

WAYS TO ENGAGE: New North, Inc. Committee & Volunteer Opportunities

New North Board of Directors

Objective: To actively contribute to furthering the efforts of the New North organization itself and New North vision of northeastern Wisconsin.

In order to achieve the objectives of the New North our Board of Directors will represent a cross section of northeastern Wisconsin. The breadth of potential New North constituencies and the large number of collaborative partners in the region require careful selection of Board members. The nature of the New North organization, together with the large number of regional partners interested in participating, requires every Board member to actively contribute to furthering the efforts of the organization itself and New North vision of northeastern Wisconsin.

Board members attend and actively participate in 75 percent of the formal Board meetings during any given year. Typically there are 6 board meetings per year, held at different locations throughout the region and virtually. From time-to-time there will be special Board meetings called for specific purposes.

Vision: To be nationally and globally competitive for personal, community and economic growth.

Mission: Catalyst for regional prosperity for all through collaboration.

Key Initiatives

- ✓ Foundation Pillar – Develop and support organizational operations and internal talent
- ✓ Collaborative Pillar – Work with local, regional, state and federal partners to achieve mission
- ✓ Impact Pillar – Business Development - Foster targeted industry clusters and new markets; lead prospect protocol, attraction, site selection, site certification process; Assist with Export and FDI opportunities, support an entrepreneurial climate and small business
- ✓ Impact Pillar - Talent Development – Attract, Retain, Develop Talent through Strategic Initiatives
- ✓ Branding & Marketing - Promote the regional brand
- ✓ Business Intelligence – Provide a method by which information and data provides insight into performance, regional economic health and trend line information that shapes change through disruptive technologies

Involvement

Board members forward the names of prospective future Board members to the Board Development Committee; Comprised of a maximum of forty members, representing economic sectors, geographic, diversity, public partners, demographic diversity and key shareholders.

New North Executive Committee

Objective: In the interim between meetings of the Board of Directors, the Executive Committee, comprised of board members, shall have all the authority of the Board of Directors to act on matters of urgency, with notification to the Directors concerning the situation and need for immediate action. The majority of committee members shall come from private industry, with an additional goal to be representative of the different counties and sectors within New North.

The Executive Committee serves as the Finance Committee, overseeing budgets, financial performance and audit oversight.

Key Initiatives

- ✓ Seeks to increase Board engagement.
- ✓ Identifies and generates different sources of revenue.
- ✓ Works to increase operational efficiency, outcomes and impacts.

Involvement

Co-Chairpersons (two):

Works across committees to insure cohesion and progress Evaluates management
Potentially serves as corporate officers for the organization (Co-Chairs, Treasurers, & Secretary).

Board Development Taskforce

Objective: Maintain strong leadership and governance standards for the organization.

The Board Development Committee is a standing Committee of the New North organization that is focused on an ongoing range of functions that tie back to governance and organizational structure. The work program for the BDC is critical to building continuity in identifying and filling leadership roles thought the organization. This work is also focused on balancing several representations, demographic and geographic objectives that reflect by-law requirements, diversity objectives and regional economic profiles.

Key Initiatives

- ✓ Increase Board Engagement.
- ✓ Market diversification for resident business and industry.
- ✓ Repurpose initiatives.

Involvement

Involvement is primarily drawn from the Board of Directors. No less than three and up to ten members make up the Committee.


A Chairperson elected by the Committee membership compiles meeting agendas and Chairs meetings, makes assignments, and provides reports to the Executive Committee and to the Board of Directors.

Marketing & Branding Taskforce

Objective: Advance the brand values, brand awareness and internal/external marketing initiatives of the organization.

An early focus of the efforts to build a regional economic development organization (ultimately named, "New North, Inc") was the development of a unifying brand.



"Much more than a brand mark, , and tagline, "North of What You Expect", the New North brand is a promise that unites the region both internally and externally, signifying the collective economic power behind 18 counties. The brand is as much about alignment of people, processes and operations as it is about communications".

This branding effort serves as the foundation of the organization’s marketing strategy. Work concluded by the branding committee consistently reinforces brand value, through a broad range of audio, visual and experiential communication channels.

Key Initiatives

- ✓ Support creative branding and communications needs of the organization, working committees and regional marketing/promotions.
- ✓ Increase distribution channels and improve analytics for recruiting videos, web site and social media.
- ✓ Maintain high standards and performance outcomes of the Summit and Investor Appreciation events, including event budget.

Involvement

Involvement includes a background in industry sectors, educational organizations/institutions and marketing and communications professionals throughout the region. Stakeholders bring unique perspectives, professional acumen and community network connections to the work program. In addition to advising, and planning, members are assigned to lead project work or to act in teams bringing special focus to project work. Such assignments are largely made around unique or specialized knowledge, skills, network affiliation, industry sector affiliation or interests in the nature of the work. Involvement is generally engaged in some element of project work or short assignments.

Involvement is not limited by number, though size limits are considered to effectively communicate and manage the work. Leadership for organization of effort, management of meetings, assignments, allocation of resources are held by the Committee Chairperson. Administrative support for the committee is provided by New North and or by other support resources aligned with the Chairperson or individual Committee members.

Talent Hub Taskforce

Objective: Respond effectively to workforce demand within the regional economy.

Understand workforce needs through researched data and support talent recruitment, development, retention and diversity opportunities. Mechanically, the talent task group assembles work teams to aggregate workforce development and training resources and private industry experts in HR/marketing/diversity/ and more to meet constantly changing talent challenges/demands within the region. Economic conditions, recruitment obstacles, and affinity challenges serve to shape the work program for the task group.

Various task force exist to support –

Diversity-Inclusion-Equity and Belonging

Talent work streams associated with the Business Intelligence Council.

Key Initiatives

- ✓ Attract talent to the region.
- ✓ Maintenance of the Talent Hub which identifies, markets, and connects resources for talent attraction, retention, and skilling.
- ✓ Develop talent via the resident pipeline of next generation workers (k-12 and beyond).
- ✓ Retain and invest in talent currently in the workforce.
- ✓ Create an environment that is welcoming and inclusive in the diversity scale.

Involvement

Primary support is provided by Katapult Consulting, Workforce Development Boards, HR professionals local partners, Industry Alliances, and NEWERA (Northeast Wisconsin Educational Resource Alliance).

NEW Launch Alliance

Objective: Improve the entrepreneurial environment climate in the New North region.

The NEW Launch Alliance was formed to create a more connected, robust, resourceful and productive entrepreneurial ecosystem across the 18 counties of the New North region. If you are an entrepreneur, mentor, investor, provider of space, education, accelerators, or other resources, we want you to be part of the NEW Launch Alliance. There is no membership fee, just a willingness on your part to be connected to the entrepreneurial movement. Monthly meetings are virtually held in which we feature an entrepreneur and learn his/her journey, discuss access to capital and other resources, plan pitch contests and other events, learn from corporate innovators about new discoveries, and share more information to create purposeful collisions.

Key Initiatives

- ✓ Leverage work by partners to create new tools/content in support of networking the entrepreneurial community.
- ✓ Inventory co-working space throughout the region and promote listings/maps/connecting points.
- ✓ Develop support systems/networks for fast growth firms (increase deal flow in the region).
- ✓ Increase media exposure to build awareness of entrepreneurial activities/brand identity.
- ✓ Support and promote corporate innovation and provide linkages to new startups.

Involvement

Stakeholders are recruited from the community of technical, financial and educational organizations/institutions serving the small business community. Members are also recruited from the entrepreneurial community to retain insight and perspective of the small business segment of the community in the work program carried by the task group/committee. The initiative is led by a task force chair.

Administrative support for the committee is provided by New North or by other support resources aligned with the Chairperson or individual Task Group/Committee members.

Global New North

Objective: To increase International Trade for the New North Region.

Work in this area is primarily led by New North Staff in collaboration with partners. Global New North is designed to help increase International Trade for the New North Region. With our abundance of *free* resources, such as the Global New North Directory or our very own International Trade Consultant, you will find no shortage of assistance in getting your exporting market expansion off the ground. There are also many export trainings and events scheduled throughout the year. A Global New North Update is a monthly newsletter to keep businesses informed on these resources and events. It features stories, events, trade ventures relating to global growth and international trade in Northeast Wisconsin. Global New North's goal is to increase regional exports and attract foreign direct investment, creating new jobs and economic growth in Northeast Wisconsin.

Key Initiatives

- ✓ FDI Research on investment decision making and business retention needs.
- ✓ Link to one on one consulting services.
- ✓ Liaison support to company training, trade missions, and finding support.
- ✓ Hosting and connecting new firms to trade missions, trade representatives, and trade opportunities.

Business Intelligence Committee

Objective: Anticipate impactful (disruptive) opportunities/challenges affecting the regional economy, to create a working system of data and information collection, assessment/analysis that informs the three strategic pillars of the organization in setting opportunistic and ongoing strategies/tactics/and operations that keep the organization focused on adequate and appropriate uses of available resources, while also making meaningful progress on moving the regional community and economy forward.

Key Initiatives

- ✓ Talent strategy research for new best practices.
- ✓ Survey work on trends, disruptive elements to new economy.
- ✓ Publications or dissertations of research findings data aggregation and market outcomes.
- ✓ Develop research and create dashboards of various economic intelligence
- ✓ Identify ways the region can increase their digital maturity and breadth of awareness

Involvement

Stakeholders come from vast backgrounds with a focus on data and research. In addition to advising, and planning, committee members are assigned to lead project work or to act in teams bringing special focus to project work. Such assignments are largely made around unique or specialized knowledge, skills, network affiliation, industry sector affiliation or interests in the nature of the work.

Leadership for the management of meetings, assignments, allocation of manpower (and budget, if applicable to the work program) is held by the Committee Chairperson. Administrative support for the committee is provided by New North and or by other support resources aligned with the Chairperson or individual Committee members.

NEW Digital Alliance

Objective: Attract, develop & retain diverse IT talent in Northeastern Wisconsin to support economic growth.

The NEW Digital Alliance is working to formulate strategies that increase the volume of near term and long term supply of IT talent for regional employers. The IT Alliance is not industry-centered; rather, IT talent needs appear in virtually all sectors of the regional economy. This new initiative is led by business and industry, with an intimate understanding of the demand function of IT talent and a willingness to band together to create a scalable strategy to increase the volume of IT workers in the region.

Key Initiatives – Set by the NEW Digital Alliance Executive Committee

- ✓ Increase enrollments in regional IT programs by 2021:
 - 7% for 2-year colleges (2017 baseline: 2031 students)
 - 15% for 4-year colleges (2017 baseline: 532 students)

- ✓ Increase persistence rate of students in IT programs by 2021:
54% to 59% persisting year to year
- ✓ Grow NEW Connect IT event - especially college student attendance.
- ✓ Promote region to recruit new hires from outside region.

Involvement

Executive Committee: open to member organizations paying at the executive level, limited to 15 seats total.

Marketing: open to any community member, marketing knowledge preferred.

Talent: responsible for defining and driving Alliance talent initiatives, open to anyone with interest in increasing the IT talent pool in Northeast Wisconsin.

Higher Ed: open to representatives from regional colleges.

CS Advisory Board: open to local k-12, college, and company representatives interested in helping form a digital eco-system in Northeast Wisconsin.

TechTalk and classroom speakers: open to all IT professionals in the region, registered speakers will be emailed as needs arise.

For further engagement information, please contact Renee Torzala, Vice President, Marketing & Investor Relations: renee.torzala@thenewnorth.com | cell number 920.858.7725 | www.thenewnorth.com.