campaign is one of several strategies the state has developed to combat a growing worker shortage, which the Wisconsin State Journal highlighted in its Workers Wanted series last fall. The idea is to combat the perception, identified through recent WEDC surveys, of a Wisconsin filled with farms, bars and cheese.

The ad campaign, which runs through June 30, targets 21- to 35-year-olds with idyllic scenes from 15 locations around the state, including Madison, McFarland, Monona, Milwaukee, the Milwaukee suburbs, Green Bay, Appleton, Portage, Nekeosa, Wausau and the Ashwaubenon forest.

It includes advertising on social

media and other websites, posters in health clubs, coasters in downtown Chicago bars, and ads on the interior and exterior of Chicago Transit Authority trains. WEDC also has redesigned its InWisconsin.com website to provide job, housing and lifestyle resources for those looking to move to Wisconsin.

Gov. Scott Walker has called for an additional \$6.8 million to expand the campaign to other cities.

The Assembly Committee on Jobs and the Economy is holding a public hearing Wednesday on the proposal.

The additional funds include \$4.3 million for expanding the Chicago media campaign to Minneapolis and Detroit, and \$2.5 million for a veterans traveling recruitment effort.



MATTHEW DeFOUR, STATE JOURNAL

Kelly Lietz, WEDC's vice president for marketing and brand strategy, oversaw development of a \$1 million advertising campaign aimed at luring millennials to Wisconsin from Chicago.

Millennials, come hither

State begins talent attraction ad campaign

MICHAEL BURKE
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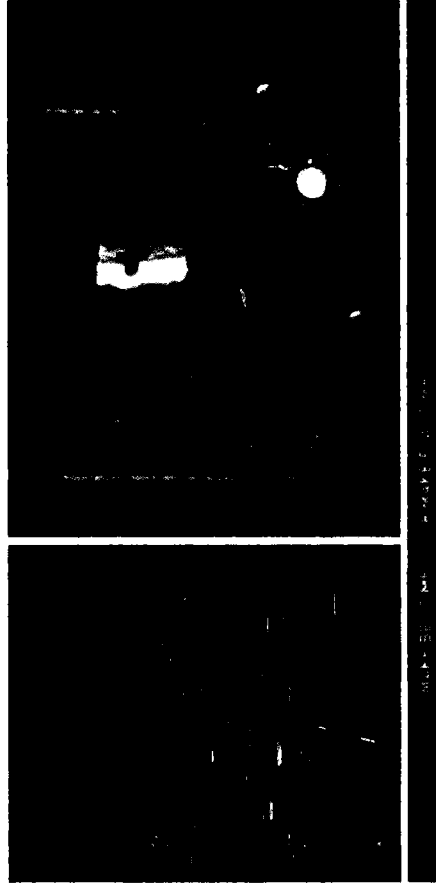
RACINE COUNTY — State officials have announced a new, \$1 million talent attraction campaign, using only social media, designed to persuade millennials to live and work in Wisconsin.

The campaign's first phase will target millennials, or people ages 21-35, in the greater Chicago area and attempt to sell them on Wisconsin's career and lifestyle advantages. It will be conducted mostly via social media including Instagram, Facebook, LinkedIn, Pandora and YouTube.

The next phase, starting in February, will aim to reach alumni of Wisconsin colleges and universities who live out of state.

This is Wisconsin's first out-of-state talent marketing campaign, said Tricia Braun, deputy secretary of the Wisconsin Economic Development Corp.

The new campaign emerged from discussions that started about four years ago among WEDC partners, Braun said. In exploring the question of how to attract young talent to the state, they found there was a "limited perception" of what Wisconsin



The choice is yours. In Wisconsin the average commute is less than 22 minutes - so you can spend more time doing what you love. Wisconsin. It's more you.

THINK • MAKE • HAPPEN IN WISCONSIN



SUBMITTED IMAGE

This is one of the ads the Wisconsin Economic Development Corp. is using in its just-launched ad campaign to attract Chicago millennials to live and work in Wisconsin. The caption reads, "The choice is yours. In Wisconsin the average commute is less than 22 minutes - so you can do more time doing what you love. Wisconsin. It's more you."

offered, she said.

"It's not enough to tell people that we have jobs if they don't also think it would be a great place to live," said Kelly Lietz, WEDC vice president for marketing and brand strategy. And with Foxconn Technology Development Corp. Executive

Director Jenny Trick stated: "Supporting our existing companies and recruiting new development to Racine County has been RCEDC's mission for nearly 35 years, and our future

Racine County Economic Development Corp. Executive

Please see TALENT, Page A5

Talent

From AI

efforts will benefit from a solution-driven talent recruitment program."

Fishing in Chicago

Chicago is a ripe field for plucking young millennials, WEDC and its partners believe. "Chicago's large concentration of young people, who tend to be more mobile than other demographic groups, and its consistent out-migration pattern makes this a primary market for Wisconsin's talent attraction efforts," the agency states.

"After several years, there's an appetite to move away from Chicago," Braun said. The social media campaign is designed to deliver messages that in Wisconsin, young professionals can have more time with family and friends, more career choices and a greater ability to have an impact, Braun said.

For example, one interactive ad allows the recipient to convert his or her Chicago commuting time to the number of

Wisconsin website

All of the ads are intended to drive people to a new website, InWisconsin.com, which allows visitors to explore the state's key industries, natural resources, cultural and recreational options and communities.

Lietz said they will get more than 250 million impressions, or opportunities for people to see the ads, during the campaign's first six months. They also expect more than 10,000 job and/or house searches at InWisconsin.com during that time.

Ads will also be placed on Chicago Transit Authority L trains — including train wraps, and in health clubs, bars and restaurants in the campaign's first phase.

The initial campaign runs through June 30. WEDC said there have been calls for increased coordination among government agencies to expand its reach. A proposed 18-month plan calls for continuing the Chicago paid media strategy beyond June 30, expanding the campaign to additional Midwest areas, increasing outreach to Wisconsin alumni, and aggressively targeting transitioning veterans and their families nationwide.

Gov. Scott Walker has proposed spending another \$6.8 million to deploy that initiative.

"After several years, there's an appetite to move away from Chicago."

Tricia Braun,
Wisconsin
Economic
Development
Corp. deputy
secretary



days a year spent in that mode. A 55-minute commute equals 20 days a year, the ad says; then it says, "That's because Chicago has the longest commute times in the country, compared to only 22 minutes in Wisconsin."

Another ad allows Chicago-area residents to convert their monthly rent amounts to what they'd pay in Milwaukee, where rents average 42 percent lower.

WEDC bought advertising on a network of popular phone apps, and the ads will appear when someone goes to play one of those games, visit one of those news sites, and so on.

Another form of the campaign will be audio ads on music-streaming service Pandora and 15- and 30-second video ads on YouTube.

Wisconsin makes pitch to young Chicagoans

Rick Romell Milwaukee Journal Sentinel
USA TODAY NETWORK - WISCONSIN

Seeking to lure bright young Chicagoans to Wisconsin, the state's economic development agency on Tuesday unveiled a slick marketing campaign developed through technology both new (social media platforms such as Instagram) and old (the Windy City's venerable "L").

The \$1 million effort will extend through June 30 and, it is hoped, persuade young professionals south of the state line that their future lies in Wisconsin.

Emphasizing such Badger State attributes as shorter commutes, lower cost of living and an array of recreational and cultural opportunities, the campaign is aimed at providing the workforce talent employers here say they need.

"This effort has been in development for almost two years," said Tricia Braun, deputy secretary and chief operating officer of the Wisconsin Economic Development Corp., which launched the campaign.

That means it wasn't sparked by the needs of Foxconn Technology Group

and its plans to build a huge electronics manufacturing complex in Racine County.

Rather, it springs in part from the conviction that, as Braun put it, "people are the new currency" in driving economic growth.

Regions across the country are promoting themselves as a way to attract talent, and the WEDC felt it was time for Wisconsin to undertake a statewide effort.

In doing that, the agency is out to change perceptions of Wisconsin that, for many people, are none too flattering.

One example: When nonresidents were surveyed about what images come to mind when they think about Wisconsin, the most frequent response, by a good margin, was "cheese." Second was "Packers," followed by "cold winter." "Beautiful lakes" and "natural beauty" made the list, but in significantly smaller numbers.

As part of the effort to put the state's best foot forward, the WEDC also revamped its InWisconsin.com website, peppering it with glossy images of the best of Wisconsin, motion graphics touting the state's high rankings on var-

ious desirable characteristics, and a wealth of information on careers, key industries, and doing business here.

The six-month marketing campaign will be heavily digital. Roughly \$600,000 is budgeted for such things as sponsored posts on Instagram and Facebook, ads on Pandora and YouTube, pay-per-click advertising on Google and Bing, and advertising on popular mobile apps that will be geographically and demographically targeted to young adults in the Chicago area.

But the WEDC isn't forsaking the physical world. The campaign also budgets \$147,000 for nontraditional advertising on posters at downtown Chicago health clubs and coasters in downtown restaurants and bars.

And, there are the L trains: The WEDC is wrapping the outside of seven cars with Wisconsin-centric advertising and filling the insides of eight others with the same.

"So everywhere you look in that car is our message," said Kelly Lietz, the WEDC's vice president for marketing and brand strategy.

No word yet on how that's going down in Bear country.

NATIONAL

Wisconsin launches ads to lure Chicago millennials north

By **TODD RICHMOND** Associated Press | JANUARY 9, 2018 — 7:05PM

MADISON, Wis. — Gov. Scott Walker's job-creation agency has launched a push to convince Chicago-area millennials to leave the big city and relocate to Wisconsin in hopes of boosting the state's workforce.

The Wisconsin Economic Development Corporation began its "Think-Make-Happen In Wisconsin" advertising campaign on Monday. The project is designed to attract more workers to Wisconsin.

The state's lack of workers figures to become a larger problem in coming years as electronics giant Foxconn Technology Group moves closer to opening a massive flat-screen manufacturing plant in Pleasant Prairie, about halfway between Milwaukee and Chicago. The company has said the plant could employ up to 13,000 people.

According to the U.S. Bureau of Labor Statistics, Wisconsin's labor force stood at 3 million people as of November. The Chicago-area workforce alone was 4.7 million that month.

WEDC officials say they're trying to change a national perception of Wisconsin as flyover country with nothing to offer except snow, dairy farms, cheese and the Green Bay Packers.

"We just don't have enough people," said Kelly Lietz, vice president of WEDC marketing. "People don't think of Wisconsin in the terms of all the opportunities it has to offer. People outside the state don't know and don't understand."

The \$956,000 campaign calls for placing ads on Chicago commuter trains and train platforms as well on drink coasters in downtown Chicago bars and restaurants. Ads also will appear in health clubs and on social media targeted at people between the ages 21 and 34 who live in or around Chicago and at Wisconsin college alumni who have scattered across the country.

Jack Lavin, president and CEO of the Chicagoland Chamber of Commerce, said in an email to The Associated Press that Chicago has invested heavily in things that attract and retain young talent, including universities, parks and public transit.

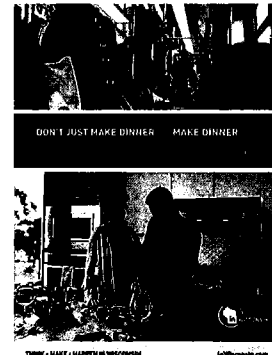
"At the end of the day, the Chicago region offers career opportunity and a great quality of life," Lavin said. "Millennials in our workforce know that. It's why they came here, and why they stay."

Most of the ads boast that Wisconsin's shorter commutes translate to less stress and more time for family, friends and exercise. Other ads tout Wisconsin's lower housing prices, lower property taxes and the state's lakes.

"Don't Just Make Dinner. Make Dinner," reads one ad with a photo of exhausted train commuters juxtaposed with a photo of a happy-looking couple cooking dinner in their home. "Bump Elbows or Bump on the Court?" reads another with photos of train commuters and sand volleyball players. Yet another features a photo of a traffic jam juxtaposed with a photo of a sailboat on Lake Michigan. "Sunset on Michigan (Avenue) or Sunset on (Lake) Michigan?" the ad asks.

The campaign, two years in the making, is slated to run through the end of June. WEDC is paying for the campaign out of its 2018 budget.

Walker asked the Legislature at the end of November to approve \$6.8 million for a second ad campaign designed to attract veterans and millennials to the state from other Midwestern areas, particularly Detroit, Minneapolis and Chicago. The campaign would be modeled after the Chicago effort. A legislative committee was scheduled to hold a public hearing Wednesday on a bill that would release the money.



(http://stmedia.startribune.com/images/1515543230_10)
This undated photo provided by the Wisconsin Economic Development Corporation shows an ad for a \$1...



WEDC ad campaign to attract, retain workers hits Chicago

1/10/2018

The state's first-ever advertising campaign to attract and retain Wisconsin workers launched this week, with ads of all shapes and sizes peppering the Chicago area.

The \$1 million price tag for the campaign is coming out of WEDC's fiscal year 2018 budget, covering paid advertisements in a variety of channels. These ads highlight specific advantages of living in Wisconsin compared to a bigger metro area, such as shorter commute times, lower taxes and lower rents.

Tricia Braun, secretary and COO of the Wisconsin Economic Development Corporation, says momentum has been building for this campaign for about two years.

"We had been hearing as an agency from all of our partners, businesses that we work with, etc., that talent is increasingly the number one issue for Wisconsin," she told WisBusiness.com. "Looking at what we could do to market Wisconsin to out-of-state workers, the reality was there was a large lack of perception or misperception on the types of opportunities that Wisconsin offered."

She says the effort to draw Wisconsin alumni and millennials from out-of-state will reframe the narrative by showcasing opportunities for careers and for personal fulfillment.

Ads will take the form of targeted social media posts, streaming video and audio ads, mobile app pop-ups, banners on trains, backlit billboards in downtown health clubs and branded coasters in restaurants and bars.

All the visual ads have a similar look, with bold colored frames surrounding two-pane images contrasting big city life with living in Wisconsin. Video ads share the same comparative structure.

One billboard has an image of cars stuck in busy traffic above a photo of two paddle-boarders soaking up the sun. It reads: "Brake pedal, or board paddle? The choice is yours. In Wisconsin, the average commute time is less than 22 minutes, so you can spend less time traversing Michigan Ave and more time exploring our 15,000 lakes. Wisconsin. It's more you."

The campaign as a whole centers around the concept of "more you."

"A couple of different notions were tested in the market," Braun said. "The feedback on 'more you' is resounding; that yes, in Wisconsin, you can have more of what you love to do. You can spend more time with your family; you can have more career choices -- whatever it is, you can have more of it here in Wisconsin."

A big part of the campaign is the revamped InWisconsin.com website, which will supplement the digital ads with regional data and testimonials, as well as home and job search functionality.

Gov. Scott Walker first announced this ad campaign at the Future Wisconsin Summit in late 2017, when he also called for legislators to allocate \$6.8 million to market the state to three key

groups: Midwest millennials, Wisconsin alumni, and military vets and their families.

While the \$1 million campaign targets millennials and alumni, it doesn't have any ads specifically geared toward veterans. If the Legislature acts on Walker's request, part of the funds would go toward the primary campaign, while a sizeable portion would support the development of a separate national campaign targeting military personnel as they leave active duty.

Lawmakers have introduced bills to allocate the \$6.8 million, and a hearing on the Assembly bill is set for this morning. WEDC will be testifying jointly with the Department of Workforce Development and the Department of Veterans Affairs.

"The partners that we've been working with that are begging for this to happen, I think there will be ancillary lobbying happening through those channels," Braun said, adding that WEDC representatives will be meeting directly with lawmakers to tout the legislation.

See some sample ads below.

Banner ads for train interiors: <http://www.wispolitics.com/wp-content/uploads/2018/01/TrainInteriors-2.pdf>

Backlit billboards for health clubs: http://www.wispolitics.com/wp-content/uploads/2018/01/Backlit-Billboard-6.1875-x-8.1875_vF2.pdf

Social media ads: <http://www.wispolitics.com/wp-content/uploads/2018/01/SocialAds.pdf>

Coasters: http://www.wispolitics.com/wp-content/uploads/2018/01/7318-11_TMH-Coasters_v4.pdf

Check out video and audio ads here: <http://wedc.org/newsroom/talent-attraction-media-kit/>

--By Alex Moe
WisBusiness.com



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Wisconsin ad campaign goes after Chicago's millennials

Wisconsin is trying to lure young professionals out of the Windy City with a new million-dollar marketing effort. The campaign is designed to hit millennials where they live.

Marco Ugarte takes the train from Chicago to Milwaukee for business but said he could see living in Brew City.

"Having more space, more competitive house pricing, perhaps," Ugarte said.

He's the kind of young professional Wisconsin is hoping to attract.

The deputy secretary of Wisconsin Economic Development Corp., Tricia Braun, said they are trying to sell "the opportunities that Wisconsin has to offer." The state's goal is to lure talent, using social media and targeted messaging touting Wisconsin's quality of life advantages.

Wisconsin's campaign will focus on three words: Think, Make, Happen. But for the Chicago area millennials it's targeting, it may come down to just two words: time and money.

By moving to Wisconsin, millennials could have more time for themselves and a lower cost of living. "I think there's a lot of opportunities that people don't know about," Marquette University student Ava Clafford said.

Some believe changing Wisconsin's image won't be easy.

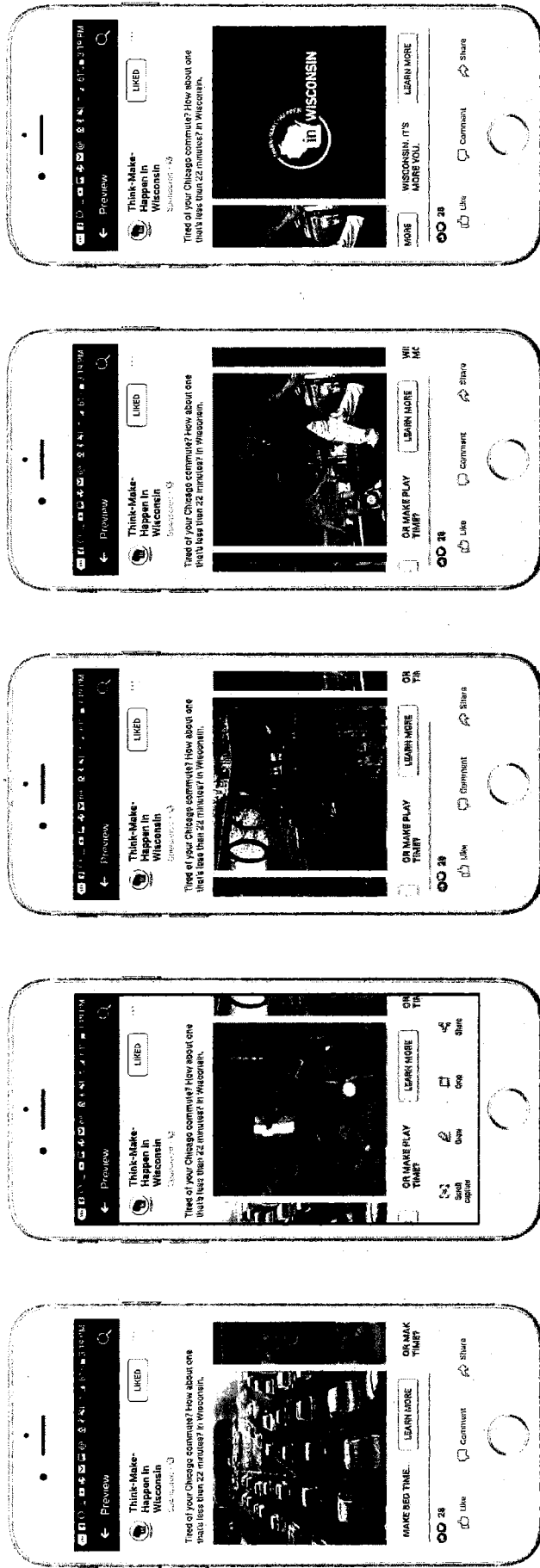
"I don't know if it would be as big of a draw for millennials who aren't from here originally," said Patrick O'Neill who is a Wisconsin native.

But as competition for talent increases, state leaders think there's no time to waste.

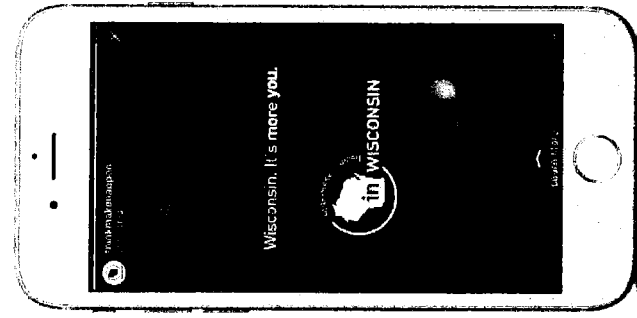
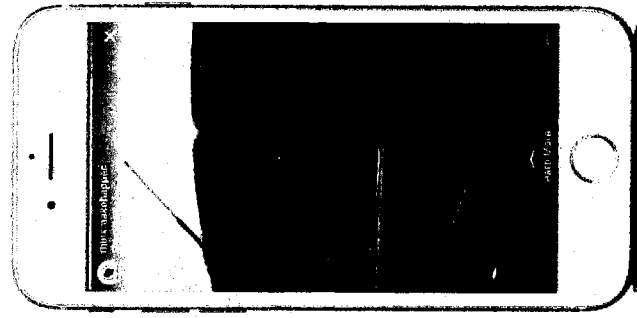
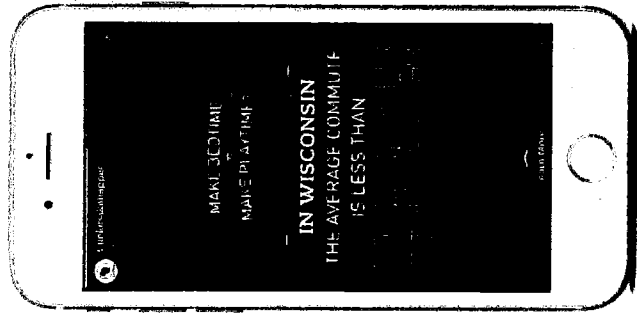
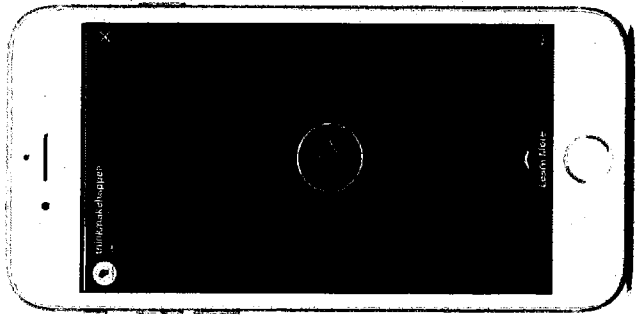
"It's not doing Wisconsin any favors to be America's best-kept secret," Braun said.

The ads targeting Chicago millennials will appear on all social media platforms, in health clubs, on drink coasters in bars, and on the inside and outside of Chicago 'L' trains, which will be visible to drivers stuck in traffic.

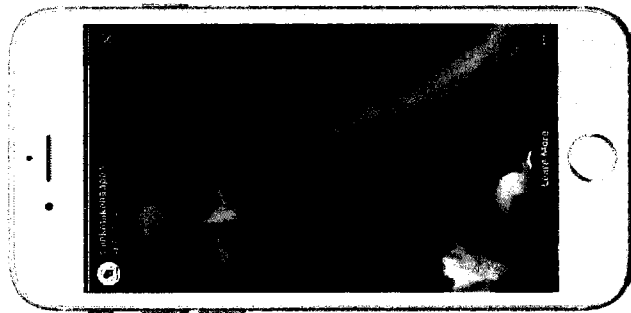
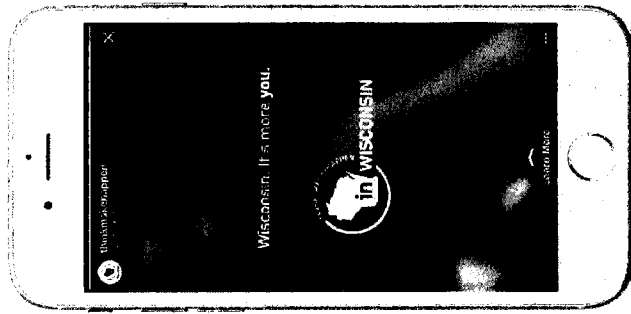
Facebook Carousel Ad



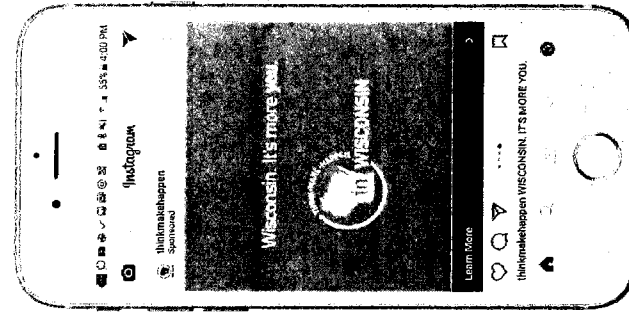
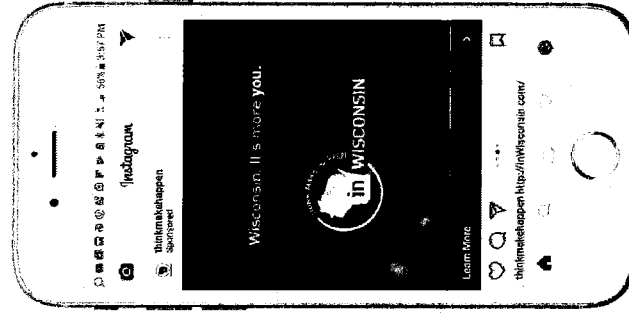
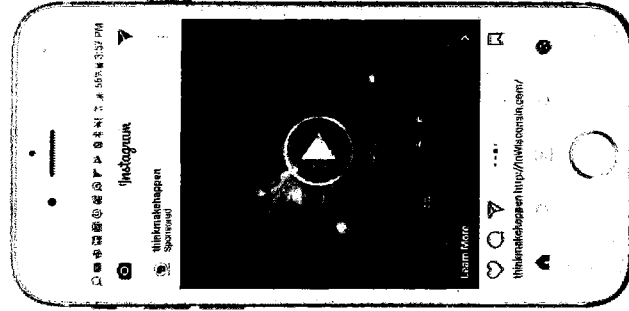
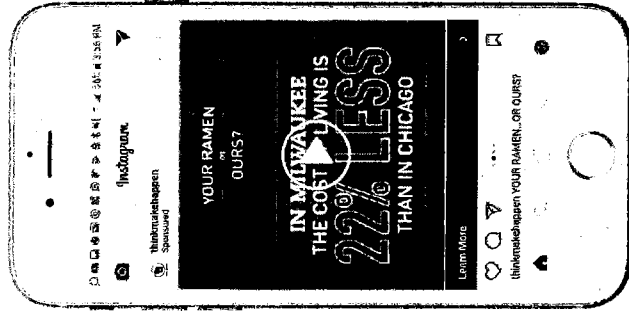
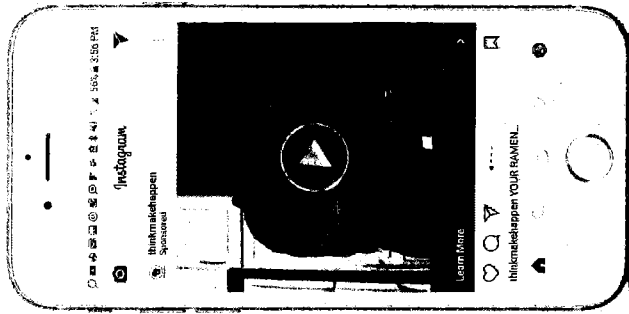
Instagram Sponsored Story



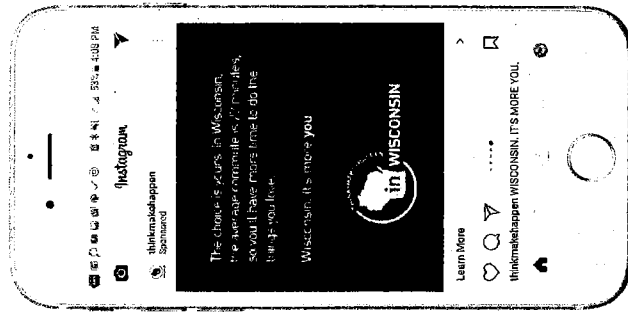
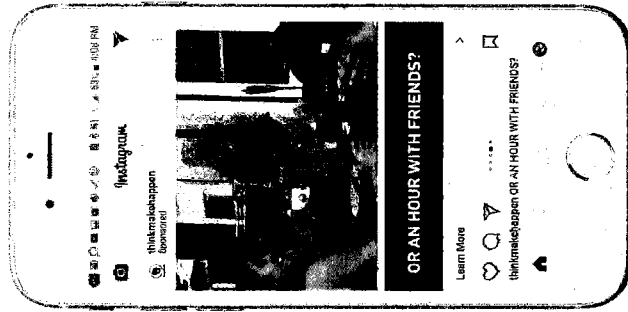
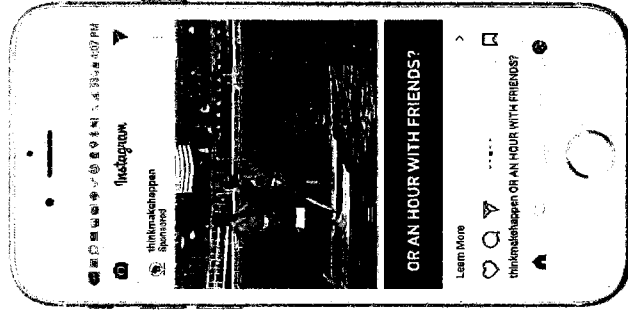
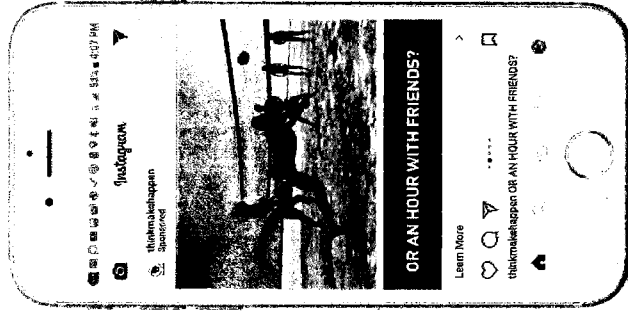
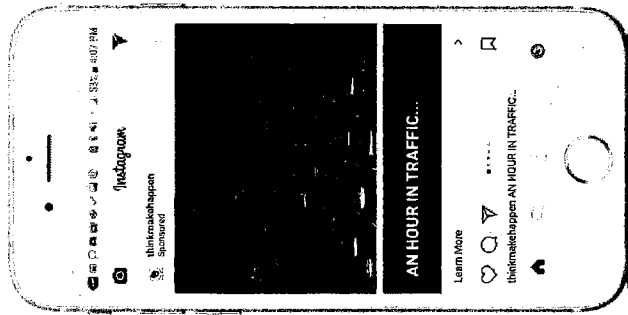
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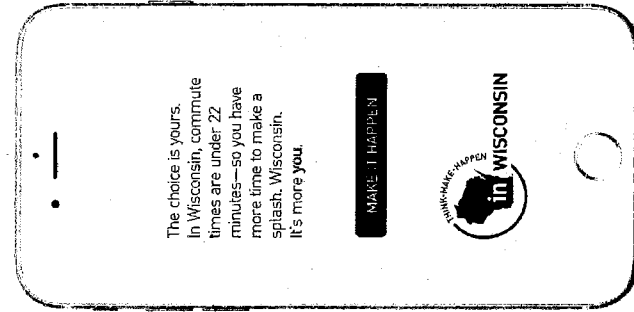
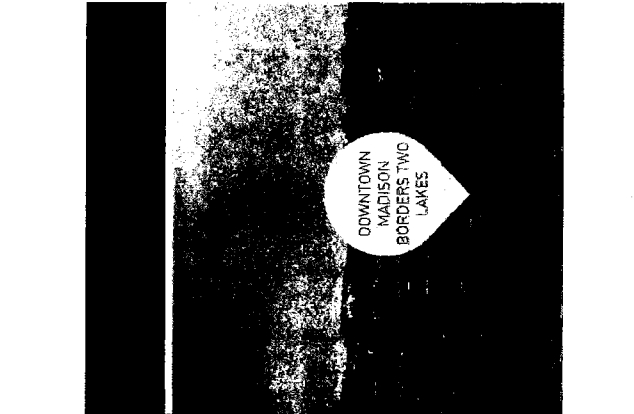
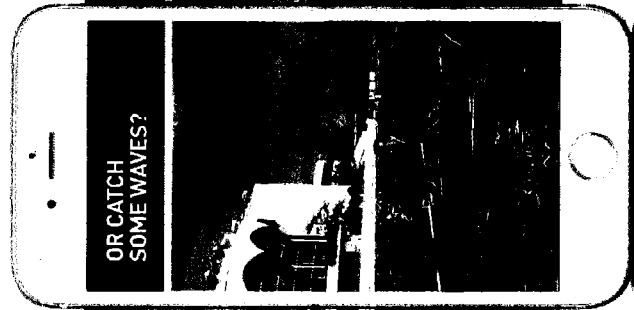
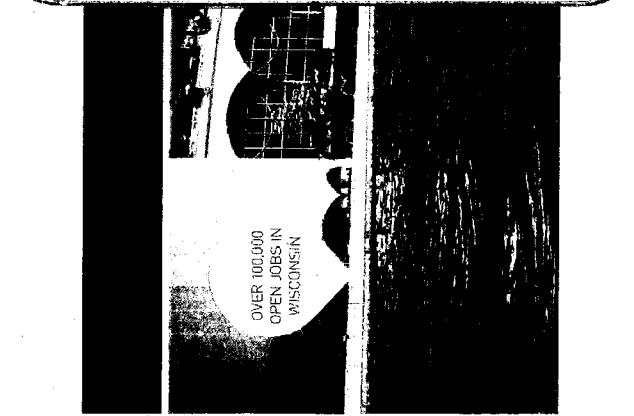
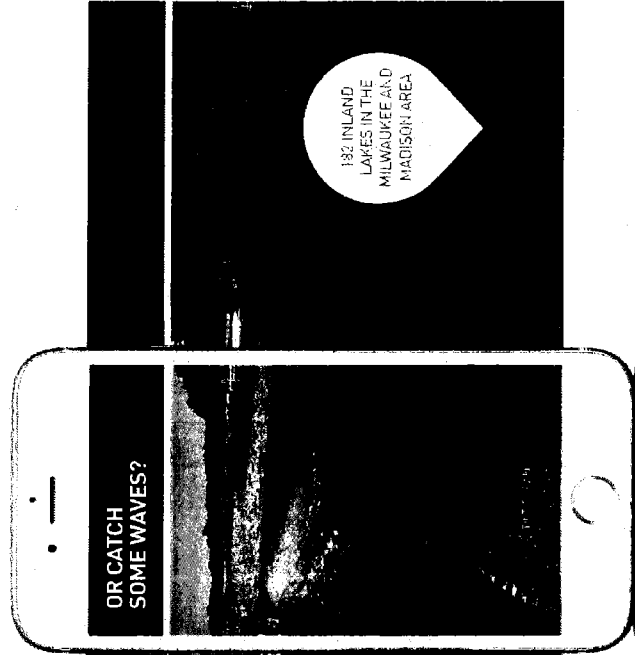
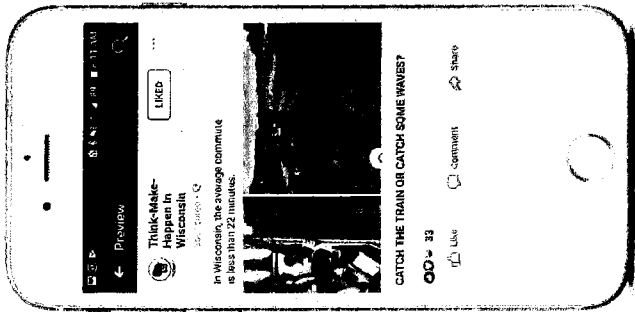
Instagram Carousel Ad



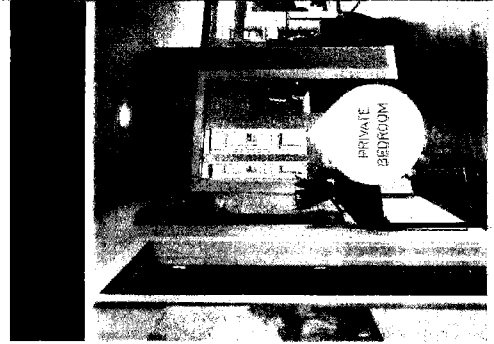
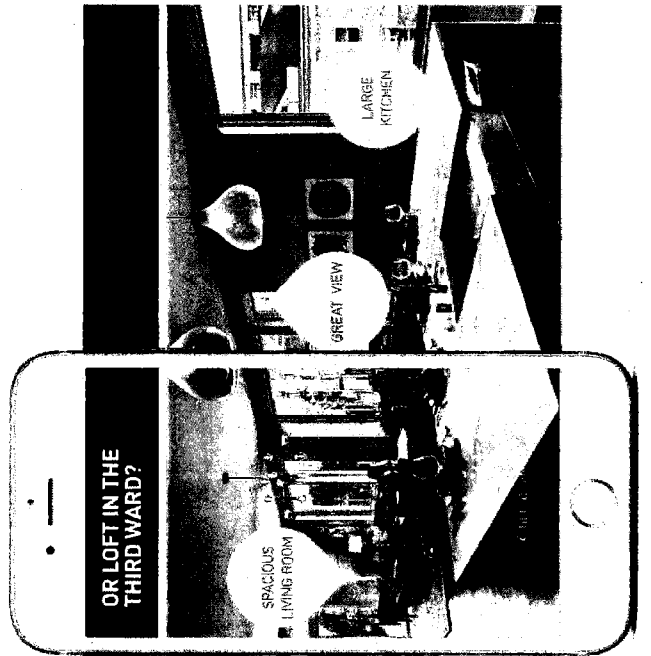
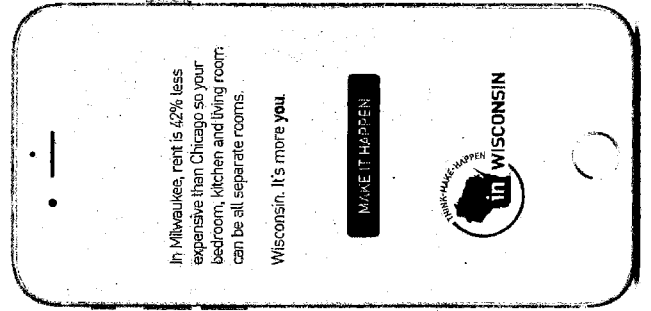
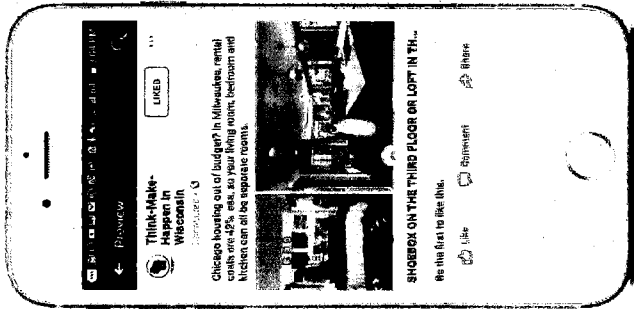
Instagram Carousel Ad



Facebook Canvas Ad



Facebook Canvas Ad



HOW LONG
is your
CHICAGO
COMMUTE?

MINUTES

OK, I'LL BITE

HOW LONG
is your
CHICAGO
COMMUTE?

1

ONE WAY

1	2	3
4	5	6
7	8	9
POPS	TUV	WXYZ
++#	0	☒

HOW LONG
is your
CHICAGO
COMMUTE?

55

ONE WAY

OK, I'LL BITE

Wow, that's
55 DAYS
PER YEAR COMMUTING


That's because Chicago has the longest
commute times in the country compared to
only 22 minutes in Wisconsin

Wisconsin: it's more you.


FIND OUT MORE




FIND OUT MORE




FIND OUT MORE



FIND OUT MORE



FIND OUT MORE



To: Members of the Assembly Committee on Jobs and the Economy
From: Adam Tegelman, Director of Operations, MCC, Inc.
Date: 1/10/2018
Re: Support of AB 811

Good morning Chairman Neylon, and members of the Committee on Jobs and the Economy. My name is Adam Tegelman and I am the Director of Operations at MCC, Inc. of Appleton. Joining me today is Cherish Schwenn, the Executive Director of the Wisconsin Ready Mixed Concrete Association which MCC is a member of. We are testifying today in support of AB 811.

My company, MCC, Inc. began in Wisconsin back in 1926 and today is composed of an Aggregate Division, a Construction/Asphalt Division, a Concrete Division, a Maintenance Division, and a Trucking Division.

The Wisconsin Ready Mixed Concrete Association (WRMCA) is a statewide trade association representing the ready mixed concrete industry in Wisconsin. Our membership represents approximately two-thirds of all ready mixed concrete production in the state and upper peninsula of Michigan. Our membership includes both producers of ready-mixed concrete and the suppliers who help in manufacturing the product. Roughly 85 percent of all ready mixed concrete companies are family owned and operated businesses. Virtually every construction project in America uses at least some ready mixed concrete.

We are testifying today in support of AB 811 because of the shortage of drivers and other workers available to my business and the industry at large. This legislation expands Wisconsin's ability to market itself in order to persuade millennials, military veterans, and workers of all stripes to move to this state and help with this worker shortage. AB 811 will also expand the state's ability to retain workers native to Wisconsin by marketing opportunities and communities around the state that they may not be aware of.

It is critically important we get more qualified workers in Wisconsin to keep businesses like mine operating at a healthy level. Both in Wisconsin and nationally, Ready Mixed companies have been dealing with driver shortages. The National Ready Mixed Concrete Association's *2017 Mixer Driver Recruitment and Retention Survey* showed some 36 percent of respondents turned down business due to lack of drivers in the previous year. In the survey, 92 percent reported they would hire mixer drivers this year if available. This clearly demonstrates a problem my industry and others are up against. Wisconsin needs to compete with other states and regions for workers and this bill provides the tools to compete and reach more people with our appealing story.

WRMCA supports AB 811, an overdue and innovative approach to addressing the worker shortage that Wisconsin and other states are experiencing.

Thank you for your consideration and allowing me to testify today. We'd be happy to answer any questions committee members may have.

Sincerely,
Adam Tegelman
MCC, Inc.



**Wisconsin
Ready Mixed
Concrete
Association**

HOW ideas GET built. ©

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www.wrmca.com

WMC

WISCONSIN MANUFACTURERS & COMMERCE

TO: Members, Assembly Committee on Jobs and the Economy
FROM: Chris Reader, WMC Director of Health & Human Resources Policy
DATE: January 10, 2018
RE: Employers support AB 811

Mr. Chairman, members of the committee, thank you for the opportunity today to discuss Assembly Bill 811. My name is Chris Reader. I am the human resources policy director for Wisconsin Manufacturers & Commerce, the largest business trade association in the state.

Opportunity.

That is really what this is all about, and it is why we strongly support AB 811 and urge the committee to quickly move it along to the full Assembly.

We have an opportunity as a state to capitalize on a national workforce that is more mobile than ever before, willing to move where the opportunities are. And we have opportunities in Wisconsin for people to take advantage of – low cost of living, short commutes, quality education, and plenty of job opportunities.

It's no surprise to those of us who live here that Wisconsin was recently ranked as a top ten state to raise a family. We're a top ten state for business. Consistently, we are moving up the rankings in recent years as a place employers, job seekers, and families should want to be. We have opportunities.

But there is one glaring problem – and it is a numbers game. We simply don't have the number of people necessary right now to fill the job openings we have, the job openings that are soon to come, and certainly the openings of the future that come with economic growth. And we see it all over, from manufacturing to teaching to healthcare. We simply need more people to come to Wisconsin.

For employers, this has been an issue for some time. First we dealt as a state with the workforce paradox – where we had workers, but they didn't have the right skill set. To everyone's credit, in a nonpartisan fashion, K-12, technical education, and the universities in our state worked together alongside businesses to turn the workforce paradox around. And slowly we are. The state has an increased focus on skilled trades, K-12 and employers now work collaboratively to provide work experience to kids, and there is a shared desire to increase access and availability of apprenticeships in the state.

Now, the issue has moved beyond workers skills, and has become a numbers game. We need workers. Every six months we survey our member employers to see what is the most pressing issue they face. In

the most recent survey conducted in December, the shortage of workers was the top issue with over 80% of employers having difficulty finding the workers they need to fill current job openings.

Fortunately employers were also optimistic, with an equal amount expecting to have growth in the next 6 months, both at their own company and the state economy overall.

And to be clear, this is not about Foxconn. WMC has been calling for a campaign to bring people to our state for some time, and even included it in our legislative agenda that our board of directors approved in January, 2017. Foxconn is simply one more employer that will need workers, and puts a fine point on the need for the type of efforts funded in AB 811.

Why do we have this problem in Wisconsin? First, it's important to note that we're not unique. Many states are facing the same issue. We simply have more people set to retire than we have set to enter the workforce. And it's not people leaving our state – we actually do really well as a state at keeping talent in Wisconsin. People that are from Wisconsin and go to a state based university are very likely to stay here. Where we fall short is in attracting others to come here, and that's what AB 811 is all about.

AB 811 allows our state to tell the world about the great opportunities that are in Wisconsin. From healthcare to advanced manufacturing, we need people to come here with their families. There are opportunities for C-Suite careers and folks just starting out. We have great communities, strong cities, and a quality of life that can compete with anywhere in the country. With AB 811, Wisconsin can start getting our story out to help people understand the opportunities that await them in Wisconsin.

Testimony in support of AB 811

January 9, 2018

Good Morning Chairman Neylon and members of the Jobs & Economy Committee.

To give you a little background on myself. I worked for the Dept. Workforce Development (DWD) for 25 years, the last 12 years I was director of the LVER/DVOP Veterans Employment and Training programs. Our mission as directed by the Dept. of Labor Veterans Employment & Training Service (DOLVETS) was to ensure veterans were job ready and to refer veterans to job openings with employers.

Around 2005 we implemented a program whereby chosen staff were sent to military bases to connect with military personnel leaving service with employers. Staff visited Japan, Korea, Germany, Okinawa and state-side bases.

While it was a very successful endeavor on the veteran side, we could not get employers to hire veterans before they returned to Wisconsin. However, it was a different time where unemployment was high and employers had their pick of applicants and the hiring of veterans was in its infant stage compared to now.

I believe times have changed, unemployment is at its lowest percentage since the 90's and employers are having a difficult time finding qualified and interested applicants. In addition, some veteran friendly employers have picked up on this overseas effort and are sending staff to military bases to recruit and hire veterans.

For AB 811 to succeed employers will need to hire veterans prior to them being discharged from their last base assignment. Veterans are leaving the security of the service for an unknown future which is very stressful for the veteran and his/her family. For a veteran to have a signed contract for employment would provide a security blanket and it would immensely benefit Wisconsin's effort to recruit veterans to the State.

I support AB 811 and encourage the committee to pass AB 811.

Thank You.
Bruce Markert
Veterans Advocate



Testimony on *Assembly Bill 811* before the
ASSEMBLY COMMITTEE ON JOBS AND THE ECONOMY
January 10, 2018

Peter Thillman
Wisconsin Economic Development Association

Good morning Chairman Neylon and members of the Committee. Thank you for the opportunity to testify today in favor of Assembly Bill 811.

My name is Peter Thillman. I currently serve as Vice President for Economic Development for the Fox Cities Regional Partnership. I am also a member of the Wisconsin Economic Development Association.

WEDA is a statewide association representing roughly 450 public and private sector economic development professionals. We are dedicated to advancing economic prosperity in Wisconsin and providing our members with the necessary tools to encourage business expansion and promote private investment.

Strengthening Wisconsin's workforce has also become a top priority for WEDA members. There has always been an overlap between economic development and workforce development, but with Wisconsin's current worker shortage crisis, they have become directly linked.

One of the most important factors in successful business retention and attraction is the presence of a strong talent pipeline that meets the workforce needs of the business community. But between an aging population, near record low unemployment, and difficulty attracting new residents, Wisconsin does not have enough workers to fill current job openings.

Wisconsin's worker shortage impacts every industry sector and threatens economic growth statewide. Unfortunately, there is no simple solution to the problem. It will require a comprehensive strategy that includes collaboration between businesses and policymakers, and the implementation of bold, forward-thinking policies and programs.

WEDC's Think-Make-Happen marketing platform – designed to retain top talent and encourage young professionals to live and work in Wisconsin – certainly has a place in a broader strategy to help address Wisconsin's workforce challenges. An effective marketing campaign can play an important role in raising the profile of Wisconsin and what we have to offer in terms of professional opportunities and a high quality of life.

The Fox Cities was one of the first local stakeholders to take advantage of the Think-Make-Happen platform to highlight what the region can provide to professionals and young

families. The campaign effectively captured the opportunity for work-life balance that is attractive to the millennial generation.

Assembly Bill 811 will provide the funding necessary to build off the current Think-Make-Happen platform, expanding its reach and focusing on key populations that are more likely to relocate to Wisconsin – including millennials from neighboring states and Wisconsin alumni. The legislation will also allow for greater collaboration and resource sharing among state agencies, which should result in a more consistent and effective message that is needed to help attract skilled employees to Wisconsin.

Assembly Bill 811 will help implement what I believe is a targeted, thoughtful campaign that will highlight the professional and personal opportunities Wisconsin has to offer new residents. It's a worthwhile initiative that has a place in a larger effort to strengthen Wisconsin's workforce and pave the way for future economic growth.

In closing, I would urge you to support AB 811 as part of a comprehensive strategy to address Wisconsin's workforce shortage crisis. Thank you for your time and consideration. I would be happy to answer any questions.



January 10, 2018

Assembly Committee on Jobs and the Economy

Assembly Bill 811

Representative Peter Barca

Chairman Neylon and members of the Committee on Jobs and the Economy; thank you for the opportunity to provide testimony on Assembly Bill 811, legislation largely intended to fund out-of-state marketing campaigns to attract additional workers to Wisconsin.

Today this committee is considering a proposal to provide nearly \$7 million in state funds primarily directed at marketing and other activities to attract additional workers to our state. While I do not necessarily oppose this type of initiative, I am concerned the legislature is putting its priority in the wrong place and will pass this bill, but fail to address the state's more pressing obligations. Our first priority should be to ensure Wisconsin citizens, who have been underemployed and unemployed, are provided targeted training and transportation to obtain a family supporting job.

This \$7 million investment should first go towards providing training to Wisconsinites so they themselves can fill open positions. It should first go towards investment in transportation systems so that the people of our state can get to the jobs available. It should first go towards programs for Wisconsin veterans so they can successfully transition from service to employment.

If the state had made the needed investments in these areas most critical to the success of our economy, then a marketing campaign to recruit additional workers from outside of Wisconsin could have merit. However, that is not the case. We must always prioritize outcomes for the people of Wisconsin and make investments in the issues that matter most.

Thank you again for the opportunity to provide testimony on this legislation.

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WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate / Develop / Network / Promote

January 10, 2018

Dear Legislator,

Without question, the single biggest need of Waukesha County businesses is workforce development. In a survey we conducted in 2017, 67% of businesses in Waukesha County report finding a skilled workforce to be the primary challenge they face when starting or growing their business. Waukesha County is working to address that problem through a countywide workforce development strategy (attached).

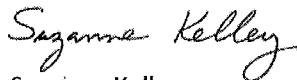
However, we need the state to support these efforts as well. Wisconsin's unemployment rate is the lowest it has been in decades, and with the workforce participation rate at an all-time high, our state needs a proactive strategy to attract and retain top talent.

That is why the Alliance is asking you to support AB-811/SB-679, which directs the Wisconsin Economic Development Corporation, Department of Workforce Development, Department of Veterans Affairs, and the Department of Tourism to develop and implement initiatives for the attraction and retention of the talent needed to sustain Wisconsin's strong economy.

The bill will fund a much-needed national talent attraction campaign targeting Midwestern millennials, Wisconsin alumni, and veterans. Wisconsin needs to attract and retain highly-skilled workers by increasing the awareness of the many opportunities in our state. In addition, we believe these efforts need to be complimented by a strategy that includes business, university, secondary education, government and other partners. An integrated strategy including the key stakeholders must be part of the \$6.8 million-dollar marketing campaign.

The Alliance is the largest business association in Waukesha County. We represent 1,200 companies and community organizations who employ an estimated 75,000 people in our region. Our members are depending on the state of Wisconsin to align its efforts with the workforce development efforts being deployed locally, to help solve Wisconsin's workforce problem.

Sincerely,



Suzanne Kelley

President & CEO

Waukesha County Business Alliance

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate / Develop / Network / Promote



WORKFORCE DEVELOPMENT STRATEGY

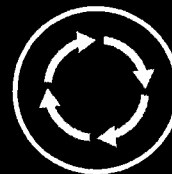
2018



DEVELOP



ATTRACT



RETAIN





The number one concern we hear from the business community is workforce. In a survey we conducted in 2017, 67% of businesses in Waukesha County report finding a skilled workforce to be the primary challenge they face when starting or growing their business. It's time for us to address that.

With increased resources available in our area, we now have the capacity to tackle this problem. We've created action teams and employer collaboratives to ensure our businesses have a voice in the process and we're coming up with solutions.

We believe there are three tenets that make up a comprehensive workforce development strategy: developing our future workforce through partnerships with educational institutions, attracting new talent to our area and retaining and skilling up our existing workforce.

With our population aging and retiring out of the workforce, this is a problem that isn't going away anytime soon. But we're working hard to show our region and the state as a whole that Waukesha County is a leader in fostering a community where businesses and citizens thrive.

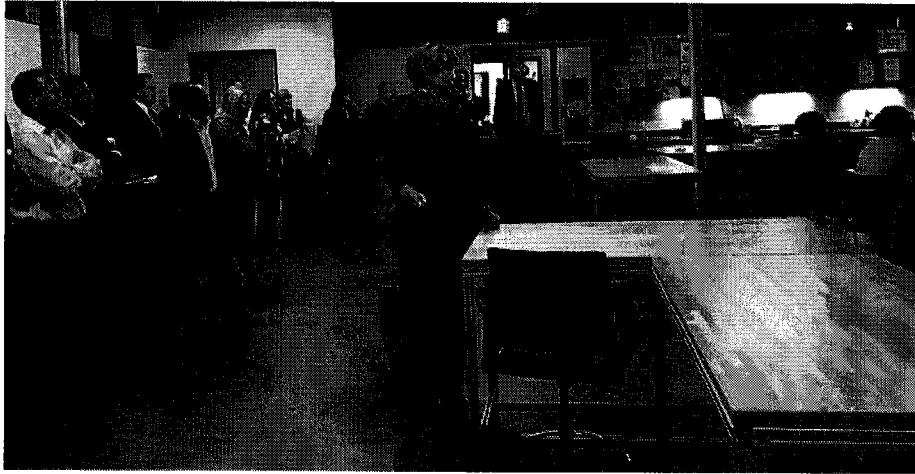
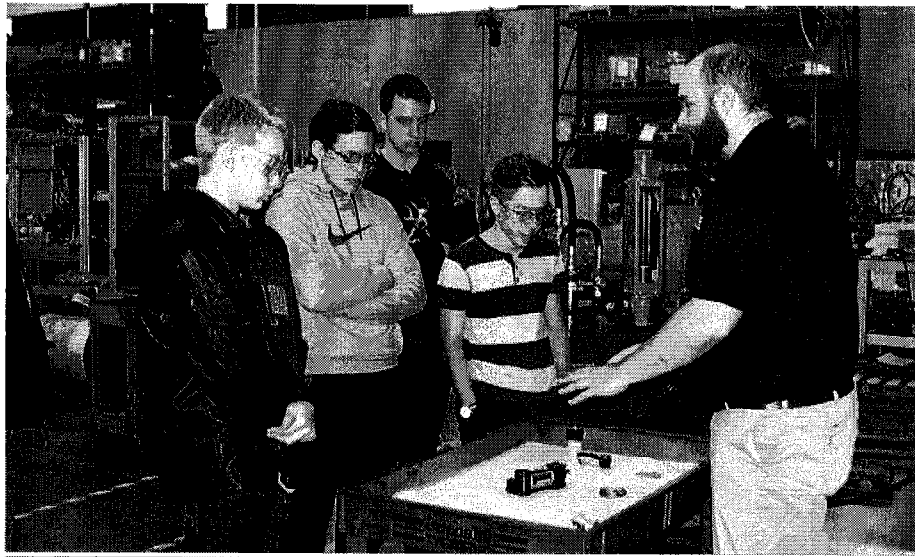
Join us.

Suzanne Kelley
President and CEO
Waukesha County Business
Alliance, Inc.

Tim Casey
Director, Economic Development
Waukesha County Center for
Growth, Inc.

Paul Farrow
Waukesha County Executive

Laura Catherman
President
Waukesha-Ozaukee-Washington
Workforce Development, Inc.



Arrowhead students visit Price Engineering on a Schools2Skills tour™ in February 2017 (top); Business leaders tour Arrowhead's new manufacturing center in March 2017 (middle); Students work a surgery simulator at the Many Futures in Health Care Career Expo in March 2017 (bottom).



DEVELOP

We work to develop our future workforce by partnering with K-12 and post-secondary institutions to expose students to all the career opportunities in Waukesha County.

- 1** Create a model to get educators into businesses and provide them with information on career clusters and current career pathways in Waukesha County through the Educators in Business Action Team.
- 2** Implement a college and career readiness measurement framework for Waukesha County school districts to assess K-12 workforce skills development through the Countywide Report Card Action Team.
- 3** Expand employer collaboratives in the construction/skilled trades, IT and health care industries, similar to the Manufacturing Alliance, to help those industries address their needs for skilled talent.
- 4** Support the MADE (Manufacturing, Automotive, Design and Engineering) model for the School District of Waukesha to strengthen business/education partnerships and encourage students to consider careers in those industries. Expand the model to other districts.
- 5** Expose students to the many career opportunities available in Waukesha County by hosting the MADE Career Pathways Expo, the Many Futures in Health Care Career Expo and Schools2Skills™ tours.
- 6** Support the Milwaukee 7's "GROW HERE" campaign by encouraging businesses and educational institutions to participate in career-based learning experiences.
- 7** Work with post-secondary institutions to ensure their programs and curricula meet the talent needs of area employers.
- 8** Promote and expand youth apprenticeship, dual enrollment and internship opportunities with local businesses.



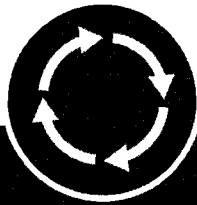
ATTRACT

We work to attract talent to our area and show why Waukesha County and our region is a great place to work, live and play.

- 1 Partner with Milwaukee 7 and other regional groups to launch CONNECT Talent, an initiative to attract and connect the talent pipeline of skilled labor in the greater Milwaukee area.
- 2 Gather data on where Waukesha County companies source talent to help inform a talent attraction strategy for the county.
- 3 Promote the Wisconsin Economic Development Corporation's "Think. Make. Happen." campaign to market Wisconsin to residents of other states.
- 4 Participate in YPWeek 2018 to showcase Waukesha County and the state of Wisconsin to young professionals.
- 5 Develop and promote collateral to showcase the benefits of living, working and playing in Waukesha County, including community profiles and a quality of life piece.

Attendees at a Young Professionals of Waukesha County program pose for a photo at Gearbox Express in October 2017.





RETAIN

We work to retain talent and skill up our current workforce. Whether it be providing resources to help those already employed get ahead or providing opportunities to the unemployed, we want to ensure everyone in our area is contributing to our economy and reaching their full potential.

- 1 Expand the Alliance's Young Professionals of Waukesha County group to build a community of YPs in our area.
- 2 Promote the Alliance's Leadership Waukesha County program to develop business professionals' leadership skills.
- 3 Support The Joseph Project's efforts to expand in Waukesha County by connecting with local manufacturers and hosting an inaugural job fair in the city of Milwaukee.
- 4 Connect manufacturers with organizations that work with nontraditional populations for hire, such as veterans, inmates, the unemployed, people with disabilities and more.
- 5 Host training seminars to help businesses learn how to apply for Wisconsin Fast Forward grants and other incentives to upskill employees.
- 6 Connect businesses to WOW Workforce Development for incumbent worker training and on-the-job training assistance and support WOW job fairs in the fall and spring.

The Joseph Project's 16th class poses for a photo in November 2016.





Attendees at a Young Professionals of Waukesha County program volunteer to stuff backpacks for Blessings in a Backpack in September 2017.

IN PARTNERSHIP WITH



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Attendees at a Young Professionals of Waukesha County program pause for a picture during a professional development opportunity in August 2017.

