



# GENER8TOR UPSKILLING

A FREE SKILLS TRAINING PROGRAM

NORTHEAST WISCONSIN



**FOR IMMEDIATE RELEASE**

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## **Applications now open for fourth round of gener8tor Upskilling, a 10-week online program for skills development in IT Administration**

*New North partners with Microsoft, gener8tor, American Family Insurance, Thrivent*

NEW NORTH – New North Inc., the regional marketing and economic development corporation serving the 18 counties of Northeast Wisconsin, announced today that applications now are open for a fourth round of gener8tor Upskilling. The highly successful online career training program focuses on helping under- and unemployed individuals build digital skills for in-demand occupations.

Applications are now being accepted for the IT Administration training cohort. The 10-week program is free and will prioritize people living in Northeast Wisconsin. It is designed for individuals ready to learn digital skills in order to apply for in-demand jobs in the region.

The gener8tor Upskilling program began in Northeast Wisconsin one year ago this month. It since has expanded to 11 regions across the country, graduating more than 216 total learners. In Northeast Wisconsin, there has been a 79-percent placement rate for the first two cohorts, which focused on Sales and Customer Service career pathways. The most recent cohort, which completed training in June 2021 on the IT Administration pathway, has a 58-percent placement rate to this point.

Women and people of color have had meaningful participation in the program. Over the course of the three prior Northeast Wisconsin cohorts, 44 percent of participants have been women and 36 percent were people of color. More than half (55%) of those taking part in the recent IT Administration cohort were people of color.

Applications to participate in the fourth cohort of training are available at [www.gener8torupskilling.com/northeast-wisconsin](http://www.gener8torupskilling.com/northeast-wisconsin). The deadline to apply is **September 12, 2021**.

The gener8tor Upskilling cohort for IT Administrators runs from September 20 through November 24.

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“The first three cohorts of the gener8tor Upskilling program have been immensely successful,” says Barb LaMue, president and CEO of New North, Inc. “The feedback we’ve gotten is that it fits well with those seeking a career transition, who appreciate the opportunity to complete the work at an individual pace with one-on-one support from gener8tor staff. We are excited about the program’s initial outcomes, which wouldn’t be possible without the continuing support of our partners.”

Upskilling is offered through the partnership of New North with Microsoft, gener8tor, the Steve Stricker American Family Insurance Foundation and Thrivent.

Ideal candidates are individuals with an interest in IT and are detail/tech oriented, though no prior IT experience is necessary. Those previously in office management and/or administrative assistant roles are considered a good fit.

The program provides graduates with the skills needed for the CompTIA Network+ certification exam. Participants also have the ability to earn several Microsoft Certifications, along with resume/cover letter assistance, LinkedIn profile review, and interview skills practice.

A virtual job fair with companies currently hiring for IT roles is held for program participants. Lunch-and-learn sessions with industry professionals also are incorporated into the curriculum.

The Northeast Wisconsin version of the gener8tor Upskilling program has been named as a finalist for two awards: the University Economic Development Association (UEDA) ‘Awards of Excellence’ in the Talent + Innovation category, and the Wisconsin Economic Development Association (WEDA) ‘Community and Economic Development Awards’ in the talent category. Both awards will be presented next month at events held by the respective organizations.

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[New North](#) is a 501(c)3 non-profit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara.

**American Family Insurance group**, based in Madison, Wis., is the nation’s 13th-largest property/casualty insurance group, ranking No. 254 on the Fortune 500 list. The group sells American Family-brand products, primarily through exclusive agency owners in 19 states. The American Family Insurance group also includes [CONNECT](#), powered by American Family Insurance, [The General](#), [Homesite](#) and [Main Street America](#).

[Microsoft TechSpark](#) is a civic program designed to foster greater economic opportunity and job creation in rural communities.

[gener8tor’s](#) turnkey platform for the creative economy connects startup founders, musicians, artists, individuals, investors, universities and corporations. The gener8tor platform includes pre-accelerators, accelerators, corporate programming, conferences and fellowships.

[Thrivent](#) is a diversified financial services organization that helps people achieve financial clarity, enabling lives full of meaning and gratitude.