



WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

WORKFORCE DEVELOPMENT STRATEGY 2019







Waukesha County is leading the charge in addressing the workforce issue. In December 2018, the Milwaukee Business Journal referred to the Waukesha County Business Alliance as “the business group that has been among the leaders in recent years in addressing the skills gap issue for southeastern Wisconsin manufacturers and other businesses.”

Working together with business leaders, educational leaders, public officials and other community advocates, we’ve created action teams and employer collaboratives to ensure that we’re coming up with the most comprehensive solutions.

We believe three tenets make up a strong workforce development strategy:

1. developing our future workforce through partnerships with educational institutions;
2. attracting new talent to our area; and
3. retaining and skilling up our existing workforce.

We are focused on supporting Waukesha County’s four high-growth, driver industries: manufacturing, health care, construction/skilled trades and information technology.

We’re proud we can show, time and again, that we listen to the needs of our member businesses. Until our members have all the employees they need, we will keep working to build a pipeline of skilled talent in southeast Wisconsin.

Need help with your workforce? Call us.

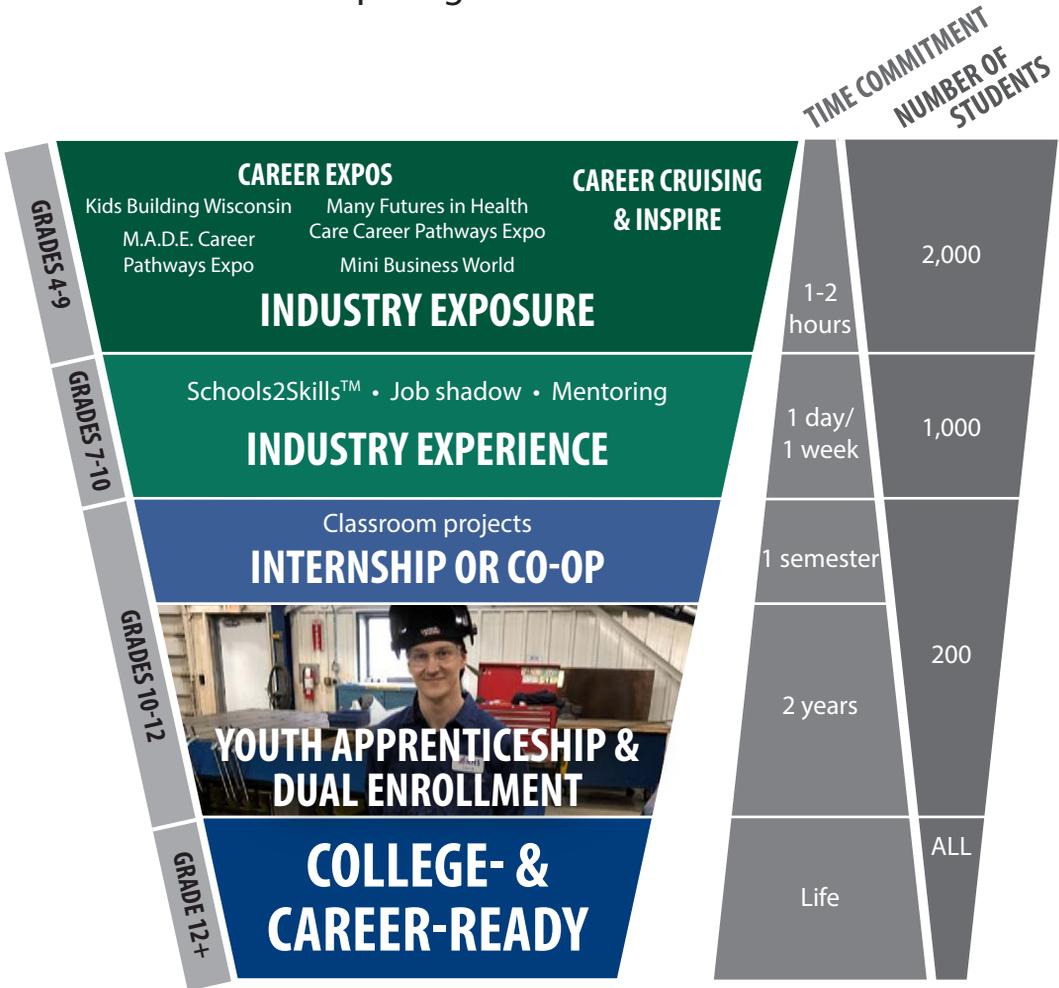
Suzanne Kelley
President & CEO
Waukesha County Business Alliance

Tim Casey
Director, Economic Development
Waukesha County Center for Growth



BUSINESS/EDUCATION PARTNERSHIPS

Preparing students for success



If you're a business that wants to get plugged in at any point in the funnel, contact us.

If you're a school that wants to learn more about getting students involved, contact us.

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DEVELOP

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

- 1** Expose students to career opportunities in Waukesha County by hosting the MADE Career Pathways Expo, the Many Futures in Health Care Career Pathways Expo, Mini Business World, Kids Building Wisconsin-Waukesha, Schools2Skills™ tours and more.
- 2** Expand Careers Uncovered to bring educators into businesses to tour, interact with business leadership and enhance the Academic & Career Planning process.
- 3** Launch the Workforce Readiness Dashboard for Waukesha County school districts to assess K-12 workforce skills development.
- 4** Host quarterly superintendent/president roundtables to connect educational leaders with local business leaders.
- 5** Create a program to educate parents about career pathways available for their children to pursue after high school graduation.
- 6** Promote youth apprenticeship, dual enrollment and internship opportunities with local businesses.
- 7** Pilot a program to connect K-12 guidance counselors and post-secondary institutions to discuss degrees, programs and/or certifications that exist for in-demand industries.
- 8** Strengthen and support each school district's model to partner with their local businesses.
- 9** Develop an equipment evaluation tool to determine Waukesha County schools' manufacturing and technical education equipment needs.
- 11** Form a health care speaker's bureau to streamline the process for school districts to request health care professional speakers for their classrooms.
- 12** Support the Milwaukee 7's "GROW HERE" campaign by encouraging businesses and educational institutions to participate in career-based learning experiences.



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ATTRACT

We work to attract talent to our area and show why southeast Wisconsin is a great place to work, live and play.

- 1 Gather data on where Waukesha County companies source talent to help inform a talent attraction strategy for the county.
- 2 Support the Wisconsin Economic Development Corporation's (WEDC) campaign to attract veterans to live and work in Wisconsin.
- 3 Support Waukesha County's Neighborhoods Initiative to develop life cycle housing in the county.
- 4 Promote WEDC's "Think. Make. Happen." campaign to market Wisconsin to residents of other states.
- 5 Participate in YPWeek 2019 to showcase Waukesha County and the state of Wisconsin to young professionals.
- 6 Develop and promote collateral to showcase the benefits of living, working and playing in Waukesha County and our region.

6 *The Alliance's Young Professionals of Waukesha County group has fun with Northwestern Mutual's photo booth, November 2018; B - WEDC is working to attract veterans to live and work in Wisconsin; C - Young Professionals volunteer at the Humane Animal Welfare Society (HAWs) during YPWeek, April 2018.*



RETAIN

We work to retain talent and skill up our current workforce. Whether by 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 his or her 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 Connect Waukesha County employers with organizations that reskill and support residents from the inner city of Milwaukee, such as The Joseph Project, Mindful Staffing Solutions and more.
- 4 Support innovative employee retention programs, such as Waukesha-Ozaukee-Washington (WOW) Workforce Development's Employer Resource Network pilot.
- 5 Educate employers on benefits and opportunities for employing individuals with disabilities/special needs.
- 6 Connect businesses to WOW for incumbent worker training and on-the-job training assistance and support WOW job fairs in the fall and spring.



The Alliance is tackling the workforce development problem to ensure our companies have a pipeline of skilled talent. We also help cultivate employee growth through leadership and professional development programs.

In partnership with

