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## **Northeast WI manufacturers asked to participate in annual study**

Green Bay, WI (September 21, 2021) – The Northeast Wisconsin (NEW) Manufacturing Alliance requests northeast Wisconsin manufacturers to participate in its 12th annual “Northeast Wisconsin Manufacturing Vitality Index Study”.

The Alliance has once again commissioned the University of Wisconsin-Oshkosh’s Center for Customized Research and Services to administer the study. Presidents and CEOs of northeast Wisconsin manufacturing companies with at least \$3 million in revenue and 25 or more employees are asked to participate in the study. Last year’s study had 128 manufacturers participated in the survey conducted in October and November 2020, answering questions related to financial health, business growth expansion, plant modernization, 2021 hiring intentions and potential skills shortages.

The telephonic and on-line surveys are being administered in September through October to gather important manufacturing vitality indicators.

The first manufacturing vitality index survey was administered in 2011 and collected feedback from northeastern Wisconsin manufactures with \$3 million or more in annual revenue and 25+ employees. We continue to collect this important information from manufacturers in northeastern Wisconsin each year. This valuable data helps track changes in the manufacturing industry and guides important strategic decisions.

Questions regarding the study can be directed to Ann Franz at 920-498-5587 or [ann.franz@nwtc.edu](mailto:ann.franz@nwtc.edu). An Executive Summary of last year’s study can be found on the Alliance’s website: [www.newmfgalliance.org](http://www.newmfgalliance.org) and <https://newmfgalliance.org/wp-content/uploads/2020/12/Vitality-Study-12-8-2020.pdf>.

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