

Northeast Wisconsin Job Center's Employer Bulletin

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Hiring Veterans makes good business sense!

Bringing together the qualities every employer seeks.

Looking for a few good employees for your business? Thousands of veterans return from deployments or leave the military to enter the civilian job market with attributes that made them successful in their military careers. These are the same attributes highly sought after in the civilian workplace. While serving our county they have learned unmatched knowledge, skills and traits. Targeting veterans in your hiring plan is not just a patriotic gesture, but a very smart business decision.

Veterans are an excellent resource for the quality employees you are seeking. They are trained for positions of leadership, and engrained with skills and attitudes to tackle problems while under pressure to meet deadlines with limited resources. Their service experience has trained them to focus on goals and to overcome issues to accomplish tasks at hand. While in the military they were taught discipline and strong work ethics. They develop flexibility to deal with a variety of people, cultures and environments, as well as, bring enthusiasm and integrity to the table. They have skills that range from office to production to technology that are invaluable in the today's workforce.

Every year the U.S. government provides exceptional training in all types of occupational areas that are readily adaptable in your workforce. In addition, veterans not only tap into educational resources while serving, but take advantage of their military benefits to further their education after serving our county making themselves more valuable to any employer. They can improve the quality of your workforce with their attitudes, experience, knowledge and talents.

In addition to getting an outstanding employee, companies hiring veterans may be able to take advantage of a variety of hiring incentives in place to encourage businesses to hire veterans.

Veteran Administration Vocational Rehabilitation & Employment program

On the job training program - Employer hires veteran at an apprentice wage and VR & E supplements the salary up to the journeyman wage

Special employer incentive program - for veterans facing extraordinary obstacles to employment who are placed in an OJT or a work experience. VR & E can reimburse the employer up to 50% of the veteran's salary for up to 6 months. The employer is also eligible for a federal tax credit for hiring an individual who participated in a vocational rehabilitation program.

For more information go to

http://www.vba.va.gov/bln/vre/emp_resources.htm

Work Opportunity Tax Credit

- **Veteran** - who received unemployment compensation for not less than 4 weeks during the one year period ending on the hiring date can earn the employer a tax credit of 40% of the first \$6,000 in wages, for a maximum credit of \$2,400 for those new hires employed at least 400 hours

- **Disabled veteran** - who received unemployment compensation for not less than 4 weeks during the one year period ending on the hiring date can earn the employer a tax credit of 40% of the first \$12,000 in wages, for a maximum credit of \$ 4,800 for those new hires employed at least 400 hours.

For more information go to:

<http://www.doleta.gov/business/incentives/opptax/>

Hire A Veteran Week
November 8-14, 2009
 is designated as
"Hire a Veteran Week"
 in Wisconsin to
 recognize the
 contribution veterans
 have made to our society
 and the special needs of
 unemployed veterans
 and to encourage all
 employers to hire
 veterans.



Update on the launch of Wisconsin's National Career Readiness Certificate

In September and October 2009, the Department of Workforce Development launched a pilot program of the National Career Readiness Certificate (NCRC) to a segment of the Unemployment Insurance claimants that attend Wisconsin Job Service's Reemployment Sessions (RES). As some of you may recall in the previous newsletter, the National Career Readiness Certificate is a transferable credential that proves an applicant's work readiness in three areas (Applied Mathematics, Locating Information, and Reading for Information). ACT, an internationally recognized assessment and research company, profiled thousands of jobs to determine that these three skills are universally essential to workplace success. In fact, these three areas are required in more than 85% of the jobs in the country.

In a report published in July 2009 by the Executive Office of the President, Council of Economic Advisers titled *Preparing the Workers of Today for the Jobs of Tomorrow* stated that, "In 2001 nearly one-third of first-year college students in the United States needed to take remedial classes in reading, writing, or mathematics..." Here in Wisconsin, the statistics aren't as bad. According to the *Report on Remedial Education in the UW System: Demographics, Remedial Completion, Retention, and Graduation* that was published in September 2009 by the University of Wisconsin System, 21.3% of new freshman required math remediation and 6.7% needed English remediation. (To view both of these full reports, please see the links at the end of this article.) While these Wisconsin statistics are significantly better than the national ones, there still exist a need to prove Wisconsin's workforce is work ready.

The potential outcomes of not having a solid foundation built on these three areas have a definite impact for employers. Without a solid foundation built on the three areas, additional training has a higher chance of not being successful, and limiting the individual's success once employed. This translates to increased turnover and potentially higher funds needed for training for employers.

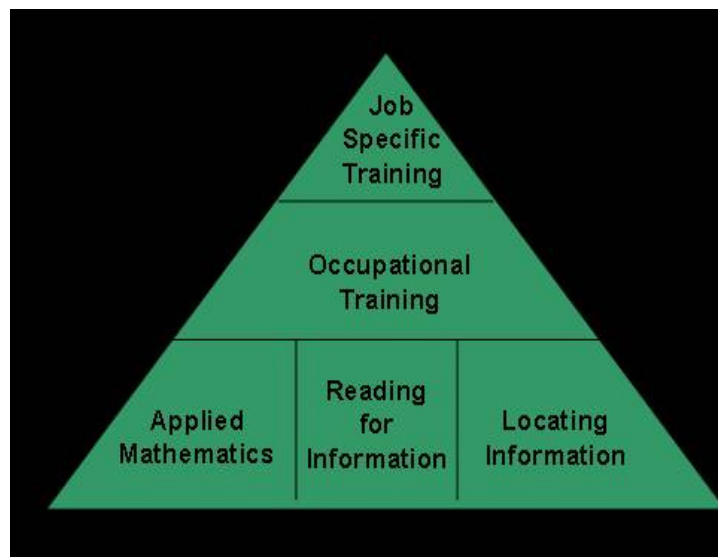
For example, the image below illustrates traditional training. The base of the pyramid signifies the three levels of Applied Mathematics, Reading for Information, and Locating Information that ideally folks coming out of high school would have a solid understanding of. If an individual is interested in becoming a Certified Nursing Assistant (or C.N.A.), they would need to complete a certificate course at their local technical college. This would equate to the occupation training in the pyramid below. Job specific training would include company specific training (company policies and procedures) this same individual would receive upon getting hired at a local care facility. Without a solid foundation in math, reading, and locating information, this individual will have a tougher time being successful in achieving their C.N.A., and therefore being successful in their chosen career path. As well as, any advancement possibilities may, in turn, be limited.

As an employer, using this same example, asking applicants applying for C.N.A. positions if they have their NCRC will help ensure success in your hiring decisions. Applicants that have earned their NCRC prove to employers that they are in fact, work ready. The NCRC takes some of the "guess work" out of hiring decisions by acting as another applicant filtering tool.

As our pilot program begins to grow and more UI claimants earn their NCRC's, we need employer support of this important initiative. We are looking for employers to ask applicants if they have their NCRC and to recognize the NCRC in hiring and promotion practices. To view the letter of commitment concerning the NCRC, please see the links at the bottom of this article.

In the coming months, we will be adding links to JobCenterof-Wisconsin.com about the NCRC program. Our hope is that both job seekers and employers will see the great advantages of the NCRC program, and we will eventually turn our pilot program into a standard program that will prove that Wisconsin is Ready!

To find out more about the Wisconsin's NCRC, WorkKeys[®], or KeyTrain[®], and how it can benefit you, please contact Kristina Thole, PHR, Employer Outreach Coordinator at 608-267-7214 or e-mail: Kristina.Thole@dwd.wisconsin.gov.



Links:

http://www.whitehouse.gov/assets/documents/Jobs_of_the_Future.pdf

<http://www.uwsa.edu/opar/reports/remediation.pdf>



Featured Job Seekers List - Another recruiting option for area employers

One of the Job Center's many employer and job seeker services available takes form in the Job Center's monthly **Featured Job Seeker List**. This list is a preview of job ready candidates and provides a short synopsis of their skills, abilities, experiences and job interests for employers to review.

Job Center Staff and Partnership Agencies are given the opportunity to submit descriptions of their customers' employment credentials each month. Only job seekers who have Job Center staff approval are featured. Descriptions are usually one paragraph long, usually consisting of between 5 and 10 sentences. The descriptions are gender neutral and do not identify the job seeker. A control number is assigned to each description.

Only employers who have requested this monthly feature are included on the email list. Currently, an employer can contact Mike Martin, Veterans Unit, or John Holzberger, Forward Service Corporation and be added to the list of employers using this

valuable recruitment tool. Once an employer has expressed interest in a candidate from the list, John or Mike will contact the appropriate job seeker to facilitate an interview between the job seeker and potential employer. The ultimate goal is that the employer will find a suitable match for their job opening which results a hiring decision on the candidate.

If you have any questions, or are interested in using this unique recruiting tool, please contact either John Holzberger or Mike Martin.

John Holzberger Ph: 920-448-6737

E-mail: jholzberger@fsc-corp.org

Mike Martin Ph: 920-448-6777

E-mail: michael.martin@dwd.wisconsin.gov

New Clean Energy Business Loans Available

State Energy Program - Recovery Act (SEP-ARRA) - Clean Energy Business Loan Program

The American Recovery and Reinvestment Act of 2009 provides significant funding for clean energy initiatives. Among them is the State Energy Program, which provides funding to states to address energy priorities and to adopt emerging renewable energy and energy-efficient technologies. This initiative is a key part of the Obama Administration's national strategy to support job growth, while making a historic down payment on clean energy and conservation.

Wisconsin will strategically deploy \$55 million in SEP-ARRA funds to support clean energy business development. Governor Doyle has directed that projects funded from SEP-ARRA dollars are both effective and enduring. Creation of jobs in the short term is the immediate goal of SEP-ARRA; but, in addition, the program goals are to invest in projects that will ensure not only short-term job creation, but development of businesses that will create clean energy jobs for decades. Manufacturing is a critical industry in Wisconsin, which leads the U.S. in percentage of non-farm employment.

Specifically, the program will target low-interest loans to businesses that promote: major renewable energy production projects; the manufacture of clean energy products; advanced manufacturing of clean energy components; retooling to provide component parts and other critical needs for a successful, totally integrated supply chain; improving industrial users' competitiveness through energy efficiency and renewable energy deployment.

Eligible Projects

1. Job Creation and Retention Through Clean Energy Advanced Manufacturing:
 2. Job Creation and Retention through Clean Energy Supply Chain Development:
- Job Creation and Retention through Industrial Facilities Reduction of Fossil Fuel Use:

Application Process

SEP-ARRA funds will be processed and awarded competitively on a continuous first come, first served basis.

All for-profit manufacturing businesses are eligible. Contact a Department of Commerce Area Development Manager (<http://www.commerce.state.wi.us/BD/BD-AreaDevManagers.html>)

for your location who will assess your project and determine whether it is a fit for SEP-ARRA or other resources. If so, your ADM will assist you in completing a Commerce application.

More information can be found at:

<http://www.commerce.state.wi.us/BD/BD-SEP-ARRA.html>.

For additional information and to apply, businesses located in Northeast Wisconsin should contact

Dennis Russell, Dept. of Commerce, Phone: 920.498.6302,

e-mail: Dennis.Russell@wisconsin.gov.

Nearly 1800 attend the 6th annual Green Bay Job Center Job Fair

Green Bay Job Center's 6th annual Job Fair offered nearly 1800 job seekers the opportunity to meet with 38 area employers participating this year. The Job Fair was held on Wednesday, October 14, 2009 at the Historic Riverside Ballroom. Job applicants had a variety of employment opportunities, including manufacturing, production, sales, customer service, machine operators, health care, project management, general labor, accounting, transportation, truck driving, maintenance, mechanics positions, office/clerical openings, etc. Job seeker feedback was very positive with many noting it was great to be able to connect and actually talk with company representatives about their businesses and job opportunities.

Consumer Price Index

Consumer Price Index - All Urban Consumers (CPI-U) *											
National (U.S. City Average) 1982-1984 = 100			% Change	Class B/C - Midwest States (1996/1997 = 100)			% Change	Class D - Midwest States (1982-1984 = 100)			% Change
U.S. City Average	Sep-09	Aug-09	Sep-08	Size 50,000-1,500,000	Sep-09	Aug-09	Sep-08	Size Less than 50,000	Sep-09	Aug-09	Sep-08
All Items	216.0	215.8	-1.2%	All Items	131.8	131.7	-1.6%	All Items	201.9	201.8	-1.7%
Food & Beverage	217.6	217.7	0.0%	Food & Beverage	135.3	135.1	0.0%	Food & Beverage	215.8	214.8	0.9%
Housing	217.2	217.8	0.0%	Housing	126.0	126.5	-0.5%	Housing	192.0	192.4	0.0%
Apparel	122.5	117.1	1.1%	Apparel	85.9	83.0	-0.8%	Apparel	128.4	125.9	3.6%
Transportation	183.9	184.4	-9.7%	Transportation	133.4	134.8	-12.3%	Transportation	165.1	165.7	-13.3%
Gasoline (All Types)	220.5	225.2	-29.7%	Gasoline (All Types)	225.1	247.1	-38.2%	Gasoline (All Types)	190.3	197.0	-31.7%
Medical Care	377.7	376.5	3.4%	Medical Care	163.4	162.6	3.4%	Medical Care	368.1	366.2	4.4%
Energy	198.3	198.4	0.0%	Energy	159.7	161.2	3.4%	Energy	165.8	169.1	-3.0%

Source: U.S. Department of Labor, Bureau of Labor Statistics *Not Seasonally Adjusted

Labor Force Update

Green Bay MSA (Brown, Kewaunee, & Oconto counties)	September-09	August-09	September-09	Change from one month ago August 2009	Change from one year ago August 2008
Civilian Labor Force	170,222	172,969	169,488	-2,747	734
Employed	157,721	159,129	162,431	-1,408	-4,710
Unemployed	12,501	13,840	7,057	-1,339	5,444
Unemployment Rate %	7.3%	8.0%	4.2%	-0.7	3.2
Total Nonfarm (NFWS) ***	165,300	166,400	169,000	-1,100	-3,700
Goods Producing	36,100	36,800	38,600	-700	-2,500
Service Producing	129,200	129,600	130,400	-400	-1,200
Constr., Mining & Nat. Resources	7,500	7,800	8,300	-300	-800
Manufacturing	28,600	29,000	30,300	-400	-1,700
Trade	23,500	23,800	23,800	-300	-300
Transportation & Utilities	11,200	11,100	11,300	100	-100
Financial Activities	12,400	12,500	12,400	-100	0
Education & Health Services	21,100	21,200	20,900	-100	200
Leisure & Hospitality	16,300	17,000	16,100	-700	200
Info., Prof & Bus. Svcs., & Other Svcs.	24,200	24,500	25,000	-300	-800
Total Government	20,500	19,500	20,900	1,000	-400
Federal	1,100	1,100	1,200	0	-100
State	2,700	2,400	2,600	300	100
Local	16,700	16,000	17,100	700	-400

*** Includes employment with employers located in area. Estimates are not seasonally adjusted.

Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers.

All monthly estimates are subject to annual revisions.

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Training, LAUS, CES

Job Center Job Order Stats:

Snapshot in time - Active Job

Orders and openings listed as of Noon—October 28, 2009

Statewide 17,658 Job Openings Available
 Resumes/Application profiles 24,285 available on JobCenterOfWisconsin.com

New Job orders listed in September 2009 (Does not include uploads from JobCentral.com) September 2009

State Wide 3,353 Job Orders 8,819 Job Openings
 Bay Area (10 Counties) 576 Job Orders 1,133 Job Openings
 Fox Valley (7 Counties) 551 Job Orders 1,553 Job Openings
 Brown County 318 Job Orders 661 Job Openings

October is National Disability Employment Awareness Month

Expectation + Opportunity = Full Participation.

This year's theme for National Disability Employment Month captures the vital role that expectations play in our successes as individuals and as a society. We must ensure that both people with disabilities and their employers expect that they will fully participate in our workplaces.

Such an expectation alone, however, is not enough. They must also have opportunity. People with disabilities need access to a full range of employment choices to maximize their talents.

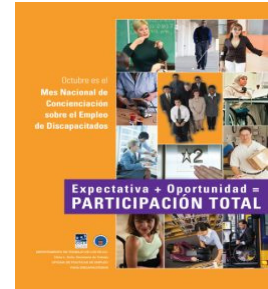
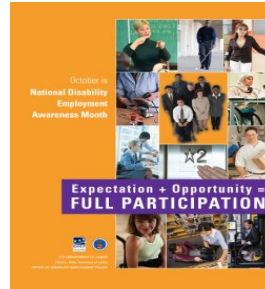
With both the expectation and opportunity, people with disabilities will become full participants in our economy.

"People with disabilities must be woven into our work culture. Already, we benefit from the incredible array of talent they bring to our workplaces. But we must raise the bar, we must create the inexorable expectation that people with disabilities will contribute in every way to our economic successes. Only by nurturing this expectation and providing people with disabilities with unlimited employment opportunities, can we all benefit from their talents." –Kathy Martinez, Assistant Secretary - DOL

National Disability Employment Awareness Month

Expectation + Opportunity = Full Participation

The **2009 NDEAM poster** is available to in English and Spanish. You may also download PDF versions of the posters at



<http://www.dol.gov/odep/pubs/ndeam09.pdf>

Division of Vocational Rehabilitation (DVR) On-the-Job Training Hiring Initiative

The Wisconsin Division of Vocational Rehabilitation (DVR) recently announced a new On-the-Job Training Hiring Initiative funded by American Recovery and Reinvestment Act (ARRA) funds. On-the-job training (OJT) is an individualized training program designed and conducted at the work site. The employer agrees to provide training for entry into the job. The OJT's are arranged on an individual basis between the job applicant, employer and DVR staff. After successfully completing the OJT period, it is anticipated that the trained job applicant will remain on the job.

50% of the salary and fringe expenses of a DVR referral hired by your company will be covered by DVR for up to 90 days.

It's easy to expand your workforce with the DVR On the Job Hiring Initiative:

- Hire a DVR consumer who is qualified for the job you want to fill
- Place the new employee on your payroll and process their employment as you would for any other employee
- Complete a one-page Hiring Initiative Agreement
- Provide the new employee with the on-the-job orientation and training you provide to other new employees
- Receive payment from DVR for 50% of all salary and fringe expenses for up to 90 days

Employer benefits of an On the Job Training Hiring Agreement:

- No-cost recruiting
- Pre-screening of DVR referrals
- Tax credit opportunities for hiring an individual with a disability
- A more diversified workforce
- Opportunity to train a new employee on the job at 50% reduced cost to your business

To Add a qualified person with a disability to your workforce: Contact your local DVR office to let them know you're interested. They will discuss with you what types of positions you would like filled and whether DVR has appropriate customers for referral. The OJT training initiative requires very little time and paper work, a DVR consultant will work closely with you to ensure it is a good match for your business.

For more information contact:

Division of Vocational Rehabilitation

Ph: 800-442-3477

888-877-5939 (TTY)

<http://dwd.wisconsin.gov/dvr>

ATTRACTING AND RETAINING SKILLED WORKERS IN NORTHEAST WISCONSIN

In a time of tough fiscal choices business leaders are seeking creative solutions for attracting and retaining skilled workers. In seeking creative solutions some business leaders have discovered a pool of talented employees ... people with disabilities.

- There are over 41 million Americans (1 in 7 people) that reported having disabilities in the United States (U.S. Census Bureau, American Community Survey, 2007).
- 403,114 working age (16-64) Wisconsin residents reported having disabilities (U.S. Census Bureau, American Community Survey, 2007).
- 42.1% of working age (16-64) Wisconsin residents that reported having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).
- 79.9% of working age (16-64) Wisconsin residents that reported NOT having disabilities are employed (U.S. Census Bureau, American Community Survey, 2007).

The labor pool of potential employees with disabilities remains largely untapped!

The contributions that people with disabilities bring to the workforce are clearly documented:

- √ Industry reports consistently rate workers with disabilities as average or above average in performance, attendance, and safety (Unger, 2002).

More than 900 managers who participated in a Harris Poll had this to say about their employees with disabilities:

- √ Eighty-eight percent of top managers gave employees with disabilities an "excellent" (24 percent) or "good" (64 percent) rating on job performance. They said employees with disabilities work as hard as or harder than those who do not have a disability (Allen, 1994).
- √ Thirty-nine percent of line managers rated employees with disabilities as better on

attendance and punctuality than employees without disabilities, and 40 percent rated them about the same (Allen, 1994).

- A 2002 survey of 255 supervisors of employees with disabilities yielded very similar results – found that supervisors are satisfied with the overall work performance and productivity of workers with disabilities and that workers with disabilities perform as well as or better than their co-workers without disabilities (Unger, 2002).

People with disabilities, whether through birth or acquired, must develop other strengths, traits, and qualities – perseverance, problem solving, goal setting, and determination – that make them valuable and marketable in the workplace (Sheehy, U.S. Department of Education).

Recruiting and hiring qualified candidates with disabilities can help employers maintain their competitive advantage and add value to their company. Recruiting people with disabilities will expand a company's pool of qualified candidates – increasing their ability to attract and retain skilled workers.

Wisconsin can lead the way ... creating successful partnerships that benefits businesses and workers.

About NEW Partnerships for Employment

NEW Partnerships for Employment is a coalition of stakeholders (individuals, employers and organizations) who seek to build and support sustainable partnerships focused on improving community employment opportunities for people with disabilities.

Contact NEW Partnerships for Employment to obtain additional information.

Local Contact Information:

Fran Renn-Malcheski

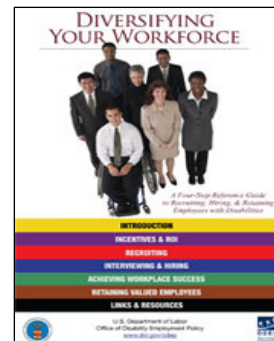
Member

NEW Partnerships for Employment

Phone: (920) 617-5627

Email: frennmal@cesa7.k12.wi.us

Diversifying Your Workforce



A Four-Step Reference Guide to Recruiting, Hiring, & Retaining Employees with Disabilities.

Is available online at

http://www.pueblo.gsa.gov/cic_text/smbuss/diversify/workforce.pdf

While research shows that people with disabilities make excellent employees, not all employers know how to effectively recruit, hire and retain such individuals. That's where this booklet comes in. It's a quick reference guide outlining the advantages of hiring people with disabilities, along with four simple steps to increasing the inclusiveness of your workforce. With numerous resources and Web links, the following pages are a helpful starting point for organizations looking to benefit from the talents of qualified individuals with disabilities.

This tool was developed by the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) and reviewed by its Alliance partner, SHRM, and members of its Circle of Champions. For the business case on proactively including people with disabilities in your workforce, please visit

www.earnworks.com/businesscase.

For additional information, please visit www.dol.gov/odep.