

# TALENT UPLOAD FOX CITIES TOUR

IT, COMPUTER SCIENCE & ENGINEERING

## EVENT REPORT SPRING • APRIL 16-18, 2015

Talent Upload is an all-expense-paid familiarization tour for university students to explore career opportunities and life as a young professional in the Fox Cities Region, specifically targeted to fill positions in: IT, computer science and engineering.



**Fox Cities**  
Chamber of Commerce & Industry

FOX CITIES  
**REGIONAL**  
PARTNERSHIP

# NEEDS & GOALS



## NEEDS:

Through contact with existing Fox Cities Employers, we found that many local employers were struggling to fill positions needed to continue current service and/or expand their business. Through visits conducted by the Business Retention & Expansion program of Fox Cities Regional Partnership as well as the Membership Services & Retention program of the Fox Cities Chamber, we estimated that there were approximately 350 IT/computer science and 400 engineering positions unfilled. These positions were identified as crucial to employer growth and were targeted at entry-level recent graduates majoring in the previously mentioned fields.

## GOALS:

Hold a three day event in spring of 2015 in which students gain insight into life and work in the Fox Cities Region through: employer facility tours, community receptions, and an interactive community tour.

### student participation:

- 50 IT/computer science & engineering students from targeted universities within and surrounding the state of Wisconsin

### employer participation:

- Twelve Fox Cities employers looking for entry-level candidates for positions in: IT, Computer Science, Engineering
- Raise capital to fund the program through a multi-tiered underwriting structure in which employers gain student engagement opportunities based upon an agreed dollar amount.

CONNECTION OPPORTUNITIES		
<b>TB level</b> (terabyte)	\$10,000	several small group, on-site, 1 hour tours for students
		premier logo/link on student info landing page & printed materials
		premier table in conference area displaying recruiting materials
		participation in all reception/social opportunities
<b>GB level</b> (gigabyte)	\$5,000	several small group, on-site, 1 hour tours for students
		participation in all reception/social opportunities
		logo/link on student info landing page & printed materials
		table in conference area displaying recruiting materials
<b>MB level</b> (megabyte)	\$2,500	table in conference area displaying recruiting materials
		participation in all receptions/social opportunities
		logo/link on student info landing page & printed materials
<b>KB level</b> (kilobyte)	0\$	attendance to two receptions (2 people)
		table in conference area displaying recruiting materials
		logo/link on student info landing page

## UNIVERSITIES

- Carroll College
- Lawrence University
- Michigan Tech
- Marquette
- Purdue
- MSOE
- University of Minnesota
- University of Iowa
- UW-Eau Claire
- UW-Fox Valley
- UW-Green Bay
- UW-La Crosse
- UW-Madison
- UW-Milwaukee
- UW-Oshkosh
- UW-Parkside
- UW-Platteville
- UW-River Falls
- UW-Stevens Point
- UW-Stout
- UW-Superior
- UW-Whitewater



# EVENT PLANNING



## STEERING COMMITTEE:

Several of interested employers were willing to send representatives, usually recruitment specialists, to assist with the planning of the event. Through several meetings, we discussed student requirement criteria, Universities to be targeted, event dates, event activities, and program goals. Many of the employer representatives voiced that they were looking for candidates to fill current positions, as well as establish an internship pipeline.

All participating employer representatives agreed that the overarching goal of Talent Upload should be to introduce students in high-demand fields of study to the Fox

## STEERING COMMITTEE MEMBERS:



## LOGISTICS & MARKETTING:

### TRANSPORTATION

Four coach busses picked-up and dropped-off students at their Universities, following routes designed so no student would be on a bus longer than 5 hours. During the event, two busses were used to travel between events and employer facility tours.

### LODGING

The students stayed at the Radisson Paper Valley Hotel, in the heart of downtown Appleton. 50 rooms held the students, some having chosen roommates.

The hotel was chosen because it featured a 24 hour pool and fitness area as well as close proximity to more than 30 restaurants, bars, and nightlife opportunities.

### STUDENT REGISTRATION

Online registration was available to the students from February 1 to March 27. View registration form at: <https://secure.jotform.us/beth125/TalentUpload-registration>

### STUDENT MARKETING

Several methods were used to market Talent Upload to students: social media, engagement with university faculty and staff, and clubs. Marketing assistance was provided by the University of Wisconsin-Oshkosh Business Success Center.

# AGENDA



## THURSDAY, APRIL 16

### “TAKEOFF” RECEPTION 6:30-8:30pm:

ATW Platinum Flight Center

Welcome the students to the Fox Cities in a private airplane hanger complete with jets! Heavy appetizers will be served along with a specialty smoothie bar.

## FRIDAY, APRIL 17

### BREAKFAST EXPO 7-8:30am:

Radisson Paper Valley Hotel—Emerald Room

A Career Fair with eggs! Set up your table (8ft x 30in) along the perimeter of the conference room. Use any signs or marketing materials you like (provided they do not involve damaging walls)

### EMPLOYER TOURS 8:45am-5:45pm:

Fox Cities Region (Galloway Company, Heartland Business Services, Pierce MFG, Plexus Corp, Miller Electric, Omni Resources, Thrivent Financial)

### TIMBER RATTLERS RECEPTION 6:30-9:00pm:

Fox Cities Stadium

Enjoy burgers and hot dogs with prospective “Fox Citizens”! Watch the Rattlers beat the Burlington Bees! Tailgate dinner will be provided shortly after arrival, indoor and outdoor seats will be available throughout the evening!

## SATURDAY, APRIL 18

### YP TECH PANEL 8:30-10:00pm:

Radisson Paper Valley Hotel—Emerald Room

Tech focused professionals will share their perspective of life as a young(ish) professional in the Fox Cities.

### TALENT RACE 10:00am-2:00pm:

Start/End Point: Radisson Paper Valley Hotel

A team race highlighting the Fox Cities Points of Interest—includes lunch and prize ceremony

Approximately 20 teams will compete to collect as many points as possible by visiting locations on the Talent Race Map. At each location, the team will:

- Take a selfie with the location’s sign
- Post it to Facebook, Twitter or Instagram with the hashtag #TalentUpload and the assigned number of points
- Go to the next location and do the same

The locations will have points assigned based upon distance from the race start/end point (Paper Valley Hotel)

### RACE PRIZES

Each member of a team will receive a prize of:

1st Place: Ipad Mini with Retina Display + traveling trophy

2nd Place: Jawbone Jambox Mini Bluetooth Speaker

3rd Place: Western Digital My Passport Ultra 1TB portable external hard drive

# EVENT OUTCOMES



## STUDENT:

71 Students from 15 Universities

STUDENT BREAKDOWN:  
41 IT/Computer Science  
30 Engineering

12 International Students

AVERAGE GPA: 3.29

UNIVERSITY DRAW  
Carroll University: 2  
Lawrence University: 3  
Marquette University: 1  
Michigan Tech: 14  
MSOE: 1  
University of Minnesota-Twin Cities: 3  
UW-Eau Claire: 2  
UW-Green Bay: 3  
UW-LaCrosse: 2  
UW-Madison: 3  
UW-Milwaukee: 1  
UW-Oshkosh: 4  
UW-Platteville: 16  
UW-River Falls: 5  
UW-Stout: 12  
UW-Whitewater: 2

## EMPLOYER:

18 Employers from Fox Cities Region

89 Employer Reps registered  
for 1 or more events

### GB Level Employers



### MB Level Employers



### GB Level Employers



### Launch Partners



[www.FoxCitiesRegionalPartnership.com/TalentUpload](http://www.FoxCitiesRegionalPartnership.com/TalentUpload)



# EMPLOYER FEEDBACK



42 employer reps responded to our 26 question follow-up survey; 89 attended one or more events = 17.19%

## ALL RANKINGS OUT OF 5

### OVERALL EVENT

OVERALL EVENT: 4.31  
REGISTRATION PROCESS: 3.80  
LENGTH OF VISIT: 3.82  
ORGANIZATION OF EVENT: 3.78  
QUALITY OF STUDENTS: 4.25  
OVERALL STUDENT ACCESSIBILITY: 3.73

### EVENT ACTIVITIES

ATW TAKEOFF RECEPTION: 4.60  
EMPLOYER EXPO BREAKFAST: 3.91  
COMPANY TOURS: 4.14  
TIMBER RATTLERS RECEPTION: 3.60  
TECH PANEL DISCUSSION: 4.75  
COMMUNITY RACE: 5.00

*We discussed and determined it was one of the best career events we have attended in recent years!*

*Roberta Schilhabel  
ZyQuest Inc.*

*What a great opportunity for students and employers alike. As I have shared with many employees and contacts, this may not pay immediate short term benefits, but I am convinced this will pay off for all the employers in the Fox Valley area long-term.*

*Amie Strange  
Galloway Company*

*The event was well organized, reasonably priced, engaging and educational. The only negative comment discussed was how busy some of the students felt. That being said I'd rather feel overwhelmed with information than underwhelmed.*

*William Backes  
Faith Technologies*

*Excellent event! Feedback from students I talked to was great. We were pleased with the mix of students and those pertaining to our future talent needs.*

*Cindi Enly  
J. J. Keller & Associates, Inc.*

*The event appeared well done. The students were engaging and the presenters were taken care of. We already have some applications from participants of the event.*

*Scott Stratil  
Alta Resources*

*Very good overall. A lot of the students I spoke with were looking for internship and job opportunities vs. general interest in the Fox Cities area. I don't think that's necessarily a bad thing.*

*Seth Wallander  
Sargento Foods*

### PROGRAM EFFECTIVENESS MEASUREMENT

Does your organization plan to pursue placement opportunities with Talent Upload Students? 4.08

Does your organization plan to participate in Talent Upload in the Future? 4.52

# STUDENT FEEDBACK



53 students responded to our 32 question follow-up survey; 71 students participated = 74.64%

## ALL RANKINGS OUT OF 5

### OVERALL EVENT

OVERALL EVENT: 4.65  
REGISTRATION PROCESS: 4.71  
LENGTH OF VISIT: 4.76  
ORGANIZATION OF EVENT: 4.20  
VARIETY OF EMPLOYERS: 4.09  
OVERALL EMPLOYER ACCESSIBILITY: 4.58

### EVENT ACTIVITIES

ATW TAKEOFF RECEPTION: 4.39  
EMPLOYER EXPO BREAKFAST: 4.13  
COMPANY TOURS: 3.68  
TIMBER RATTLERS RECEPTION: 4.37  
TECH PANEL DISCUSSION: 4.33  
COMMUNITY RACE: 3.93

*The lines of communication at all the events over the weekend were very open, and the employers seemed to be very open and accepting of questions, which was huge for me. Being able to communicate with them in many different ways, and settings, was awesome.*

C.S. UW-Stout  
MAJOR: Information Technology Management

*Loved the event! Fun atmosphere, great to network with employers, all members of your staff were awesome! The employers were very nice, approachable, and genuine when talking with us. That was way better than I was expecting this to be. Not that I had low expectations, the event just had a "wow" factor that was really great!*

M.L. UW-Stout  
MAJOR: Information Technology Management

*Talent Upload was probably one of the most beneficial, fun, interesting, and informative events I have ever taken part of. I don't know of any other community willing to put in this much work and effort to get the word out about their growing job markets.*

M.C. UW-Platteville  
MAJOR: Mechanical Engineering

*I very much enjoyed how you saw the employers everyday and not just once. It let you get to know them a whole lot better.*

S.F. Michigan Tech  
Major: Computer Network Systems Administration

## PROGRAM EFFECTIVENESS MEASUREMENT

BEFORE TALENT UPLOAD: Starting your career in the Fox Cities: 2.80  
AFTER TALENT UPLOAD: Starting your career in the Fox Cities: 4.39

BEFORE TALENT UPLOAD: Living as a young professional in the Fox Cities: 2.85  
AFTER TALENT UPLOAD: Living as a young professional in the Fox Cities: 4.33

BEFORE TALENT UPLOAD: Available job opportunities in the Fox Cities: 2.89  
AFTER TALENT UPLOAD: Available job opportunities in the Fox Cities: 4.37

BEFORE TALENT UPLOAD: Did you plan to pursue opportunities with participating employers? 3.04  
AFTER TALENT UPLOAD: Do you plan to pursue opportunities with participating employers? 4.48



# CONTACT US



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**FALL 2015 • TBD**

For more information or to get your company involved  
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