

Northwest Wisconsin Industry Sectors

Mari Kay-Nabozny,
CEO of the Northwest Wisconsin
Workforce Investment Board, Inc.

Northwest Wisconsin Workforce Investment Board, Inc.

(WDA 7)

- Largest Geographic WDA (10,500 square miles)
- Total Population is 178,019
- People per square mile average of less than 10
- Largest Municipalities include: Ashland, Medford & Superior
- Top growth industries throughout the region are:
Manufacturing, Retail Trade, Transportation, Hospitality, &
Healthcare*

Industry Sector Work

NWWIB and CEP, Inc. have directed our efforts to focus on four high-growth regional industries:

- Manufacturing
- Hospitality
- Transportation
- Healthcare

Summits have been held for each of these industries to encourage collaboration and partnership between industry leaders, and to discover industry workforce needs and determine solutions.



Manufacturing Industry Sector

- Two alliance meetings in late 2013 (north and south)
- Varied priorities and training needs identified making it difficult to find focus
- Center for Combustible Dust Safety & Health - *This Center was created from a grant from the Susan Harwood Training Grant Program, part of U.S. Department of Labor's Occupational Safety and Health Administration.*
 - 19 counties in NW WI and 7 counties in NE MN
 - Trained 732 in 35 manufacturing businesses
 - Another 309 employees trained in late 2014



Hospitality Industry Sector

- Enormously large industry in terms of scope and employment
- Needs are great!
- Soft skills is the most requested training
- Assessment of the hospitality industry has now directed attention to aiding the industry in finding qualified applicants to help increase and bolster the retention of the industry's workforce.

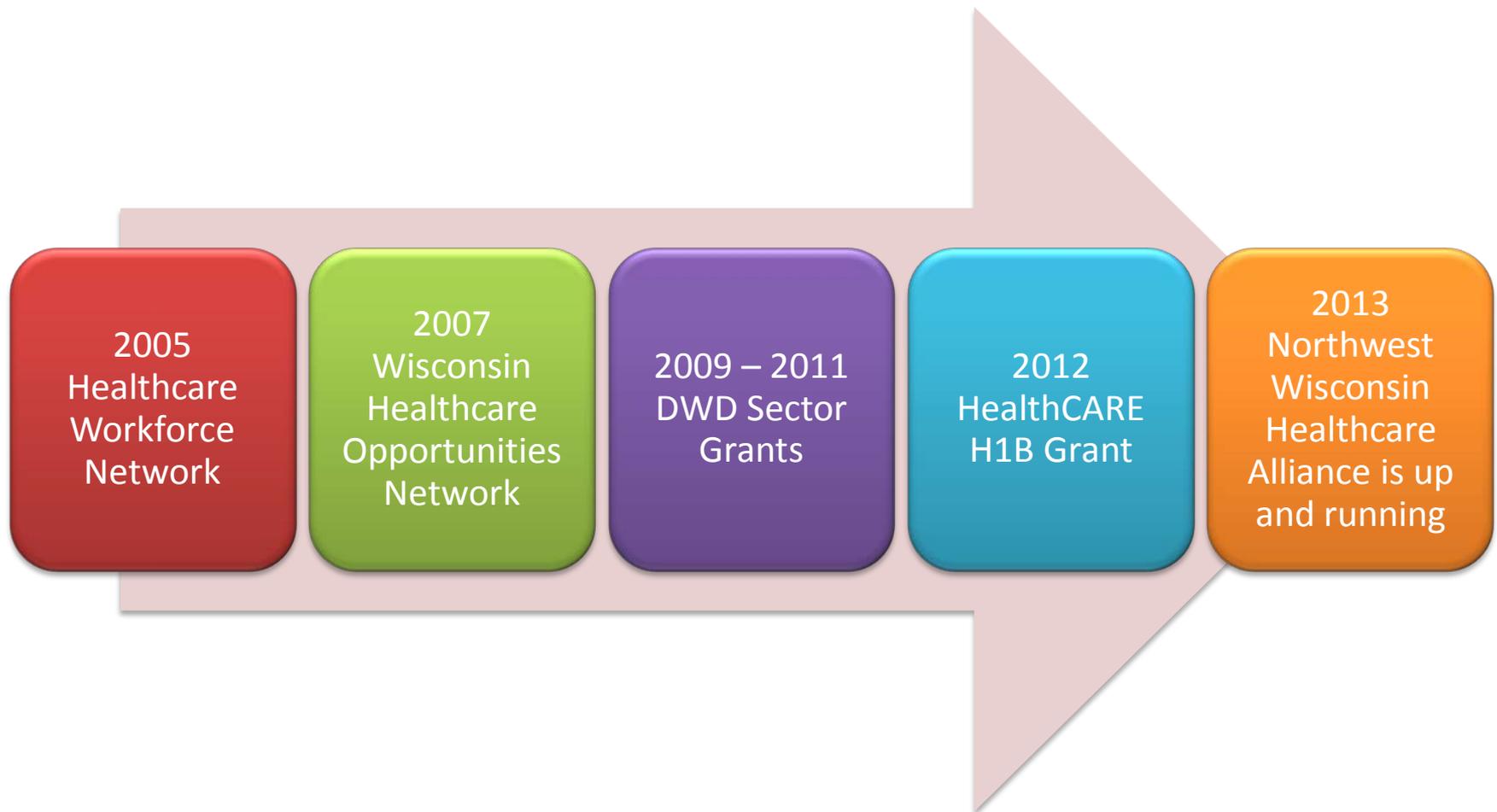


Transportation Industry Sector

- A Trucking Summit -Spring 2013
- High Wage Highway events
- *"The transportation industry is definitely in need of more drivers and we are happy to think "outside the box" to recruit them. We welcome any ideas that may assist us in the recruiting process." - Debbie Landry, Director of Recruiting & Driver Services at Halvor Lines, Inc.*



Evolution of the Healthcare Industry Sector in NW WI





Northwest Wisconsin Healthcare Alliance

- Industry-led summits were held at multiple locations with guest presenters and experts
- The implementation of the HealthCARE Project helped in the formation of this alliance of employers and educational partners as the Northwest Wisconsin Healthcare Alliance.
- The Northwest Wisconsin Healthcare Alliance is committed to the continued development of Northwest Wisconsin's healthcare workforce. The alliance continues to grow with new members and initiatives underway with different committees focusing on outreach, education, uniformity and recruiting.
- Formalized network thru a Health Resources and Services Administration (HRSA) grant in 2014



Where are we going next?

- Health Resources and Services Administration Grants:
 - Rural Health Network Development Grant Program
 - Nursing Workforce Diversity