



# **ACP Leadership Conference**

November 16, 2015

Jim Morgan, President  
WMC Foundation



# BACKGROUND

# MISSION/VISION

## Goal

To make Wisconsin the most competitive state in the nation.

## Vision

To make Wisconsin irresistible.

# SPONSORS



# PARTNERS



# HISTORY: TFWP

- ◉ State Partners
- ◉ WTCS Listening Sessions
- ◉ Local Chamber Commitment
- ◉ Talent Committee
- ◉ Competitiveness Committee
- ◉ State Leadership Group
- ◉ Economic Summit

More than 3,000 people engaged

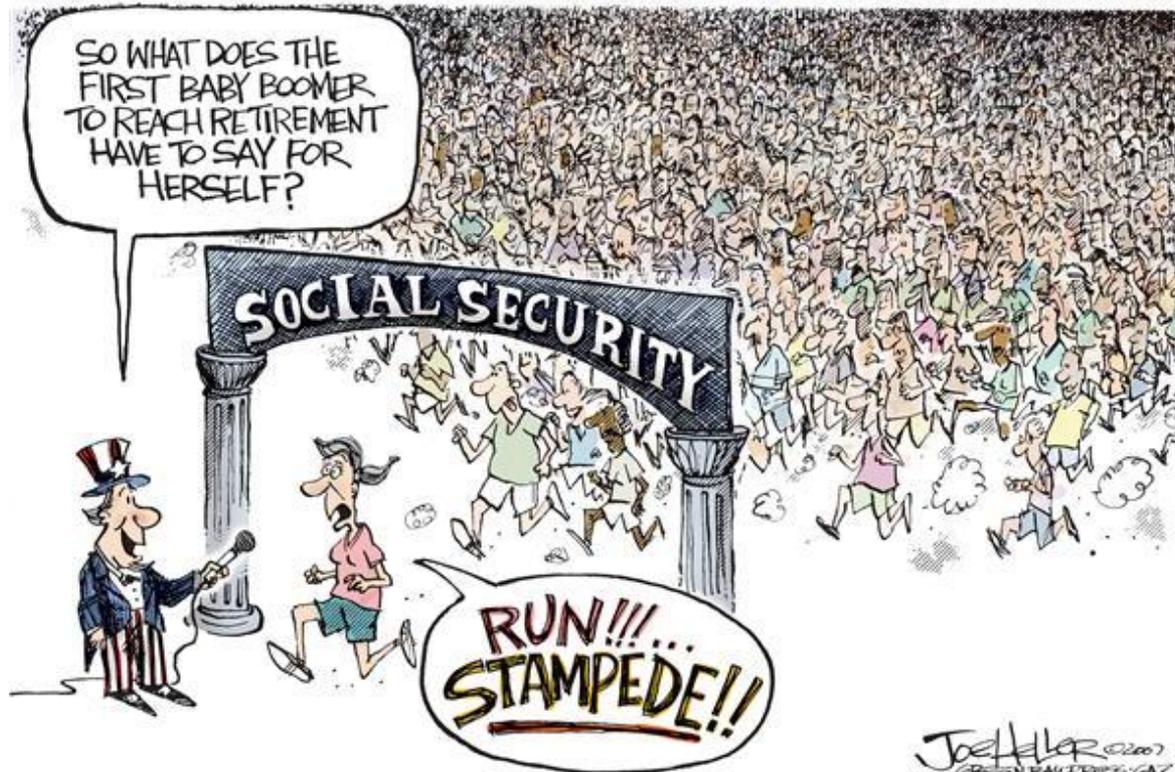
# COMPETITIVE QUALITY INDICATORS

- ❖ Talent Development, Attraction and Retention
- ❖ Business Competitiveness
- ❖ Global Engagement
- ❖ Government Effectiveness
- ❖ Life Quality
- ❖ Entrepreneurial Spirit

# CASE STUDY

## TALENT DEVELOPMENT, ATTRACTION & RETENTION

# NATIONALLY

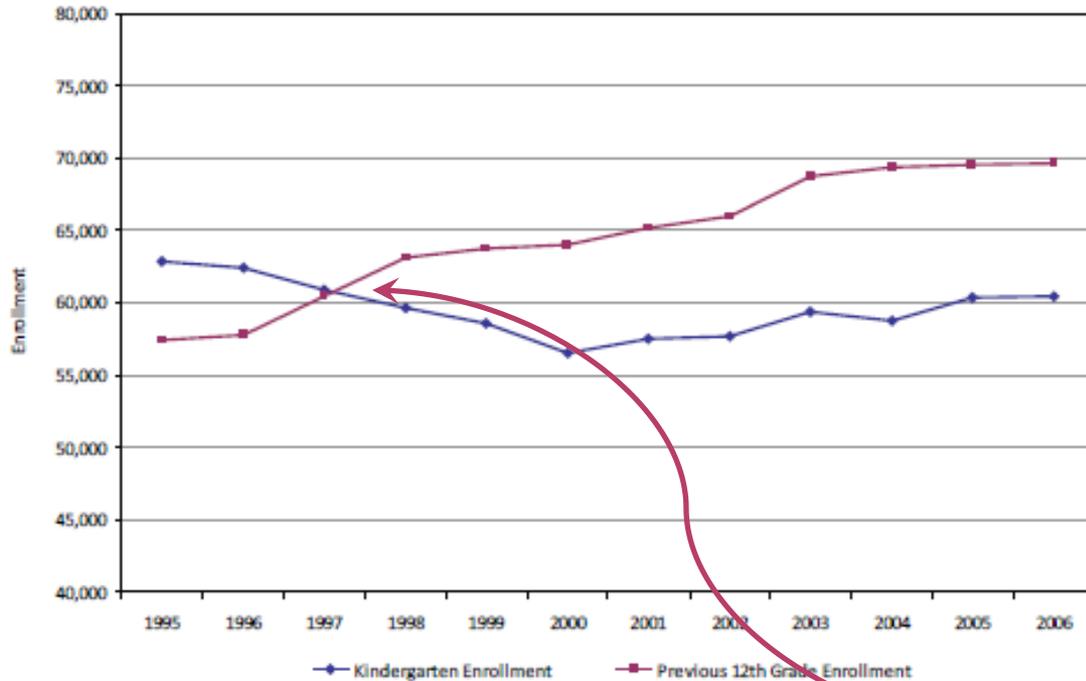


From 2010 - 2030 . . .  
. . . 10,000 people hit 65 years old every day

Pew Research

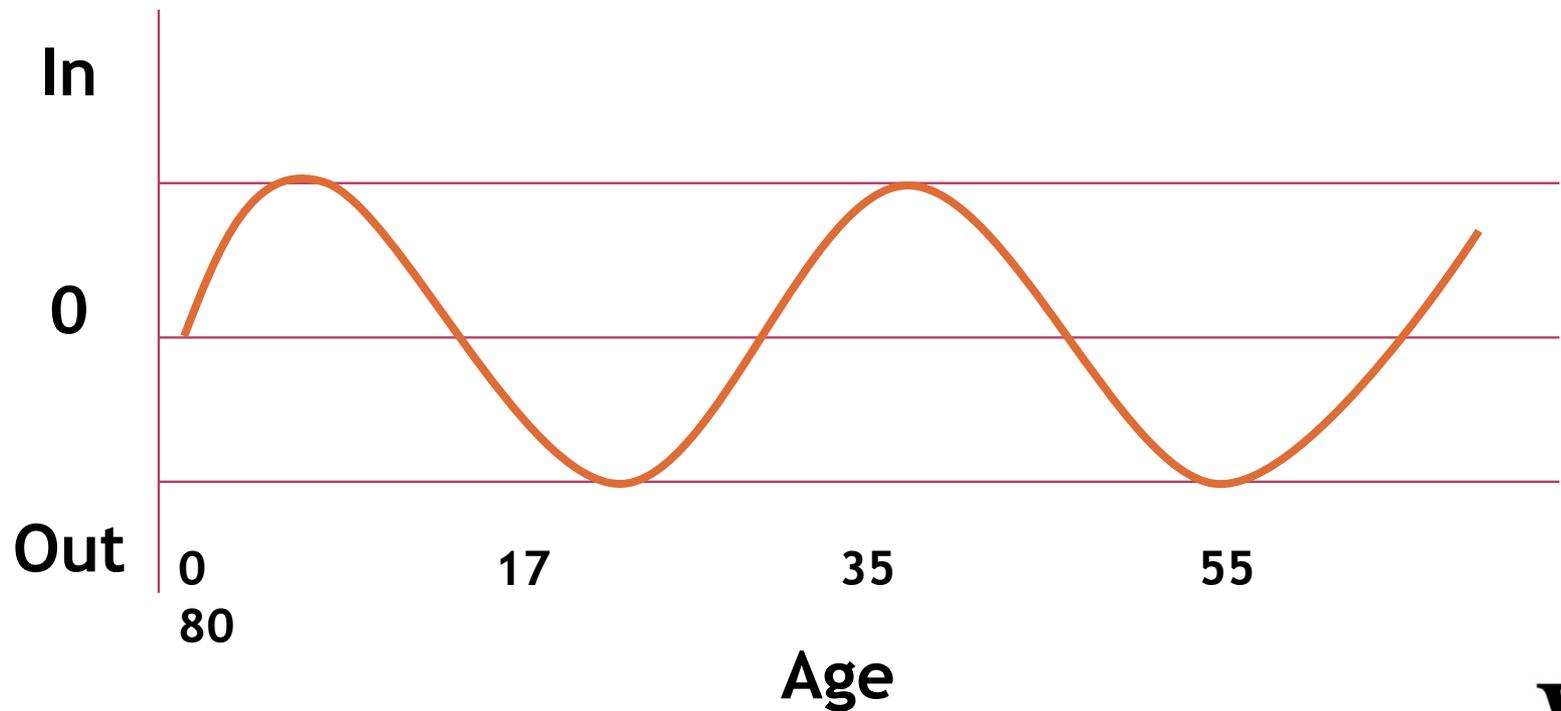
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## Kindergarten Replacement State of Wisconsin



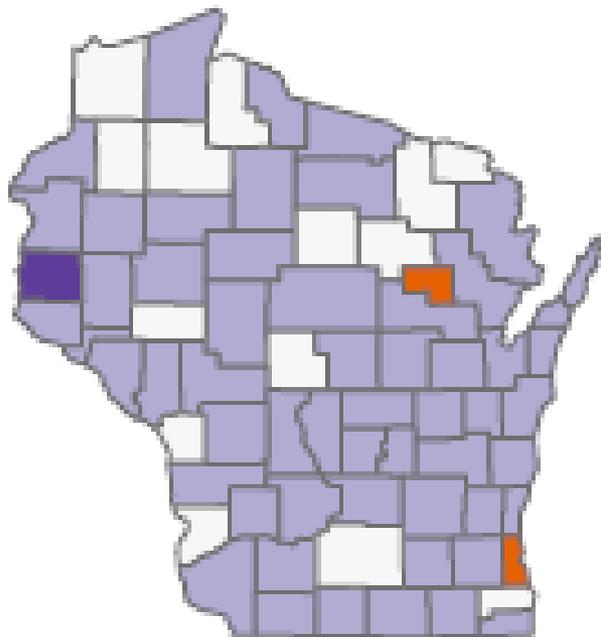
If you were in kindergarten in **1997** . . .  
. . . you are 23 today!!!!

# TYPICAL WISCONSIN MIGRATION

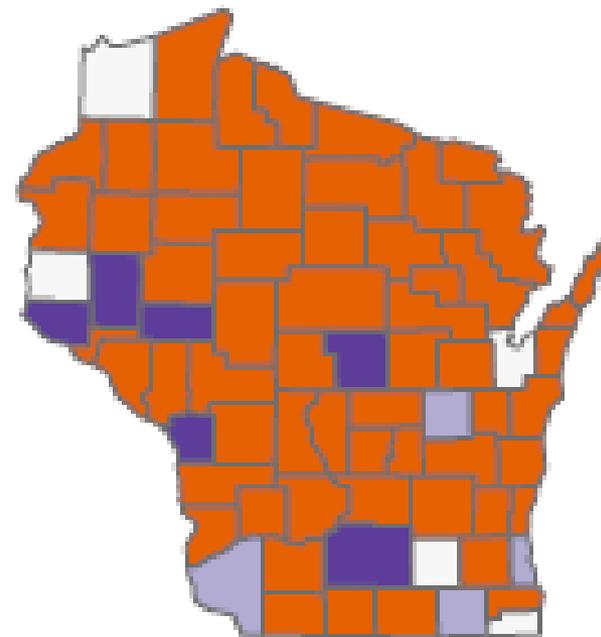


# 2000-2010

## Net Migrants per 100 Individuals

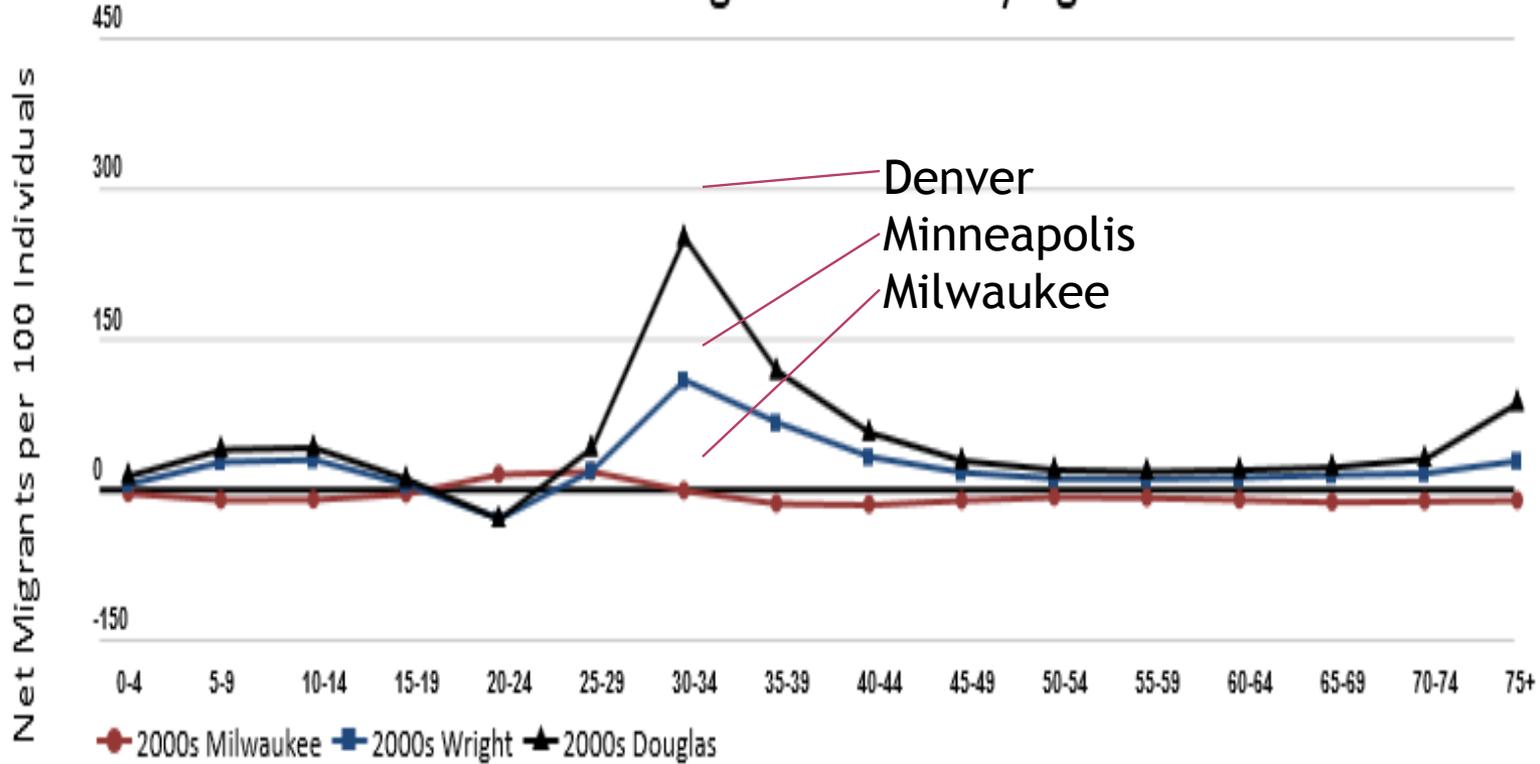


Under age 15



Age 15 to 29

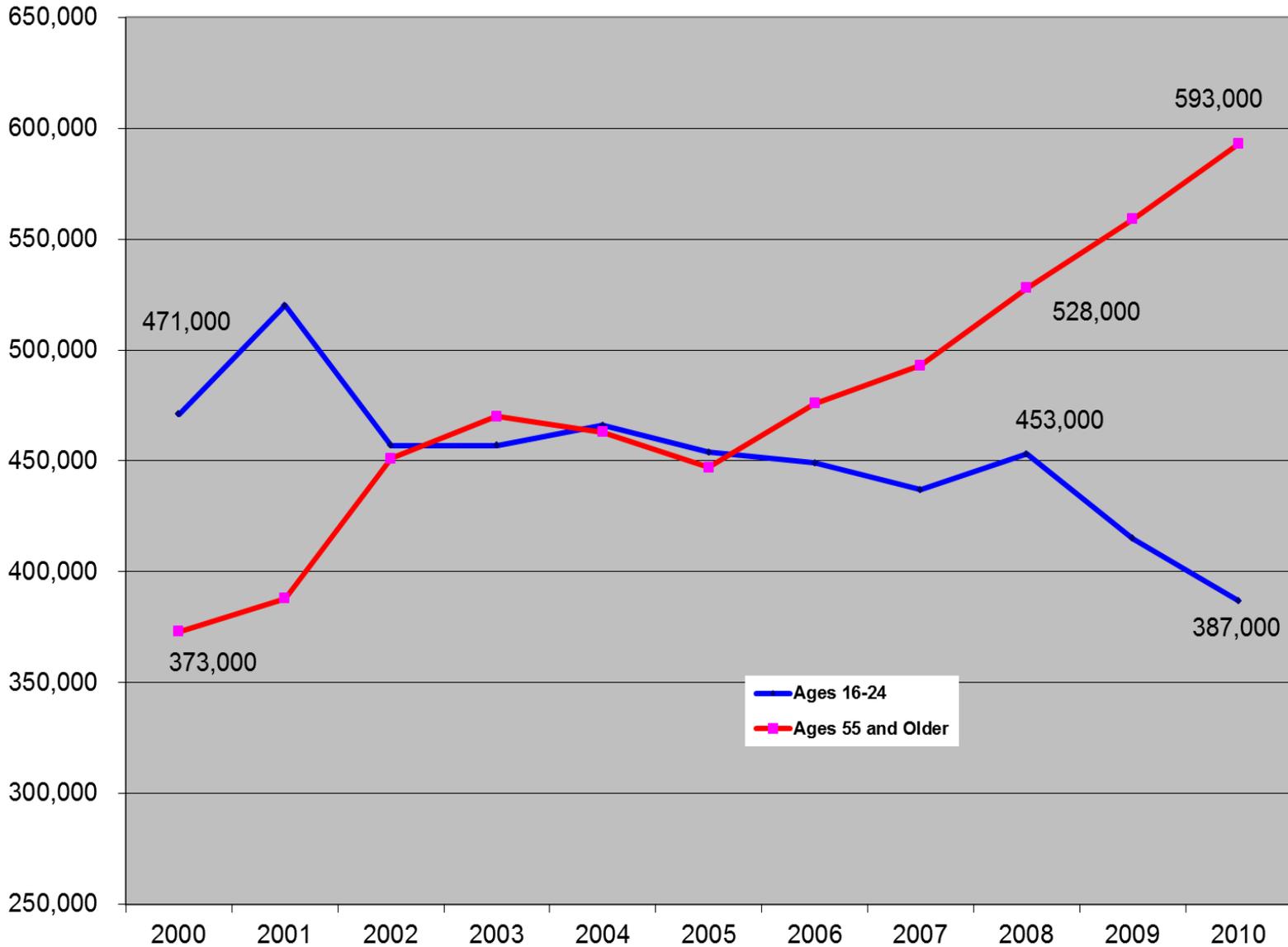
# Net Migration Rates by Age



Winkler, Richelle, Ken Johnson, Cheng Cheng, Jim Beaudoin, Paul Voss, and Katherine Curtis. *Age-Specific Net Migration Estimates for US Counties, 1950-2010*. Applied Population Laboratory, University of Wisconsin- Madison, 2013. Web.

# Number of Employed x Age - Younger and Older - Wisconsin

Source: U.S. Bureau of Labor Statistics, Current Population Survey (CPS)



# WISCONSIN POPULATION

2010 census vs. 2040 projections  
(Wisconsin Applied Population Lab)

808,914 more people!!

14.2% growth!!!

*But...*

# WISCONSIN POPULATION

## 2010 census vs. 2040 projections

<u>Age</u>	<u># People</u>	<u>Growth</u>
0-17	+ 27,438	+ 2.1%
18-64	+ 15,150	+ 0.4%
65-84	+ 598,121	+ 90.8%
85+	+ 168,205	+ 141.9%
	<u>766,236</u>	of the 808,914

***94.7% of the growth - 65+!***

***Double the number of “old-timers”!!***

# Elderly numbers will swell. Widen the sidewalks!

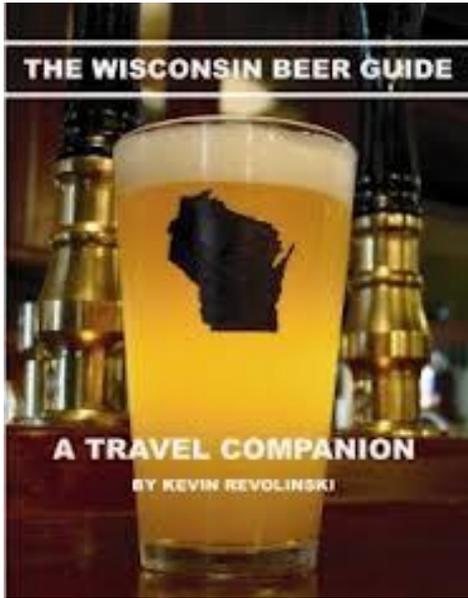


# More This



# Than This





Or



NURSING HOME

**WMC**  
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# WISCONSIN POPULATION

## 2010 census vs. 2040 projections

<u>Age</u>	<u># People</u>	<u>Growth</u>
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*... 94.7% of the growth*

*... is over 65!*

# GEORGETOWN UNIVERSITY STUDY

2010 Total WI Jobs: 2,812,590

2020 Total WI Jobs: 3,129,720

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**Add'l Jobs = 317,130**

(10 years)

**Add'l workers = 15,150**

(30 years)

# CASE STUDY

## Possible “Future Wisconsin Project” Strategy:

What can be done to increase the working age population?

# CASE STUDY

What can be done to increase the  
working age population?

Increase Production?!?!?!?

Extend “Working Age”?

Make Milwaukee, Denver?

Demographic “Stickiness”?

# CASE STUDY

What can be done to increase the  
working age population?

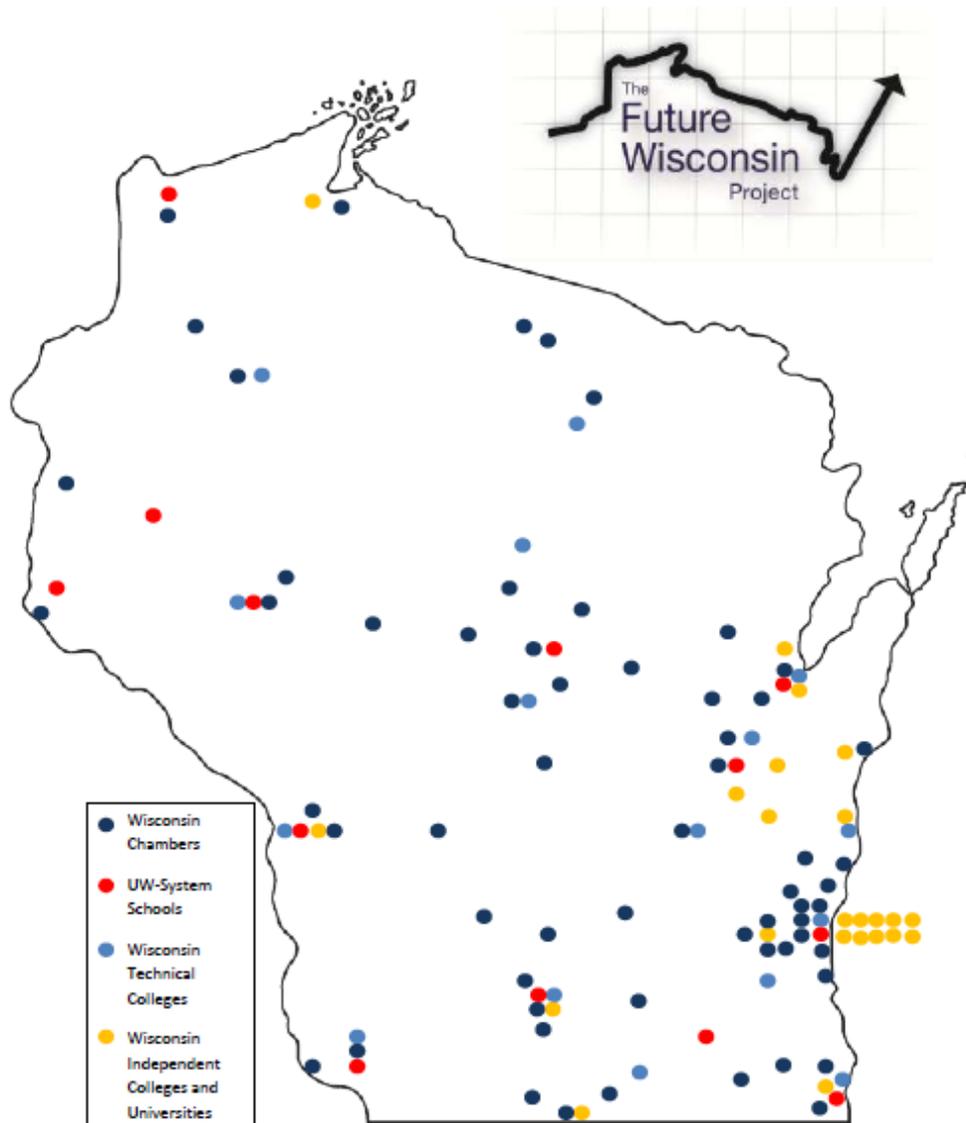
Identify Critical Recruitment Markets?

Better Educate/Train Lowest Quartile

Capture Current Workforce?

Immigration?

# FUTURE WI COMMUNITIES



70+ Communities

Providing Value

Local Support

Commitment

Public Relations

Media

Action



# ECONOMIC SUMMIT

# TFWP SUMMIT

# ECONOMIC SUMMIT

- 400+ Attendees
- WISCONversations:



Ken Gronbach, Demographer/Futurist

Mike Mullis, Site Selector

Wes Schroll, Entrepreneur

Marsha Lindsay, Brander

Scott Walker, Governor

# ECONOMIC SUMMIT

- Voting
- Millennial Panel
- State Partners



- Next Steps
  - No White Papers
  - Measureable Actions



# 2015 ACTION PLAN

# FIVE PRIORITIES

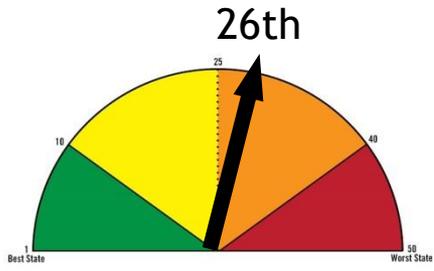
- ◎ Execute Academic and Career Plans
- ◎ Establish State Benchmarks
- ◎ Develop a “Jobs Forecast Survey”
- ◎ Determine the Feasibility of Branding Wisconsin
- ◎ Build State Partners’ Dashboard



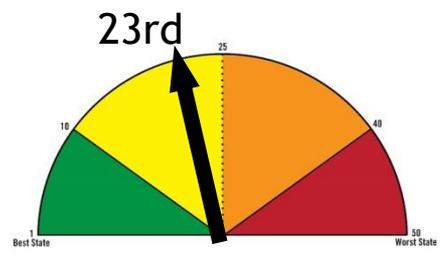
# STATE BENCHMARKS

- ⦿ Reviewed Existing Measures
- ⦿ Researched Other States
- ⦿ WMC Board Input
- ⦿ TFWP Competitiveness Committee
- ⦿ Summit Polling

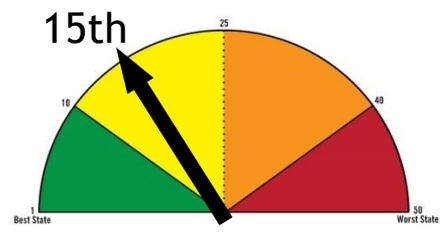
# SCORECARD



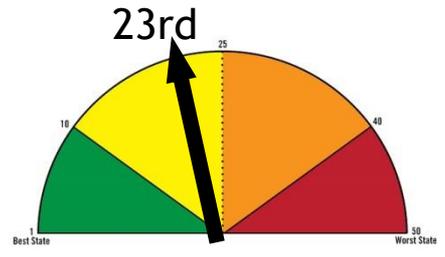
Business Competitiveness



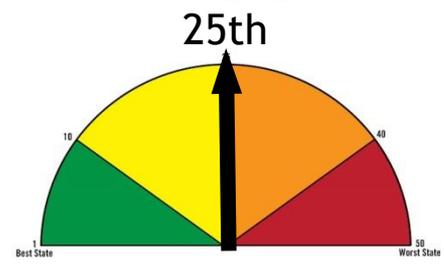
Talent



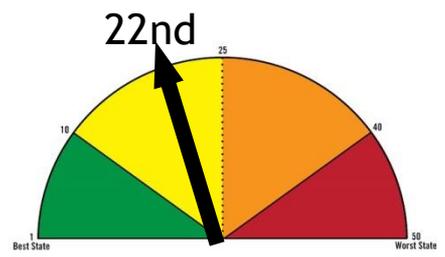
Global Engagement



Gov't Effectiveness



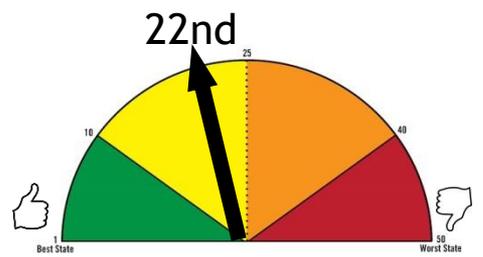
Life Quality



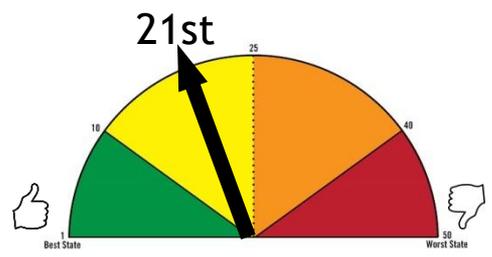
Entrepreneurism

# SCORECARD

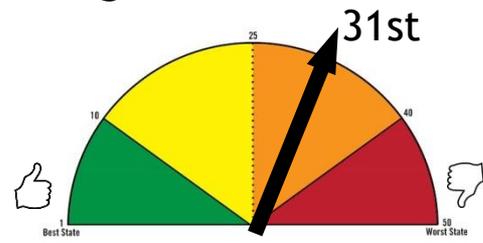
## Business Competitiveness – Top Concerns



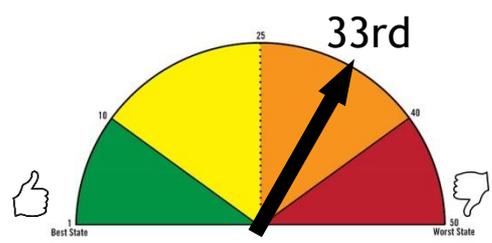
Legal Environment



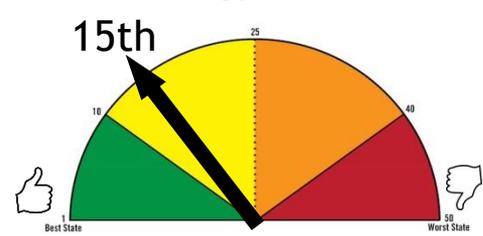
Business Taxes



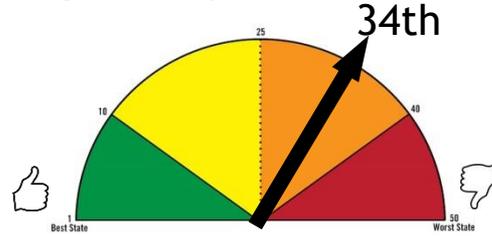
Energy Costs



Regulatory Environment



Health Care Costs



Tax Value

# JOBS FORECAST SURVEY

- ◉ Most Data is Historic
- ◉ Higher-Education Need
- ◉ Student, Parent and Counselor Void
- ◉ DWD Resources
- ◉ Employer Data Collection
- ◉ Publication

# BRANDING WISCONSIN

- ⦿ Current Status
- ⦿ Anecdotes
- ⦿ Wisconsin Positives
- ⦿ Other States
- ⦿ The Challenge

# PERCEPTIONS











# PERCEPTIONS - NATIONAL

## Wisconsin is a leader in

- Parks & Recreation
- Overall Quality of Life
- Sense of Community
- Education
- Manufacturing

## Selecting a place to live

- Education
- Job opportunities
- Crime/public safety
- Wages
- Social tolerance

# PERCEPTIONS - NATIONAL

## **Jobs you expect to find in WI**

Ag (153,000)

Healthcare (391,000)

Food production (260,000)

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Manufacturing (470,000)

Education (130,000)

Retail (308,000)

Tourism (272,000)

# PERCEPTIONS - NATIONAL

## Most (+) perceptions

- Access to outdoors
- 
- Cost of living
- Sports and recreation
- Quality of education

## Most (-) perceptions

- Job opportunities
- Climate
- Wage-salary expectations
- Social tolerance

# PERCEPTIONS - NATIONAL

## Three words describing Wisconsin

- |                        |                             |
|------------------------|-----------------------------|
| (1) <i>Beautiful</i>   | (6) Packers                 |
| (2) Cheese             | (7) <b>Divided/divisive</b> |
| (3) Cold               | (8) Beer                    |
| (4) Friendly           | (9) <i>Outdoors</i>         |
| (5) <b>Backsliding</b> | (10) <i>Nature</i>          |

# PERCEPTIONS - NATIONAL

## Three states to relocate to

- |                |                    |
|----------------|--------------------|
| (1) Minnesota  | (6) North Carolina |
| (2) Colorado   | (7) Oregon         |
| (3) California | (8) Illinois       |
| (4) Washington | (9) Arizona        |
| (5) Florida    | (10) Texas         |
| (14) Wisconsin |                    |



# ACADEMIC AND CAREER PLANS

- ⦿ Financial Literacy
- ⦿ Career Information
- ⦿ Goal Setting
- ⦿ Labor Market Data
- ⦿ Mentor/Counselor Discussions
- ⦿ Work-based Experiences
- ⦿ Education & Training Requirements

# ACADEMIC AND CAREER PLANS

## Future Wisconsin Communities – Chambers of Commerce

- Endorse Project
- Link Business and Education
- Recruit Involvement
- Know Local Labor Market
- Facilitators of Action

# EMPLOYER

- ◉ Connect your talent strategy to your business strategy.
- ◉ Establish flexible and responsive partnership networks.
- ◉ Plan and communicate your workforce needs.
- ◉ Align incentives to improve talent pipeline performance and recruitment.

# EDUCATOR

- ◉ Recognize employers as end-customers.
- ◉ Manage your employer partnerships.
- ◉ Develop talent solutions for employer partners.
- ◉ Share performance data across network partners.
- ◉ Develop recruitment strategies based on employer partnerships.

# STUDENT

- ◉ Plan and manage your career.
- ◉ Develop employer-focused career plans.
- ◉ Access preferred provider networks for entry-level opportunities.
- ◉ Pursue career advancement opportunities.
- ◉ Join and use professional networks.

# ECONOMIC SUMMIT '15

December 9, Monona Terrace

- ◉ Innovative Companies Attracting Talent
- ◉ Future Impact of Wisconsin's Demographics
- ◉ National Perception Survey
- ◉ Branding Wisconsin
- ◉ Competitive Benchmarks
- ◉ 2016 Game Plan



# BUSINESS ENGAGEMENT

- ◉ Map out your game plan
- ◉ Do a School-to-Work inventory
- ◉ Bring business people in
- ◉ Do your research
- ◉ Discuss workforce skills across the curriculum
- ◉ Explain how you apply what you are teaching
- ◉ Show them what you do
- ◉ Talk about your faculty in the community
- ◉ Share your concerns
- ◉ Lay out action steps

# QUESTIONS

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