

PRESS RELEASE



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Input sought on workforce strategies from regional partners, stakeholders

Ideas for state's \$100 million Workforce Innovation grant program can be submitted online

NEW NORTH, August 5, 2021 – New North, Inc., the regional economic development corporation serving the 18 counties of Northeast Wisconsin, is seeking input from partners and key stakeholders as it works to develop a proposal for the state's Workforce Innovation grant. Gov. Tony Evers [announced the \\$100-million initiative](#), designed to address Wisconsin's post-pandemic workforce needs, on July 14 in Green Bay.

New North is leading regional efforts to originate a robust, comprehensive plan that features leading-edge approaches and locally led initiatives aimed at long-term solutions to workforce challenges. While innovative and new strategies are the centerpiece of the governor's initiative, existing approaches that can be scaled and replicated across the broader region also are eligible.

Ideas and recommendations for the proposal New North is building can be submitted through an online form at <https://bit.ly/NewNorthCollaboration>. Identification of regional gaps and barriers to employment which need to be addressed also are welcomed. Sharing of the form to local partners and stakeholders is encouraged; additional information can be found on New North's Talent Hub website, www.newnorthtalenthub.com.

In coming weeks, New North plans to convene a series of in-person and virtual meetings with partners and stakeholders to discuss proposed ideas, solicit additional feedback and finalize collaborative strategies.

"The more information and input we receive during the initial submission process, the more comprehensive and competitive our region's completed proposal will be," says Barb LaMue, president and CEO of New North, Inc. "We appreciate the opportunity to work closely with our partners and key stakeholders in the region to generate ideas. Building diversified talent pipelines requires a multifaceted approach, one that harnesses the creativity of locally led solutions with the power of regional implementation. We know that collaboration is key to success and thank people for the time they take to participate and share ideas."

Program proposal guidelines are expected to be released in the latter part of August, according to Rebecca Deschane, vice president of talent development for New North, Inc. The finalized, collaborative proposal must demonstrate a connection to pandemic-recovery efforts. Recent state administration visits have focused on issues such as childcare, transportation and housing, says Deschane.

The state's Workforce Innovation grant program will disperse \$50 million in Fall 2021 and \$50 million in Spring/Summer 2022. Grant awards will range from \$250,000 up to \$10 million.

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New North, Inc., is a 501(c)3 non-profit, regional 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 New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. 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. www.thenewnorth.com

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