

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.

To achieve the objectives of the New North, our Board of Directors will represent a cross section of northeastern Wisconsin. The breadth of our region and the large number of collaborative partners require careful selection of board members. The nature of the New North organization along with the large number of individuals interested in participating, requires every board member to actively contribute to furthering the efforts of the organization.

Board members attend and actively participate in at least 75% of the formal board meetings during any given year. There are six 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, support infrastructure such as broadband deployment and multi-modal forms of transportation, provide research through our Economic Intel
- **Talent Development** – Attract, Retain, Develop Talent through Strategic Initiatives
- **Branding & Marketing** - Promote the regional brand
- **Diversity, Equity & Inclusion** – 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 which are approved by the full board. The board is comprised of a maximum of 40 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 represent 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 ensure cohesion and progress, assesses President/CEO. Serves as corporate officers for the organization, along with Secretary & Treasurer.

Board Development Taskforce

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

The Board Development Committee is a standing committee of New North, Inc. that focuses on governance and organizational structure. Recommendations from the Board Development Committee are forwarded to the Board of Directors. The work program for the BDC is critical to building continuity in identifying and filling leadership roles throughout the organization. It also balances several demographic and geographic objectives that reflect bylaw requirements, diversity objectives and regional economic profiles.

Key Initiatives

- ✓ Increase Board engagement
- ✓ Market diversification for resident business and industry

Involvement

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

The committee is staffed by New North personnel who sets the agendas and leads the 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 organization was to develop a unifying brand – New North, Inc. Much more than a brand mark with a 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 of Northeast Wisconsin. 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, website and social media
- ✓ Maintain high standards and performance outcomes for the New North Summit and Investor Appreciation events.

Involvement

Committee includes professionals with a background in industry sectors, educational organizations/institutions and marketing and communications from throughout our 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 strategies or to serve on subteams to bring 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.

The organization of effort, management of meetings, and assignments are led by the Committee Co-Chairs. Administrative support for the committee is provided by New North staff and/or by agency resources.

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, educator, accelerator, or other innovator, 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 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 deals in the region)
- ✓ Increase media exposure to build awareness of entrepreneurial activities/brand identity
- ✓ Support and promote corporate innovation and provide links to new startups

Involvement

Stakeholders are recruited from the community from corporate innovators, technical, financial and educational organizations. Members are also recruited from the entrepreneurial community to provide perspective of the small business segment in work planned by the task force/committee. The initiative is led by a task force chair.

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

DEI Taskforce

Objective: Improve the retention, advancement, and attraction of BIPOC talent to the region and provide opportunities for success for all historically marginalized individuals. Help create a thriving regional environment that retains, advances, and attracts BIPOC individuals to the businesses, schools, and communities in which they work, live, learn and play.

Key Initiatives

- ✓ Providing [Micro-Grants](#) to organizations who support diverse businesses
- ✓ Building the WiDEN.biz platform for minority-owned, women-owned, and veteran-owned businesses in Wisconsin
- ✓ Expanding social media of minority businesses and professionals via [Blueprint 365](#) powered by New North
- ✓ Development of Community Events [Calendar](#)

Involvement

Stakeholders for the various workstreams are recruited from the community of technical, financial and educational organizations/institutions throughout the region. Members are also recruited from the community to retain insight and perspective of our diverse communities. The initiative is led by task force chairs. Administrative support for the committee and workstreams 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

Talent Engagement

Objective: Respond effectively to workforce demands within the regional economy by leveraging research and data to better understand the economic conditions that inform key workforce strategies. We seek to align regional efforts to address barriers to employment, increase talent attraction, foster a more digitally inclusive ecosystem, engage and develop next generation workers (k-12 and beyond), and retain and invest in the upskilling of talent currently in the workforce.

Key Initiatives

- ✓ [New North Hires Heroes](#) – Military family talent recruitment and marketing
 - Veteran Ready Business Development Support
 - Skillbridge Program Development Support
 - Access to Mission Wisconsin business development services and resumes
- ✓ Regional Digital Inclusion Initiatives
 - [NEW BOOST™ for Hidden Talent Digital Literacy initiative](#)
 - New North Broadband Alliance
- ✓ Regional Career Pathway connections
 - Industry Partners Advisory Committee (includes bi-annual meetings and annual regional career pathway map reviews)
 - [Inspire New North](#): Academic and Career Planning (ACP) engagement through business profiles on Xello.
 - K12 Industry Tour opportunities
- ✓ Regional Grant Support
 - Partnership on grant opportunities that advance regional prosperity for all and/or remove economic barriers.

Involvement

Stakeholders are encouraged to engage in one or more of the key initiatives. Ad hoc committees may also be established to advance other strategic workforce issues as driven by regional needs, input from the Board of Directors, or organizations such as the Governor’s Council on Workforce Investment, Workforce Development Boards, HR professionals, local partners, Industry Alliances & NEWERA (Northeast Wisconsin Educational Resource Alliance), and/or other community partners.

NEW Digital Alliance

Objective: To advance collaboration efforts that promote the tech health of the region to help attract, develop & retain diverse IT talent in Northeastern Wisconsin to support economic growth.

The NEW Digital Alliance (NEWDA) is a collaborative effort led by Northeast Wisconsin IT executives with a focus on building digital talent for the region. NEWDA partners with educators, workforce development experts, and industry professionals in a multi-prong strategy to build a robust pipeline of talent for now and the future.

Key Initiatives – Set by the NEW Digital Alliance Executive Committee

- ✓ Promote:
 - Promote monthly e-newsletter, Tech Upload, that shares local, regional, statewide and national IT/Tech information, news, initiatives, events

- Provide a platform for small tech companies to be exposed to regional and national businesses
- ✓ Advocate:
 - Promote IT/Digital disciplines and careers
 - Increase participation in investor-exclusive mentorship program
 - Advocate with local, state, federal legislature to promote policies and regulations favoring local IT/Digital needs
 - Advocate with Financial institutions to develop funding for startup businesses
- ✓ Research:
 - Monitor trends and report on regional datasets relevant to digital space
- ✓ Collaborate:
 - Work with and connect regional higher education institutions and businesses to increase collaboration
 - Offer a platform for businesses to come together and partner in developing solutions
 - Work with organizations to improve their access to the region
- ✓ Advise:
 - Work in advisory capacity with area Universities, Tech Colleges, K-12 Institutions along with the Wisconsin DPI to develop programs and curriculum that are in line with the business demands and needs of today and tomorrow
- ✓ Events & Services:
 - Develop programs to offer services to members such as recruitment, business expos, and hard/soft skill development
 - Create two annual signature events with a relevant Technology topic
 - Actively participate in WI Tech Month, creating events and activities focusing on our New North region
 - Host monthly IT/Cybersecurity Roundtables with relevant IT and cybersecurity topics

Involvement

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

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

Education: Open to local k-12, college, and company representatives interested in helping form a digital eco-system in Northeast Wisconsin.

NEW Construction Alliance

Objective: To help attract and retain talent in the trades and construction careers.

The NEW Construction Alliance is an association of employers in the construction trades, collaborating to work with educators, workforce development, economic development, and government to promote careers in the building and construction trades in Northeast Wisconsin. We look to grow the most qualified, well trained, skilled, versatile and well-compensated construction workforce while empowering talent to improve their employment terms and position.

Key Initiatives

- ✓ Create quarterly events focused on pertinent industry topics
- ✓ Create networking opportunities
- ✓ Build awareness and pathways for construction fields for both youth and non-traditional populations through our workforce development subgroup.
- ✓ Offer a Leadership Program for first-time construction leaders and middle managers
- ✓ Leverage social media and website to share stories of construction talent

Involvement

Executive Committee: Open to NEWCA construction investor members, limited to 20 seats total.

Workforce Development Connectivity Committee: Implement strategy to create awareness and pathways for construction fields for both youth and non-traditional populations. Open to anyone with interest.

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.