

Workforce Today Magazine

A Publication for Businesses of Northwest Wisconsin



Fall 2007

Welcome to Workforce Today Magazine!

Dear Mari,

Welcome to the inaugural issue of the new Workforce Today e-magazine. You may recognize the magazine's name from the printed version that was sent out biannually in past years. Our new version has been designed to bring you the same high quality information in a more efficient and frequent manner. We hope you find the information in the articles relevant, informative, and useful to your business.

Again, we hope you enjoy the included articles and resources!
Happy reading!

* If you wish to unsubscribe to this publication please use the link at the bottom of this page.

SAVE THE DATE! THE 2008 BUSINESS DEVELOPMENT CONFERENCE IS MAY 7 & 8

NW Wisconsin Vacancy Survey Results Released

Introduction

In the 2nd Quarter of 2007, the Northwest Wisconsin Concentrated Employment Program, Inc. (NW CEP, Inc.) conducted a job vacancy survey for Northwest Wisconsin. The goal of this survey is to identify the number, location, and characteristics of open-for-hire job vacancies in the 10-county region of Northwest Wisconsin.

The survey estimated 1,807 job vacancies in Northwest Wisconsin during 2nd Quarter (April to June) 2007. These 1,807 job vacancies translate into a job vacancy rate of 2.6 percent-or 2.6 job vacancies for every 100 filled positions in Northwest Wisconsin. We also estimate that there were 3.4 unemployed people for each

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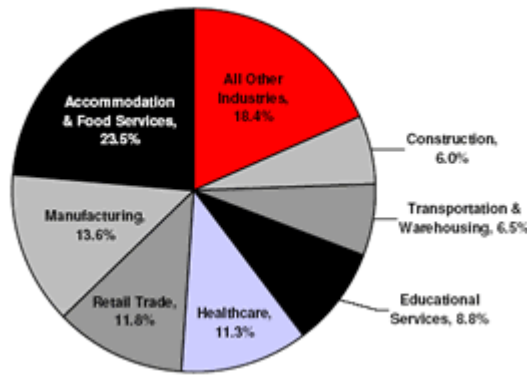
[New Website Connects Employers to Workers & Resources](#)

[Wisconsin Virtual Job Center offers information, tips...](#)

A new Web site aimed at helping people find jobs and businesses find employees - tailored to local and regional needs - went live recently. The Wisconsin Virtual Job Center is designed as a gateway to information and services for people looking for a job and for businesses

regional vacancy. For the complete Vacancy Survey Results please view the PDF [here](#).

Northwest Wisconsin Job Vacancies by Industrial Division, 2Q 2007



Eleven Low-Cost Ideas for Retaining Employees *by Kelle Campbell*

Business owners have a vital need to retain valued employees. Unfortunately, valued employees are the most likely to find better opportunities. And even when many small businesses are doing well financially, they still may not be able to offer benefits packages and salaries that compete with larger companies.



Fortunately, while money and benefits are important factors in employee satisfaction, a work place where people feel cared about and valued is also essential to retention. The following tactics can help you build a personal connection with your employees, reducing their interest in leaving.

1. Give recognition by thanking employees for a job well done. Leave them a handwritten note, publish worker accomplishments in the company newsletter and on bulletin boards or, if appropriate, publicize them in the local newspaper. Recognize groups as well as individuals in order to foster a spirit of teamwork.

If you'd like to establish a formal employee recognition program, you can obtain guidelines and resources at the National Association of Employee Recognition (www.recognition.org), particularly their FAQs and Recognition Articles sections.

2. When you notice a specific achievement, reward it right away with a bonus. You can also use non-cash items such as event or movie tickets or an extra paid vacation day. Keep your bonus-giving spontaneous since research shows that workers quickly adopt a sense of entitlement toward more regularly scheduled merit pay.

3. Offer flexible work schedules to help employees achieve a better work/life balance. For example, allow them to vary their arrival and

looking to hire qualified workers or explore further career training opportunities.

While the site is set up to cover the entire state of Wisconsin, searches and services can also be narrowed down to pinpoint a specific county and the surrounding areas.



"We recognize that the majority of our customers are going to interact with us online instead of walking into a job center," said Steve Terry, executive director of the Northwest Wisconsin Workforce Development Board.

"Secondly, it's a regional job market. If I go into Bayfield County, we can list that there's a job fair going on in Washburn or Drummond.

"So users that go in here can find out not only what's going on in one city, but can find out about opportunities throughout the region," he said.

Information on the site ranges from a listing of job fairs and higher education opportunities to guides on writing resumes and interviewing tips. The idea behind the site is to provide access to all the resources available at the Wisconsin Job Center without having to drive to a location. If an individual needs more help than what the website can provide, then he/she can make an appointment at the actual Job Center. For businesses seeking employees, topics range from recruitment and retention to labor law and labor market information.

departure times or the length of their work days/weeks with flextime. You could also offer compressed workweeks, for example, 40 hours in four days or allow workers to telecommute for at least part of their work time.

4. Exhibit the pictures and bios of new employees in a community area, whether it is your bulletin board, Web site or intranet. It makes the new employee feel valued, and if two or more workers find common ground, such as hometowns or hobbies, they're more likely to stay in your work place.

5. Acknowledge individuals' birthdays. Follow the example of Southwest Airlines, known for promoting a feeling of family among its employees. The airline mails greeting cards to commemorate birthdays, anniversaries, promotions, new babies and so on. Southwest also sends gifts to employees at significant times in their lives, so consider sending a gift or gift certificate along with your card.

6. Celebrate each anniversary of an employee's first day with you with a meal, gift or some other token of appreciation.

7. Ask for your employees' opinions and actually use some of their ideas. This includes asking what types of perks or benefits they'd appreciate or what they need in order to work more effectively. In addition, give them the chance to evaluate supervisors, provide input on decisions that affect their jobs and discuss the overall direction of the company. Try for annual one-on-one meetings in a neutral location or use materials such as questionnaires. For more sensitive issues, consider confidential climate surveys.

8. Facilitate your employees' professional development, whether it's with college classes, seminars, conferences, membership in a professional organization, or even cross-training for career moves within your company. Some companies pay for courses even when employees choose non-job-related topics. If you have budget concerns, consider offering this perk only to employees who have been with you a certain length of time.

9. Match the talents, traits and skills of individuals to their jobs. You may want to invest in personality assessments to better help current and future employees. A consultant perform evaluations for you. We recommend the JobFit assessment for ethical online delivery of the a Soft Skills Indicator assessment.

10. Create traditions such as a holiday dinner, party or charity drive. Your traditions also can be more informal, for example, a stress-busting treat after or during your busy season.

11. Hire the right people in the first place. Find people who are looking for the characteristics of your work culture, whether it's fast-paced, laid back, structured or fluid. A good fit makes for a happy and valued employee who is less inclined to leave.

In the future there will be a 24/7 Job Fair area where employers can virtually recruit workers and a "Want to Move" section for individuals and spouses looking to move back to the northwest Wisconsin area who want to network among regional employers.

September 2007 Data for Wisconsin and the U.S.

LATEST NUMBERS FOR WISCONSIN AND U.S. SEASONALLY ADJUSTED

Unemployment rate:

WI	US
5.2%	4.7%

Civilian labor force:

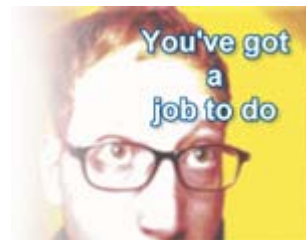
WI	US
3,086,400	153,464,000

Number employed:

WI	US
2,926,300	146,257,000

Number unemployed:

WI	US
160,100	7,207,000



Learn about the 75,000 jobs opening in the northland. Visit thenorthlandworks.org

[Mari Kay-Nabozny](#)

NWWIB, Inc. Director of Development & Oversight

www.nwwib.biz

Save \$\$ Advertising Job Openings!

The new Wisconsin Virtual Job Center site is set up to sell online website space! Employers are able to buy space for **MUCH** less than a newspaper ad and target regional jobseekers! Contact 1-888-780-4237 for more information on this great offer!

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