

## FOR IMMEDIATE RELEASE ##

## **Applications close March 1 for free skills training in Project Management** *Program of New North, Microsoft, gener8tor is tailored to under/unemployed individuals*

NEW NORTH, February 21, 2022 – New North Inc., the regional economic development corporation serving the 18 counties of Northeast Wisconsin, along with partners Microsoft and gener8tor Skills Accelerator, is offering a free skills training program for under/unemployed individuals. Open to residents of Northeast Wisconsin, the upcoming online curriculum focuses on Project Management skills.

**Interested candidates should apply by March 1.** No prior experience or degrees are required to apply. The next round of the award-winning program, its fifth, begins on March 7 and runs through April 15.

The six-week, self-paced curriculum provides participants with a valuable, new skill set in Project Management. They will receive one-on-one support from a career coach, and upon completion of the program will have access to a network of companies ready to hire for in-person and remote positions.

“The gener8tor Skills Accelerator is a great solution for those seeking a better opportunity within our regional workforce,” says Barb LaMue, president and CEO of New North Inc. “Anyone who is struggling to find a job, or who works part-time and is having a hard time making ends meet, is an ideal candidate. We are asking all of our partners in the region to refer anyone they believe would be a good fit for this opportunity. Many of us know someone who could succeed if they just had a chance. The program also is a great way for employers in Northeast Wisconsin to have access to newly skilled talent.”

New North region employers interested in engagement with gener8tor Skills Accelerator can contact Rebecca Deschane, New North’s vice president of talent development, at [rebecca.deschane@thenewnorth.com](mailto:rebecca.deschane@thenewnorth.com).

Participants in gener8tor Skills Accelerator will earn several LinkedIn Learning certifications. They additionally will work with a career coach on deliverables, such as a resume and cover letter, creation of a LinkedIn profile, interview practice, and introductions to leading employers within Northeast Wisconsin.

Further information is available at <https://www.gener8torupskilling.com/northeast-wisconsin>.

The first program of its kind in the U.S. when launched in the New North region in August 2020, the initiative has expanded nationwide. The four prior cohorts in the New North have centered on Sales, Customer Service and IT Administration. One-third of the last cohort participants were women, and the same number identified as BIPOC, while 37 percent overall were unemployed.

New North Inc. received the 2021 Community & Economic Development Award in the Talent Development category from the Wisconsin Economic Development Association (WEDA) for gener8tor Upskilling. The program also was a national finalist for the “Awards of Excellence” of the University Economic Development Association in the Innovation + Talent category.

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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](http://www.thenewnorth.com)

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