

NEW Manufacturing Alliance

Vision statement:

The vision of the N.E.W. Manufacturing Alliance is to have northeast Wisconsin recognized as a world leader in advanced manufacturing opportunities.

Purpose:

The N.E.W. Manufacturing Alliance is a group of manufacturers, working with educational institutions, workforce development boards, chambers of commerce, and state organizations to promote manufacturing in our region. There are three goals for this alliance. First, develop a new image for manufacturing. The public perception is that manufacturing is a dying, old industry. The new image will capture manufacturing as essential to the long term health of our economy by providing high skilled, good wage, life-fulfilling careers. Adult job seekers will now see manufacturing careers as a viable job opportunity to pursue. Second, engage K-12, in partnership in an aggressive outreach program with youth and their parents to enhance the number of students going into manufacturing careers. Third, position the NEW North as a manufacturing hub for the country. Spotlight the region as “the place to be” for manufacturing.

There are four goals:

1. Create a positive view of manufacturing careers in our area
 - create a database with information on manufacturing’s impact on N.E.W., including wage/benefits comparison with other industries.
 - define the new image: Made in the N.E.W., skilled workforce, technology, and manufacturing is a mission in order to create a better world.
 - public relations/marketing campaign including: informational letter to all stakeholders, work with media on new branding of manufacturing, emphasis on careers not jobs.
2. Position N.E.W. North as a manufacturing hub
 - create a database with information on percent of jobs being manufacturing, wage/benefit and cost of living comparison compared to the rest of the country, and an inventory of resources.
 - market and attract workers and companies outside the N.E.W. to come to our area.
3. Grow partnerships
 - Education outreach including plant tours, scholarships, promotion of apprenticeships, speaker’s bureau, manufacturing advocates in school influencing curriculum, more tech ed presence and career paths.
 - Representation from manufacturers, workforce boards, educational institutions, chambers of commerce, economic development, K-12 and media all have a common vision.
 - Manufacturing network that links businesses looking for employees with those that are laying off employees.
 - Network with Corrections
4. Workforce development
 - Prepare for future workforce needs by developing a surveying system that will assist workforce boards and educational institutions in training and recruiting high demand jobs. Survey will also identify what other foundational or soft skills are needed by manufacturers.
 - Increase the number of people of diversity employed in manufacturing.
 - Help manufacturers understand generational differences that they will encounter with their future workforce.
 - Educate the workforce on their responsibility including, importance of life long learning, cross training, what jobs are in high demand and the difference between jobs vs. careers.