



DAN FEYEN

STATE SENATOR

18th Senate District
(608) 266-5300
Sen.Feyen@legis.wi.gov

PO Box 7882, Madison, WI 53707-7882
<http://legis.wisconsin.gov/senate/18/feyen>

To: The Senate Committee on Economic Development, Local Government, and Commerce
From: Sen. Dan Feyen
Re: Senate Bill 679

Mr. Chairman, members of the committee, thank you for holding this hearing today.

On November 29th, at this year's Wisconsin Future Summit, Governor Scott Walker announced funding for workforce attraction marketing efforts. This legislation provides \$6.8 million dollars of GPR to the Wisconsin Economic Development Corporation, in collaboration with other state agencies, to develop and implement a marketing campaign aimed at attracting and retaining workers for Wisconsin. There are representatives from multiple agencies here today to speak on behalf of their plan, so I will leave it up to them to share the details of their plan.

Wisconsin has reached record unemployment this year, with some counties having rates as low as 2.1%. While this speaks volume to the economic recovery our state has experienced, it comes with its own set of challenges.

Across the state, there are "Help Wanted" ads posted by employers both large and small. Businesses regularly express frustration with the limited pool of job candidates and as a result may turn down new business opportunities because they simply cannot find people to fill current open jobs, let alone for greater expansion. Getting out the message that Wisconsin is a vibrant state with plentiful opportunities to expand a career, start a family, and build a life is a key piece in solving our workforce puzzle.

WEDC has already begun a workforce attraction marketing campaign known as Think. Make. Happen. This funding will provide the resources for the agency to expand its market reach with this messaging. Additionally, part of the funding will focus specifically on targeting veterans and expanding DWD's job center capabilities.

I am thrilled to continue fueling Wisconsin's economy with Governor Walker and Representative Rohrkaste. We have done an excellent job of supporting worker training programs in Wisconsin but it is not enough; Wisconsin needs more people to fill jobs in our growing industries. Wisconsin has a strong record of being a pro-business state; I believe this legislation is the next step in continuing to support our state's strong economy and industries.

Thank you for your time today. I welcome any questions you may have.



MIKE ROHRKASTE

STATE REPRESENTATIVE • 55TH ASSEMBLY DISTRICT

Senate Bill 679

Relating to: talent attraction and retention initiatives and making an appropriation.

Testimony of State Representative Mike Rohrkaste

Senate Committee on Economic Development, Commerce and Local Government

January 24, 2018

Thank you, Chair Feyen and members of the Senate Committee on Economic Development, Commerce and Local Government, for holding this public hearing.

Recently, the U.S. Bureau of Labor Statistics and the Wisconsin Department of Workforce Development reported that Wisconsin's unemployment rate continues to be at or near historic lows. In November of last year, our unemployment rate stood at 3.2%, easily beating the national average of 4.1%. At the same time, Wisconsin's labor force participation rate has reached an all-time high of 68.9%, well above the national average of 62.7%. Wisconsinites are working, and employers are continuing to search for qualified applicants for the tens of thousands of job openings in our state. Because of these factors, we now must focus our attention on attracting new workers to our state as well as retaining the talented workforce we have now.

In November, Governor Walker announced a plan for increased funding for workforce attraction and marketing efforts. Senate Bill 679 is legislation Senator Feyen and I have put forward to help achieve the goals set forth by Governor Walker's plan. This legislation will provide \$6.8 million dollars to the Wisconsin Economic Development Corporation, in collaboration with the Department of Workforce Development, the Department of Veterans Affairs, and the Department of Tourism, to develop a plan aimed at attracting and retaining workers for Wisconsin. This legislation will also focus on attracting veterans to Wisconsin, bringing Wisconsinites back to our state, and expanding DWD's job center capabilities.

Wisconsin is in a great position, but we are not alone. As unemployment across the nation continues to decrease, competition for talent increases. States like Michigan, New York, and Kentucky have already begun efforts to attract more workers, and more states will follow suit. We all know that Wisconsin has a lot to offer; we just need to make sure everyone else does as well.

Thank you for your time, and I encourage members of the committee to support Senate Bill 679.



Testimony on Senate Bill 679
Tricia R. Braun, COO and Deputy Secretary, WEDC
January 24, 2018

Chairman Feyen and members of the Senate Committee on Economic Development, Commerce and Local Government:

Thank you for the opportunity to appear before you today to share information on Senate Bill 679, which provides an appropriation relating to talent attraction and retention initiatives. We would also like to thank Senator Feyen and Representative Rohrkaste for authoring this legislation.

I'm joined today by my colleagues from the Department of Workforce Development, the Department of Veterans Affairs and Department of Tourism. Working together over the last several months, we have been able to leverage our areas of expertise to coordinate resources and develop a collaborative outreach plan to address the talent shortages facing our state. We are excited about this opportunity to showcase all of what we know is great of Wisconsin.

This initiative builds upon the solid foundation laid by Governor Walker, the legislature and state agencies as they have developed an integrated approach to make Wisconsin a great place to live and work. In addition to creating a strong business climate that is attracting global companies to Wisconsin, we made significant investments in education and workforce development, including Fab Labs, Fast Forward and Project Search.

As I travel across the state, I hear time and again the concern about the lack of talent to meet our workforce challenges not only of today, but for the future. We also know that Wisconsin, like many states, is facing a demographic challenge, and compounded with the fact that more people are working in Wisconsin than ever before, our state needs a proactive strategy to attract and retain talent in addition to keeping those who already live and work here.

It is for this reason that a new brand platform was built using the research, input, ideas and feedback of our stakeholders across Wisconsin, including our young professional groups and economic development partners. The resulting 'Think-Make-Happen InWisconsin' platform is the foundation that enables us to talk about our state in a way that better describes what makes Wisconsin's people, businesses and places special and unique.

Think-Make-Happen has already been embraced by Wisconsin's young professionals and is the theme of the annual YP Week in which 28 communities from across the state will be participating this year. It has also been a key message in promoting youth apprenticeships and fab labs. These examples are retention efforts aimed at keeping the younger and future workforce here in Wisconsin.

Another key aspect of this retention strategy is utilizing existing communication channels to promote these messages to Wisconsin residents. Because these channels are already in place, we are able to "push" our information to various audiences without a significant budgetary impact. However, as we

THINK·MAKE·HAPPEN.

begin to expand our reach outside of the state from an attraction standpoint, we will need to invest dollars in the new markets through the targeted media channels available in those locations.

It is also the intent to use the platform to build specific marketing campaigns, such as 'More You' that was recently launched in the Chicago market to shift the perception people outside of Wisconsin have about our state.

Based on message testing we've already completed, we know people in surrounding states have a very limited view of the opportunities available in Wisconsin.

They've said things like:

- "I knew nothing about Wisconsin. Now I think I may want to visit. It looks enjoyable."
- "It made Wisconsin seem like less farmland and hillbillies and more appealing to people like me who like a mix of city living with nature nearby."
- "It appears much more beautiful and relaxing than I could have imagined!"

You will see in your handouts copies of some of the messages that will be promoted over the course of the campaign in the Chicago area. We want to stress this effort also includes a dynamic digital and social media aspect we have purposefully integrated throughout our efforts. With millennials as the key target demographic, we knew we had to make sure our message is highly visible on media platforms Chicago millennials engage with on a regular basis. From Instagram to YouTube to mobile apps that allow you to compare how much more your money will get you in Wisconsin, or how short your commute times could be, we are leveraging technology and social media channels throughout the initiative.

With this legislation, we will be able to extend this messaging to new audiences, specifically veterans, alumni and other geographic markets.

With this solid foundation in place, the investment from this legislation will be able to be deployed quickly. Whether its outreach to alumni or military personnel ready to re-enter civilian life, the Think-Make-Happen platform was strategically built to be readily adjusted to meet different audiences while providing a cohesive message about opportunities in Wisconsin

Senate Bill 679 provides funding to build out mobile tools and resources for direct talent engagement – both around Wisconsin and outside of the state – which you will hear more about from the Departments of Veteran Affairs and Workforce Development, as well as extending the paid media marketing campaign to other targeted regions. As we continue to develop integrated talent attraction and retention initiatives, we will leverage existing programs and dollars from our agencies to ensure we are fully utilizing available resources and not duplicating efforts.

In addition to the many workforce related efforts of the Governor and legislature, our regions and communities have also made considerable investments to make themselves more attractive to talent and our regional partners are working closely together to address talent gaps. These investments and initiatives are critical for developing, engaging and re-engaging and growing our existing workforce.

It is important to emphasize that this marketing effort will not replace any of these programs or investments already being made, but we must now showcase to people inside and outside of the state the numerous opportunities that await in Wisconsin.

THINK·MAKE·HAPPEN.

Once again, thank you for the opportunity be here today. I am happy to answer questions from the committee following the testimony from the other agencies.

THINK·MAKE·HAPPEN.

Senate Committee on Economic Development, Commerce, and Local Government

Testimony on Senate Bill 679

Christopher Hagerup, Deputy Secretary, DWD

Chairman Feyen and members of the Committee:

I am Chris Hagerup, Deputy Secretary of the Department of Workforce Development (DWD). On behalf of DWD, I would like to thank you for allowing me to testify in support of Senate Bill 679.

Governor Walker correctly states that workforce development is economic development. As we help employers find skilled workers to fill their current needs, we also give employers in the State the confidence to look forward by hiring new employees, taking on additional work, and expanding operations in Wisconsin. This leads to job creation and, ultimately, to even more opportunity for Wisconsin's workers.

Thanks to Governor Walker and our partners in the Legislature, Wisconsin's unemployment rate is at 3.0 percent, a record low, and we outpace the nation in labor force participation. However, these strong economic indicators also illuminate the challenges we face. Wisconsin employers are struggling to find skilled talent to fill good-paying jobs. DWD's top priority is to continue to make smart, strategic investments in solutions that help meet employers' labor market needs.

To this end, we appreciate this Committee's interest in further strengthening workforce development and to ensure that no talent is left on the sidelines. Thanks to our partners in the Legislature, we have expanded investments to reach and help Wisconsin workers facing barriers. This includes veterans returning from military service and their families; job seekers with disabilities, the reentry population, the long-term unemployed, college students, youth apprentices, and many others. We need potential employees to "skill up" and "skill in" in order to secure good-paying jobs. And, with more employers looking to locate or expand current operations in Wisconsin, we've broadened our view of potential employees to include untapped talent pools in surrounding states and across the country.

The legislation before you today, SB 679 takes an important step forward in building Wisconsin's workforce through talent attraction. DWD would use \$300,000 of the \$6.8 million provided to purchase a mobile job center to serve not just out-of-state talent, but Wisconsin residents in rural and urban areas who may face transportation or other barriers to accessing a brick-and-mortar job center. This mobile job center would also help to provide rapid attachment to those services and individuals by allowing DWD to gather information instantaneously.

Services that can be provided via the mobile job centers include:

- Basic computer assistance

- Creating resumes and cover letters
- Information on training programs
- Job searching and completing applications
- Interview prep
- Referrals to job and career organizations
- Referrals to Adult Basic Education and GED classes
- Responding to major workforce reductions
- Job Fairs and recruitment on in-state or out-of-state college campuses, military bases and national outreach and talent recruitment events, potentially in collaboration with Wisconsin employers
- Business expositions
- State workforce initiatives and workforce training

DWD plans to employ veterans to staff the mobile job center when visiting military bases. They will effectively market our state's best-in-class employment opportunities, veteran benefits, and quality of life to other veterans. We also plan to take the mobile job center to college campuses, where we will promote internships and good-paying career opportunities to the best and brightest student talent. This includes students originally from Wisconsin and those who are looking for a new place to launch their careers.

The trade show booth developed by WEDC will feature DWD kiosks with touch screens that allow customers to explore workforce programs and sign up for more information. DWD staff will follow up and help these individuals make informed employment decisions about choosing Wisconsin as a place of opportunity for themselves and their families.

Thanks to Governor Walker and the support of our partners in the Legislature, more people in Wisconsin are employed than ever before. DWD will continue to assist anyone in Wisconsin who is seeking a job, even as we partner on initiatives to attract more talent from outside our state to fill employers' labor market needs.

I would be happy to answer any questions you may have. Thank you again for the opportunity to testify today in favor of SB 679.



**Senate Committee on Economic Development,
Commerce and Local Government
Testimony on Senate Bill 679
Ken Grant, Administrator, Division of Veterans Services
January 24, 2018**

Chairman Feyen and Committee Members,

Thank you for the opportunity to discuss SB 679, and the talent attraction and retention initiative as it applies to Veterans. My name is Ken Grant. I'm the Administrator of the Division of Veterans Services at the Wisconsin Department of Veterans Affairs, which includes Veterans employment and workforce issues.

Before I talk about the initiative I'd like to first provide a little background related to Veterans and their employment. According to estimates by the U.S. Department of Veterans Affairs, Wisconsin is home to about 390,000 Veterans. Of those, about 194,000 are of working age. Under Governor Walker's leadership, Wisconsin's unemployment rate for veterans is 3.3%.

Because the nationally directed Veterans-to-work initiatives are within the Department of Workforce Development as an agent of the U.S. Department of Labor, we have a long-standing and strong working relationship with our partners at DWD. The new initiative will build on that partnership.

To understand how the recruitment piece will work for our department it is important to first understand the nature of the process for individuals transitioning from military active duty. These are the folks and the timeframe that we'll be focusing on – military personnel *during their last six months on active duty*. Timing is important – one reason we want to recruit military personnel *before* they leave active duty is that the military will pay the final relocation cost for the individual upon separation from military service.

According to the Department of Defense, enlisted service members have been leaving the military at a rate of roughly 250,000 each year since 2003. The DoD expects that the separation rate will remain high for the next couple of years, with around 230,000 enlisted service members and officers leaving the military each year. Each month, the WDVA contacts by mail the approximately 300 new veterans that leave military service and relocate to Wisconsin. This mailing includes a packet of information which we can tailor to include specific employment information.

When a member of the military leaves active duty, they are required by law to participate in certain pre-transition activities during the final six months of service, a significant amount dedicated to job preparation and search activities. Through this initiative, we intend to focus on

connecting with individuals at some of the largest transition centers located at about 15-20 locations around the country.

We are looking at certain locations due to the specific training and technical expertise military personnel from that area are known to have. For instance, at Fort Sam Houston in San Antonio, Texas, home of the Army medical command, we could specifically target nurses. In San Diego we could specifically target Chinese linguists and at Wright Patterson Air Force Base in Ohio and Pensacola Naval Air Station in Florida we would target service members with high electronic skillsets. In addition, we are looking to focus on other locations such as Fort Bragg NC, Fort Knox KY, Fort Benning GA and several other military locations that boast a high density of service personnel.

The funding provided under the initiative will enable us, in partnership with DWD and WEDC, to participate in recruiting fairs that are held on or around large military bases. These are locations where we can connect directly with those transitioning service personnel **and their spouses**, who are just as important in the recruitment process. Just over half (53.5%) of Active Duty military members are married.

The goal is to reach them directly, to touch them before they leave the service. Having veterans talking directly to veterans is a key component to this effort. At these events we will have the capability to allow veterans to immediately register with Job Center of Wisconsin, ask questions, and receive information about specific Wisconsin jobs.

In addition to recruiting transitioning military personnel, DVA and our partners will actively recruit Veterans from other areas of the country. For example, as Silicon Valley tech workers are seeking other locations and Wisconsin continues to emerge as a tech hub, Veterans can be a prominent demographic.

We will be placing talent attraction promotional materials within the state and nationally, promoting Wisconsin as a leader in the benefits and services provided Veterans as well as a travel destination for Veterans.

Specifically, the WDVA will:

- Promote Wisconsin as a best state for veterans to work and live through a national campaign directed specifically at military personnel as they prepare to leave active duty, raising awareness of our generous veterans programs, benefits, and services.
- Grow the network promoting professional opportunities for veterans in Wisconsin by collaborating with veterans stakeholder organizations – veterans service organizations, veterans business groups, student veteran groups, and others.
- Attract veterans to Wisconsin as a destination for personal, social, and cultural fulfillment through partnerships with tourism, community, and military organizations.

I think we can all agree that Veterans have qualities that every employer is looking for: leadership, the ability to work as a team leader and a team member, the ability to work under

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pressure and meet deadlines, the ability to give and follow directions, planning and organizational skills, a commitment to working safely, and flexibility and adaptability.

Our goal, through this initiative, is to actively seek out these valuable employees and make sure they know that Wisconsin is a great place for a career and a great place for their family.

Thank you.



**Senate Committee on Economic Development, Commerce and Local Government
Testimony on Senate Bill 679
Lisa Marshall, Public Information Officer, Department of Tourism**

Chairman Feyen and members of the Senate Committee on Economic Development, Commerce and Local Government:

Thank you for this opportunity to speak to you about the role tourism plays in Wisconsin's quality of life and how it is an important tool and asset for recruiting and attracting talent for the future needs of the state's workforce.

Outdoor recreation, natural resources, attractions, arts and culture, exciting festivals and events, and much more provide the quality of life backdrop that is very important to people who live and work in Wisconsin. This is a selling point when people are choosing where to live or retire, or when companies make decisions about where to locate and expand.

Tourism is big business. We're a \$20 billion industry in Wisconsin, employing over 193,000 people. Tourism businesses in Wisconsin pay \$1.5 billion annually in local and state taxes. Tourism businesses are like other sectors of our state's economy, we all need employees.

We know talent recruitment is highly competitive. Other states are recruiting hard for workers and Wisconsin must be a leader in this to continue moving the state forward.

So, how will the Department of Tourism partner with other state agencies to build Wisconsin's workforce? The answer is leveraging our existing communications channels to encourage people who visit Wisconsin for a vacation to consider living and working here.

Travelwisconsin.com, our consumer facing site that gets nearly 10 million visits annually from people in all 50 states and many countries, will be a platform for creative messages that ask, "if you like to vacation here, why not live and work here?"

We will pursue free press by pitching targeted media stories on Wisconsin's quality of life and inviting journalists to experience our national parks, forests and rivers, state and county parks, events and festivals, world-class attractions, and our four seasons of outdoor recreation first hand.

We will employ our four regional tourism specialists to work with communities and use their relationships with chambers of commerce, convention & visitor bureaus, and small businesses to educate tourism partners on similar strategies to deploy within their own marketing plans.

We will work in partnership with WEDC, DWD and DVA to recruit the talent and workforce needed to move Wisconsin forward. The legislation before you today SB 679 takes an important and critical step towards that success.

Thank you for this opportunity to talk about the role tourism plays in growing the Wisconsin economy and to speak in favor of the bill.

Governor Scott Walker
Secretary Stephanie Klett



Wisconsin ad campaign goes after Chicago's millennials

Wisconsin is trying to lure young professionals out of the Windy City with a new million-dollar marketing effort. The campaign is designed to hit millennials where they live.

Marco Ugarte takes the train from Chicago to Milwaukee for business but said he could see living in Brew City.

"Having more space, more competitive house pricing, perhaps," Ugarte said.

He's the kind of young professional Wisconsin is hoping to attract.

The deputy secretary of Wisconsin Economic Development Corp., Tricia Braun, said they are trying to sell "the opportunities that Wisconsin has to offer." The state's goal is to lure talent, using social media and targeted messaging touting Wisconsin's quality of life advantages.

Wisconsin's campaign will focus on three words: Think, Make, Happen. But for the Chicago area millennials it's targeting, it may come down to just two words: time and money.

By moving to Wisconsin, millennials could have more time for themselves and a lower cost of living. "I think there's a lot of opportunities that people don't know about," Marquette University student Ava Clafford said.

Some believe changing Wisconsin's image won't be easy.

"I don't know if it would be as big of a draw for millennials who aren't from here originally," said Patrick O'Neill who is a Wisconsin native.

But as competition for talent increases, state leaders think there's no time to waste.

"It's not doing Wisconsin any favors to be America's best-kept secret," Braun said.

The ads targeting Chicago millennials will appear on all social media platforms, in health clubs, on drink coasters in bars, and on the inside and outside of Chicago 'L' trains, which will be visible to drivers stuck in traffic.

WEDC launches ad campaign to lure millennials

MATTHEW DeFOUR
mdefour@madison.com

Starting this week, young professionals in Chicago may see a new ad campaign on the subway, at the gym, on their phones or even on their beer coasters pitching Wisconsin as the place to be.

The Wisconsin Economic Development Corp. launched the \$1 million marketing campaign Monday — the first of its kind in state history — with a series of ads contrasting cramped subway cars and apartments in Chicago with cheaper rent and faster commute times in Wisconsin.

"The choice is yours," states one ad featuring paddlers on Lake Monona with Monona Terrace gleaming in the background. "In Wisconsin, the average commute is less than 22 minutes, so you can spend less time traversing the rails

and more time in the sun exploring our 15,000 lakes. Wisconsin. It's more you."

The campaign is one of several strategies the state has developed to combat a growing worker shortage, which the Wisconsin State Journal highlighted in its Workers Wanted series last fall. The idea is to combat the perception, identified through recent WEDC surveys, of a Wisconsin filled with farms, bars and cheese.

The ad campaign, which runs through June 30, targets 21- to 35-year-olds with idyllic scenes from 15 locations around the state, including Madison, McFarland, Monona, Milwaukee, the Milwaukee suburbs, Green Bay, Appleton, Portage, Nekoosa, Wausau and the Ashwaubenon forest.

It includes advertising on social

media and other websites, posters in health clubs, coasters in downtown Chicago bars, and ads on the interior and exterior of Chicago Transit Authority trains. WEDC also has redesigned its Wisconsin.com website to provide job, housing and lifestyle resources for those looking to move to Wisconsin.

Gov. Scott Walker has called for an additional \$6.8 million to expand the campaign to other cities.

The Assembly Committee on Jobs and the Economy is holding a public hearing Wednesday on the proposal.

The additional funds include \$4.3 million for expanding the Chicago media campaign to Minneapolis and Detroit, and \$2.5 million for a veterans traveling recruitment effort.



MATTHEW DeFOUR, STATE JOURNAL

Kelly Liez, WEDC's vice president for marketing and brand strategy, oversaw development of a \$1 million advertising campaign aimed at luring millennials to Wisconsin from Chicago.

Millennials, come hither

State begins talent attraction ad campaign

MICHAEL BURKE
mick.burke@journaltimes.com

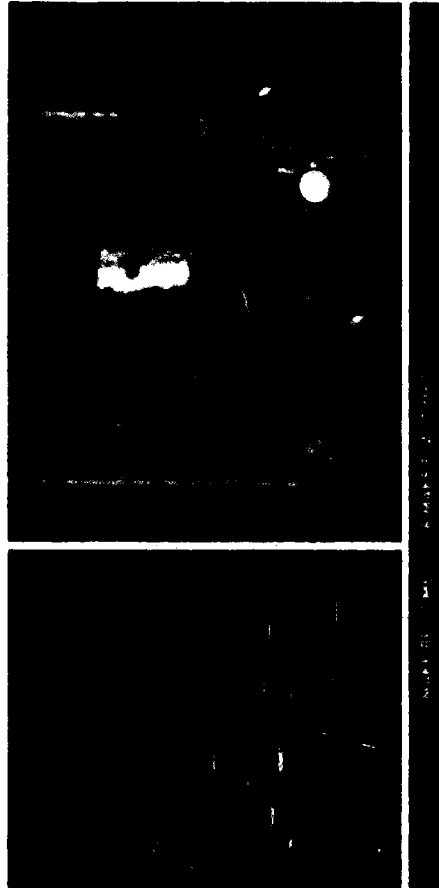
RACINE COUNTY — State officials have announced a new, \$1 million talent attraction campaign, using only social media, designed to persuade millennials to live and work in Wisconsin.

The campaign's first phase will target millennials, or people ages 21-35, in the greater Chicago area and attempt to sell them on Wisconsin's career and lifestyle advantages. It will be conducted mostly via social media including Instagram, Facebook, LinkedIn, Pandora and YouTube.

The next phase, starting in February, will aim to reach alumni of Wisconsin colleges and universities who live out of state.

This is Wisconsin's first out-of-state talent marketing campaign, said Tricia Braun, deputy secretary of the Wisconsin Economic Development Corp.

The new campaign emerged from discussions that started about four years ago among WEDC partners, Braun said. In exploring the question of how to attract young talent to the state, they found there was a "limited perception" of what Wisconsin



The choice is yours. In Wisconsin, the average commute is less than 22 minutes — so you can do more time doing what you love.

THINK MAKE-HAPPEN IN WISCONSIN



SUBMITTED IMAGE

This is one of the ads the Wisconsin Economic Development Corp. is using in its just-launched ad campaign to attract Chicago millennials to live and work in Wisconsin. The caption reads, "The choice is yours. In Wisconsin the average commute is less than 22 minutes — so you can do more time doing what you love."

offered, she said.

"It's not enough to tell people that we have jobs if they don't also think it would be a great place to live," said Kelly Lietz, WEDC vice president for marketing and brand strategy.

And with Foxconn Technology

Group planning to build its \$10 billion manufacturing campus in Mount Pleasant, Braun said, "I think Foxconn's part of the development to Racine County has been RCEDC's mission for nearly 35 years, and our future

Racine County Economic Development Corp. Executive

Please see TALENT, Page A5

Talent

From A1

efforts will benefit from a solution-driven talent recruitment program."

Fishing in Chicago

Chicago is a ripe field for plucking young millennials, WEDC and its partners believe. "Chicago's large concentration of young people, who tend to be more mobile than other demographic groups, and its consistent out-migration patterns makes this a primary market for Wisconsin's talent attraction efforts," the agency states.

"After several years, there's an appetite to move away from Chicago," Braun said.

The social media campaign is designed to deliver messages that in Wisconsin, young professionals can have more time with family and friends, more career choices and a greater ability to have an impact, Braun said.

For example, one interactive ad allows the recipient to convert his or her Chicago commute time to the number of

Wisconsin website

All of the ads are intended to drive people to a new website, InWisconsin.com, which allows visitors to explore the state's key industries, natural resources, cultural and recreational options and communities.

Lietz said they will get more than 250 million impressions, or opportunities for people to see the ads, during the campaign's first six months. They also expect more than 10,000 job and/or house searches at InWisconsin.com during that time.

Ads will also be placed on Chicago Transit Authority L trains — including train wraps, and in health clubs, bars and restaurants in the campaign's first phase.

The initial campaign runs through June 30. WEDC said there have been calls for increased coordination among government agencies to expand its reach. A proposed 18-month plan calls for continuing the Chicago paid media strategy beyond June 30, expanding the campaign to additional Midwest areas, increasing outreach to Wisconsin alumni, and aggressively targeting transitioning veterans and their families nationwide.

Gov. Scott Walker has proposed spending another \$6.8 million to deploy that initiative.

"After several years, there's an appetite to move away from Chicago."



Tricia Braun,
Wisconsin
Economic
Development
Corp. deputy
secretary

days a year spent in that mode. A 55-minute commute equals 20 days a year, the ad says; then it says, "That's because Chicago has the longest commute times in the country, compared to only 22 minutes in Wisconsin."

Another ad allows Chicago-area residents to convert their monthly rent amounts to what they'd pay in Milwaukee, where rents average 42 percent lower.

WEDC bought advertising on a network of popular phone apps, and the ads will appear when someone goes to play one of those games, visit one of those news sites, and so on.

Another form of the campaign will be audio ads on music-streaming service Pandora and 15- and 30-second video ads on YouTube.

Wisconsin makes pitch to young Chicagoans

Rick Romell Milwaukee Journal Sentinel
USA TODAY NETWORK - WISCONSIN

Seeking to lure bright young Chicagoans to Wisconsin, the state's economic development agency on Tuesday unveiled a slick marketing campaign deployed through technology both new (social media platforms such as Instagram) and old (the Windy City's venerable "L").

The \$1 million effort will extend through June 30 and, it is hoped, persuade young professionals south of the state line that their future lies in Wisconsin.

Emphasizing such Badger State attributes as shorter commutes, lower cost of living and an array of recreational and cultural opportunities, the campaign is aimed at providing the workforce talent employers here say they need.

"This effort has been in development for almost two years," said Tricia Braun, deputy secretary and chief operating officer of the Wisconsin Economic Development Corp., which launched the campaign.

That means it wasn't sparked by the needs of Foxconn Technology Group

and its plans to build a huge electronics manufacturing complex in Racine County.

Rather, it springs in part from the conviction that, as Braun put it, "people are the new currency" in driving economic growth.

Regions across the country are promoting themselves as a way to attract talent, and the WEDC felt it was time for Wisconsin to undertake a statewide effort.

In doing that, the agency is out to change perceptions of Wisconsin that, for many people, are none too flattering.

One example: When nonresidents were surveyed about what images come to mind when they think about Wisconsin, the most frequent response, by a good margin, was "cheese." Second was "Packers," followed by "cold winter," "Beautiful lakes" and "natural beauty" made the list, but in significantly smaller numbers.

As part of the effort to put the state's best foot forward, the WEDC also revamped its InWisconsin.com website, peppering it with glossy images of the best of Wisconsin, motion graphics touting the state's high rankings on var-

ious desirable characteristics, and a wealth of information on careers, key industries, and doing business here.

The six-month marketing campaign will be heavily digital. Roughly \$600,000 is budgeted for such things as sponsored posts on Instagram and Facebook, ads on Pandora and YouTube, pay-per-click advertising on Google and Bing, and advertising on popular mobile apps that will be geographically and demographically targeted to young adults in the Chicago area.

But the WEDC isn't forsaking the physical world. The campaign also budgets \$147,000 for nontraditional advertising on posters at downtown Chicago health clubs and coasters in downtown restaurants and bars.

And, there are the L trains: The WEDC is wrapping the outside of seven cars with Wisconsin-centric advertising and filling the insides of eight others with the same.

"So everywhere you look in that car is our message," said Kelly Lietz, the WEDC's vice president for marketing and brand strategy.

No word yet on how that's going down in Bear country.

NATIONAL

Wisconsin launches ads to lure Chicago millennials north

By **TODD RICHMOND** Associated Press JANUARY 9, 2018 — 7:05PM

MADISON, Wis. — Gov. Scott Walker's job-creation agency has launched a push to convince Chicago-area millennials to leave the big city and relocate to Wisconsin in hopes of boosting the state's workforce.

The Wisconsin Economic Development Corporation began its "Think-Make-Happen In Wisconsin" advertising campaign on Monday. The project is designed to attract more workers to Wisconsin.

The state's lack of workers figures to become a larger problem in coming years as electronics giant Foxconn Technology Group moves closer to opening a massive flat-screen manufacturing plant in Pleasant Prairie, about halfway between Milwaukee and Chicago. The company has said the plant could employ up to 13,000 people.

According to the U.S. Bureau of Labor Statistics, Wisconsin's labor force stood at 3 million people as of November. The Chicago-area workforce alone was 4.7 million that month.

WEDC officials say they're trying to change a national perception of Wisconsin as flyover country with nothing to offer except snow, dairy farms, cheese and the Green Bay Packers.

"We just don't have enough people," said Kelly Lietz, vice president of WEDC marketing. "People don't think of Wisconsin in the terms of all the opportunities it has to offer. People outside the state don't know and don't understand."

The \$956,000 campaign calls for placing ads on Chicago commuter trains and train platforms as well on drink coasters in downtown Chicago bars and restaurants. Ads also will appear in health clubs and on social media targeted at people between the ages 21 and 34 who live in or around Chicago and at Wisconsin college alumni who have scattered across the country.

Jack Lavin, president and CEO of the Chicagoland Chamber of Commerce, said in an email to The Associated Press that Chicago has invested heavily in things that attract and retain young talent, including universities, parks and public transit.

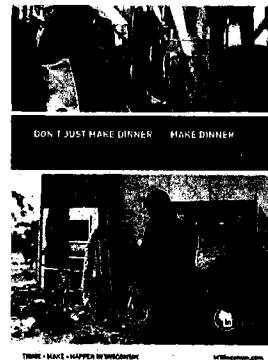
"At the end of the day, the Chicago region offers career opportunity and a great quality of life," Lavin said. "Millennials in our workforce know that. It's why they came here, and why they stay."

Most of the ads boast that Wisconsin's shorter commutes translate to less stress and more time for family, friends and exercise. Other ads tout Wisconsin's lower housing prices, lower property taxes and the state's lakes.

"Don't Just Make Dinner. Make Dinner," reads one ad with a photo of exhausted train commuters juxtaposed with a photo of a happy-looking couple cooking dinner in their home. "Bump Elbows or Bump on the Court?" reads another with photos of train commuters and sand volleyball players. Yet another features a photo of a traffic jam juxtaposed with a photo of a sailboat on Lake Michigan. "Sunset on Michigan (Avenue) or Sunset on (Lake) Michigan?" the ad asks.

The campaign, two years in the making, is slated to run through the end of June. WEDC is paying for the campaign out of its 2018 budget.

Walker asked the Legislature at the end of November to approve \$6.8 million for a second ad campaign designed to attract veterans and millennials to the state from other Midwestern areas, particularly Detroit, Minneapolis and Chicago. The campaign would be modeled after the Chicago effort. A legislative committee was scheduled to hold a public hearing Wednesday on a bill that would release the money.



(http://stmedia.startribune.com/images/1515543230_10)
This undated photo provided by the Wisconsin Economic Development Corporation shows an ad for a \$1...



WEDC ad campaign to attract, retain workers hits Chicago

1/10/2018

The state's first-ever advertising campaign to attract and retain Wisconsin workers launched this week, with ads of all shapes and sizes peppering the Chicago area.

The \$1 million price tag for the campaign is coming out of WEDC's fiscal year 2018 budget, covering paid advertisements in a variety of channels. These ads highlight specific advantages of living in Wisconsin compared to a bigger metro area, such as shorter commute times, lower taxes and lower rents.

Tricia Braun, secretary and COO of the Wisconsin Economic Development Corporation, says momentum has been building for this campaign for about two years.

"We had been hearing as an agency from all of our partners, businesses that we work with, etc., that talent is increasingly the number one issue for Wisconsin," she told WisBusiness.com. "Looking at what we could do to market Wisconsin to out-of-state workers, the reality was there was a large lack of perception or misperception on the types of opportunities that Wisconsin offered."

She says the effort to draw Wisconsin alumni and millennials from out-of-state will reframe the narrative by showcasing opportunities for careers and for personal fulfillment.

Ads will take the form of targeted social media posts, streaming video and audio ads, mobile app pop-ups, banners on trains, backlit billboards in downtown health clubs and branded coasters in restaurants and bars.

All the visual ads have a similar look, with bold colored frames surrounding two-pane images contrasting big city life with living in Wisconsin. Video ads share the same comparative structure.

One billboard has an image of cars stuck in busy traffic above a photo of two paddle-boarders soaking up the sun. It reads: "Brake pedal, or board paddle? The choice is yours. In Wisconsin, the average commute time is less than 22 minutes, so you can spend less time traversing Michigan Ave and more time exploring our 15,000 lakes. Wisconsin. It's more you."

The campaign as a whole centers around the concept of "more you."

"A couple of different notions were tested in the market," Braun said. "The feedback on 'more you' is resounding; that yes, in Wisconsin, you can have more of what you love to do. You can spend more time with your family; you can have more career choices -- whatever it is, you can have more of it here in Wisconsin."

A big part of the campaign is the revamped InWisconsin.com website, which will supplement the digital ads with regional data and testimonials, as well as home and job search functionality.

Gov. Scott Walker first announced this ad campaign at the Future Wisconsin Summit in late 2017, when he also called for legislators to allocate \$6.8 million to market the state to three key

groups: Midwest millennials, Wisconsin alumni, and military vets and their families.

While the \$1 million campaign targets millennials and alumni, it doesn't have any ads specifically geared toward veterans. If the Legislature acts on Walker's request, part of the funds would go toward the primary campaign, while a sizeable portion would support the development of a separate national campaign targeting military personnel as they leave active duty.

Lawmakers have introduced bills to allocate the \$6.8 million, and a hearing on the Assembly bill is set for this morning. WEDC will be testifying jointly with the Department of Workforce Development and the Department of Veterans Affairs.

"The partners that we've been working with that are begging for this to happen, I think there will be ancillary lobbying happening through those channels," Braun said, adding that WEDC representatives will be meeting directly with lawmakers to tout the legislation.

See some sample ads below.

Banner ads for train interiors: <http://www.wispolitics.com/wp-content/uploads/2018/01/TrainInteriors-2.pdf>

Backlit billboards for health clubs: http://www.wispolitics.com/wp-content/uploads/2018/01/Backlit-Billboard-6.1875-x-8.1875_vF2.pdf

Social media ads: <http://www.wispolitics.com/wp-content/uploads/2018/01/SocialAds.pdf>

Coasters: http://www.wispolitics.com/wp-content/uploads/2018/01/7318-11_TMH-Coasters_v4.pdf

Check out video and audio ads here: <http://wedc.org/newsroom/talent-attraction-media-kit/>

--By Alex Moe
WisBusiness.com



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MEN AND WOMEN AT WORK

WISCONSIN'S WORKFORCE AGENDA

NEW TALENT ATTRACTION CAMPAIGN RECEIVES NATIONAL ACCLAIM

Examples of media coverage from Jan. 9-10

Wisconsin Makes Pitch to Young Chicagoans

journal sentinel
PART OF THE USA TODAY NETWORK

WEDC launches ad campaign to lure millennials

**WISCONSIN
STATE JOURNAL**

Wisconsin launches ads to lure Chicago millennials north

AP Associated Press

WEDC ad campaign to attract, retain workers hits Chicago

WISPOLITICS.COM
Wisconsin's Premier Political News Service

**Wisconsin unveils million-dollar ad campaign designed
to lure millennials from Chicago**

**FOX 6
NEWS**

**STATE OF WISCONSIN
DWD**
Department of Workforce Development



WDVA
Wisconsin Department of Veterans Affairs

WISCONSIN
— DEPARTMENT OF TOURISM —



MEN AND WOMEN AT WORK WISCONSIN'S WORKFORCE AGENDA

With more people employed in Wisconsin than ever before, it is increasingly important to attract and retain highly skilled workers. As part of his Workforce Agenda, Governor Walker is asking the legislature for \$6.8 million to leverage the resources and mission of the Wisconsin Department of Workforce Development, the Wisconsin Economic Development Corporation, the Wisconsin Department of Veterans Affairs and Travel Wisconsin to attract new workers to Wisconsin.

Developing a comprehensive approach to promote Wisconsin's career and lifestyle advantages to groups like Midwestern millennials, Wisconsin alumni, and veterans transitioning to civilian life will build our workforce to meet talent demands across the state. A strong workforce means a strong economy, ready to tackle the challenges of the future.



DVA/TRANSITIONING VETERANS (Increased awareness)

- Promote Wisconsin as the best state for veterans to work and live through a national campaign directed specifically at military personnel as they prepare to leave active duty, raising awareness of our generous veterans programs, benefits and services.

InWisconsin.com



THINK • MAKE • HAPPEN IN WISCONSIN

In Wisconsin, we believe our veterans deserve nothing less than the best, which is why we offer 23 of the 26 available state programs, more than any other state in the nation—spanning from housing to a fully funded GI bill so that you, your spouse and your children receive a fully paid four-year degree. Wisconsin. It's more you.

BEST STATE IN THE COUNTRY FOR VETERANS



TARGET MARKET STRATEGY

On Jan. 8, 2018, WEDC launched a \$1 million multifaceted marketing campaign to encourage young professionals in the Chicago area to consider living and working in Wisconsin. The enthusiasm for this initiative has prompted calls for increased coordination among state agencies to extend the campaign's reach. The expanded proposal builds on the nationally tested Think-Make-Happen messaging to motivate the target audiences to consider Wisconsin as a destination that offers unlimited opportunities for personal, professional and business success. In addition, the Department of Tourism will also leverage its existing communications channels to encourage visitors who come to Wisconsin for vacation to consider living and working here.

BUDGET

With WEDC's planned investment for the plank targeting Midwest millennials set to deploy in January 2018, we have the foundation in place to serve as a catalyst to expand our reach through the planks targeting alumni and veterans. The budget below builds on the existing relationships, especially between DWD and DVA, who are already working to help connect veterans with Wisconsin job opportunities. Leveraging our shared resources will help us multiply our efforts, integrate a consistent messaging component across the identified planks, and create a venue to develop new planks in the future.

The proposed \$6.8 million budget will be deployed as structured below. Timelines are tentative and projected based on current discussions. Actual timeframes may be impacted by supplier/vendor availability and final detailed paid media strategies.

ITEM	BUDGET
Market strategy development Campaign planning and measurement Market, audience and media research Audience response and perception tracking	\$300,000 FY18: \$300,000
Marketing production Development of campaign deliverables, including: Out-of-home ads Online ads Video Social media content Direct marketing Alumni toolkit Supporting collateral materials Experiential marketing/events Public relations/media relations	\$1,000,000 FY18: \$500,000 FY19: \$500,000
Media investment Deployment of paid media strategies	\$3,000,000 FY18: \$1,000,000 FY19: \$2,000,000
Creation of mobile, on-site recruitment station (DWD)	\$300,000 FY18: \$300,000
Transitioning veterans event logistics 20' x 20' exhibit build with supporting graphics and tradeshow collateral Travel costs for 4 or more staff (DWD, DVA, WEDC), depending on show/booth size Show management costs Exhibit costs Show services	\$2,200,000 FY18: \$500,000 FY19: \$1,700,000
TOTAL	\$6,800,000