

Talent Pipeline

October 14, 2014 – RCEDC Board of Directors Meeting

Panelists

1. Kevin McCray, Gateway Technical College
2. Dave Eisch and Scott Johnson, Ocean Spray
3. Jean Fredericks, Carthage College
4. Robert DeMuth, CNHI
5. Oliver Johnson, UW Parkside
6. Tim Leonard, Tricore
7. Mary Spencer, Milwaukee School of Engineering
8. Michelle Greiner, JW Speaker
9. Wade Krogwold, Direct Supply

Talent Solution for Companies:
Develop a closer relationship with local colleges

Gateway Technical College and Ocean Spray

Kevin McCray (mccrayk@gtc.edu) a Career Counselor with Gateway Technical College provided an overview of the resources available to employers to interface with the College and its students.

- On-site recruitment events;
- On campus interviews with students;
- Class presentations and
- Company tours.

Dave Eisch with Ocean Spray offered that for a company that has been around for decades, they realized that they needed to increase their exposure in the community, so they began to work with Gateway and other educators in the development of an apprenticeship program – “we needed to grow our own talent.”

One partner the company engaged was Wisconsin Regional Training Partnership (RTP) Big Step program (www.wrtp.org) the company hired five individuals involved in this program and that began the company's process to develop “Pathways” for careers at Ocean Spray.

Carthage College and CNHI

Jean Fredericks, (jfrederick@carthage.edu), Senior Director of Career Services works in collaboration with her career services staff to assist businesses interface with students and graduates of Carthage College. Carthage provides the following options for employers:

- Job postings;
- Internships
- On-Campus Recruiting;
- Career Fairs; and
- Lunch & Learns – these events allow companies to present their company on campus during a lunch & learn session.

Robert DeMuth Director of Technical Support of CNH Industrial indicated that their dealer network discovered that 86% of their successful hires are from within 100 miles of the respective company location. He believes this underscores the need to concentrate on the local area for your talent pipeline.

Talent Solution for Companies: Develop a closer relationship with local colleges

He highly recommended that companies engage in the Career Fairs and specifically if a company is seeking an intern for Summer that the company begin the search in the Fall focusing on Sophomores and Juniors.

Robert stated that more than 50% of the interns at CNHI convert to full time employees. He further mentioned that the company developed a "Rotational Development Program" that allows interns to work in 4-5 different occupations over a course of 1-2 years.

To support local colleges and the desire to deliver relevant training resources, CNHI provides free training to college instructors. In closing, Robert recommended patience in that it takes time to realize the benefits of investing in an intern program but the results are well worth the time.

UW-Parkside and Tricore

Oliver Johnson (johnsoo0@uwp.edu), Employer Relations Associate of UW Parkside recommends that each student, on the first day of college asks themselves, "what is my employment goal?" Oliver highly recommends internship programs given the benefits for both students and employers – good trial periods to determine fit.

UW Parkside is able to subsidize internship programs – this is possible with Foundation funding from Mary Frost Ashley Charitable Trust and Kloss Family Foundation—allowing a reduced expense to the employer.

UW Parkside staff helps employers develop internship programs. UW Parkside hosts Internship Fairs (10/15/14) annual and highly recommends employers exhibit at this event to increase their exposure in the community.

Tim Leonard, HR Specialist with Tricore has been with the company for 7 months and since his start he has hired 11 new employees and indicated that the company is actively involved in developing and implementing a robust internship program. In 2013 the company had one intern who is now a full time employee. In 2014 the company had 6 intern and 3 of them are part time employees and the company is planning to have 10 interns in 2015. The company firmly believes you have to grow your own talent and they have had success proving this.

In closing he mentioned that relationships with past interns are critical – these folks talk to one another and talk to their new employers and co-workers. If they do not have a good experience in your internship program, it will likely haunt the company for several years.

MSOE, JW Speaker Company and Direct Supply

Mary Spencer (spencer@msoe.edu), Director of Career Services with MSOE began her remarks stating that the college is squarely focused on developing internship programs for students and employers. Many programs are available that include the following:

- Annual Career Fair – she encouraged companies to consider exhibiting at the fair.
- On-Campus Recruiting events are available to employers and include resources for on-site interviews with students.

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Mary emphasized the need to develop robust internship programs and reminded employers to treat the students well because they will be your best ambassador speaking to their peers and future employers about your company.

The key to a good internship program is identifying a good mentor at the company. This mentor should not feel threatened by the intern but rather they should embrace the opportunity to reverse the mentorship program and ask the student to teach the mentor.

At MSOE project-based internships are available and provide a short term solution to a challenging situation.

Michelle Greiner of JW Speaker Company emphasized the need for companies to be recognized in the community – if people don't know who you are, they won't know how wonderful your company is and won't consider you a viable employer.

Michelle compared the US to the European business community which readily embraces the partnership between the University and companies to ensure there is a seamless pathway between the supply of talent (students) and demand (company).

Michelle recommendations were the following:

- Focus on just a few schools – confirm that the area of study align with your employment needs;
- Speak in front of classes – increases your company name recognition;
- Sponsor a senior project – further reinforces your name recognition;
- Sit on an advisory board at your targeted school;
- Offer company tours; and
- Exhibit at Career Fairs and bring your prior interns (now converted to Full Time Employees), they will be your best ambassador on not only the intern program by your company!

Wade Krogwold, Campus & Community Recruiting Manager at Direct Supply stated that the company frequently evaluates what its short and long term employment needs of the company and continues to find that internship programs are great resources for their talent needs. Wade recommended a number of key activities for employers:

- Partner with schools – engage the career service department, attend and exhibit at career fairs, present before classes, offer to do mock interviews with students, offer externships to professors so the professors can share their new findings about Direct Supply to their classes, year after year.