

POST SECONDARY/CAREER PATHWAYS SUBCOMMITTEE MEETING

NWTC – Business Assistance Center Building

May 26, 2015

1:30 p.m. – 3 p.m.

Attendees: Jennifer Lanter (UWGB), Ryan Martin (UWGB), Scott Schlicher (DWD), Chrystal Aclamick (Anthem), Scott Borley (FVTC), Mike Vander Heiden (NWTC), Julie Ebben-Matzke (NWTC), Randy Smith (NWTC), Ann Schermetzler (Acuity), Sandy Folsom (NWTC), Ann Franz (NWTC), Linda Bartelt (NEWERA)

HIRING SURVEY RESULTS:

Attached please find the hiring [survey results](#) received in May, 2015. The highlights from the results included:

1. Highest demand occupations for the next few years are Customer Service, Inbound Sales and Claims Adjusters. From year one to year three, the claims adjuster position moved to number one in front of Customer service. This may be due to an aging population that may increase claim volume and may also be a result of retiring employees in those areas.
2. The minimum degree attainment requirement for these top positions is a High School Degree.
3. Occupations that are most likely hired from outside of the company are Customer Service, Inbound Sales, Commercial Processor / Detailed Data Entry.
4. There are current internships available for the occupations of Claims Adjuster, Underwriter, Customer Service, Inbound Sales and IT-Systems Analyst positions, IT-Web-Based programmers, IT-Database Administrator. Knowing that some companies have college internships in these areas is valuable for a company that is interested in starting an internship to learn best practices. At a future meeting, members will share their best practices.

CAREER OUTREACH EVENTS – SEPTEMBER, 2015:

The committee members discussed ideas for bringing employers and students together in recognition of September is Insurance month. All agreed that it is important to have flexibility in the type of event depending upon the needs of the insurance company. Ideas Discussed:

1. Hosting a job fair that is targeted to part-time jobs allowing students more flexibility in starting their career.
2. A company sponsored training program/certification. Upon successful completion of the program, the students are guaranteed an interview (not necessarily a job).
3. Host an event where degree fields such as Psychology, Office Professional, Insurance and IT could be targeted. The program could be at the college during one of the classes, student clubs or host the event at the insurance company.
4. A company in the region hosted a company tour that included interviewing tips. Students were then given the opportunity to interview for jobs within the company.
5. There is concern that students might not be interested in a specific occupation, because they do not know what is required of that position. In hosting a job shadow as part of the company tour, first survey what skill sets the student is interested in and assign them to the occupation that requires those skill sets.

Next steps for the September event(s):

Determine what companies are interested in participating in an event targeted at college students in September. Companies will choose from one or more of the following:

- Career Speaker in the classroom/student club
- Host an Open House at insurance company (topic areas include career speakers, job shadows and tour)
- Job Fair at insurance company targeted at full and part-time jobs

Members of the committee will need to determine what degree fields the September event should target:

- Administrative Professional at the technical colleges
- Psychology at UW Green Bay
- Insurance (minor) at UW Oshkosh

The insurance companies should contact Ann on their preference by June 20, 2015. At the June 30, 2015 meeting, the September outreach programming will be further developed. It was also noted that there is flexibility in hosting an event in a month other than September.

Tabled for future discussion is outreach to retired teachers and healthcare workers who still would like to work and looking for a fit with their skills and knowledge. In addition, college students who pursued training in an occupation area, but getting closer to graduation do not want to go into that field (i.e. Elementary Education students).

TRAINING GAP IDENTIFIED:

The committee discussed a growing problem of job seekers not having proficient typing skills. There are two possible solutions to this issue. First, is for Job Centers to offer typing skills training to job seekers. The second solution is to incentivize students taking typing at the technical college by giving them an opportunity after successful completion of predetermined rate of speed/accuracy that they would be eligible for an interview at an insurance company.

IMPROVING THE IMAGE OF CALL CENTER/ PATHWAYS:

The challenge is to change the image of this position. One solution is changing the title of the occupation from 'call center or customer service rep' to 'client care specialist.' This title changes the perception of a 'customer' being a transactional relationship to 'client' which is a long-term relationship. The term 'care' infers that you are taking care of people and building a relationship, which might attract job seekers that are in the healthcare/education/psychology fields. In addition, 'specialist' refers to having advanced skills and abilities.

FAST FORWARD GRANT:

The committee discussed the opportunity to utilize the current Fast Forward Grant that is due August 20, 2015. These grants are intended to be used for incumbent workforce or training potential new hires. Please contact Ann Franz (ann.franz@nwtc.edu), if you are interested or would like to learn more.

ACTION ITEMS:

- Determine what the career pathways in the customer service area are from the employers.
- Insurance companies will contact Ann Franz (ann.franz@nwtc.edu) to determine what outreach event they are interested in for September.
- Share best practices in college internships at a future meeting.