WISCONSIN’S WORKFORCE

Low out-migration of college-educated workers
(12 lowest in the nation—36.2%)

Even lower in-migration of college graduates
(6 lowest in the nation—29.3%)

“Sticky” state
(5th in the nation for share of residents born in the state—71.6%)

Our population is aging
(Birth rates in the state are the lowest they’ve been in more than 50 years; 23.7% of all Wisconsin employees are age 55+)
WISCONSIN’S WORKFORCE

Wisconsin’s aging population, declining birth rates and low in-migration rates are creating workforce shortages for Wisconsin companies that will only get worse with time.

EXPANDING PERCEPTIONS

Not surprisingly, when asked what top images of Wisconsin come to mind, the general population outside our state responded:

- COLD WINTER
- CHEESE
- BEAUTIFUL LAKES
- PACKERS
- DAIRY FARMS
- GREAT OUTDOORS
- NATURAL BEAUTY

Similar to the general population’s images of Wisconsin, outside businesses also reinforced existing perceptions of our state:

- A NICE STATE
- COLD WINTERS
- CHEESE
- GREAT PLACES TO WORK
- DAIRY FARMS
- PACKERS

For investors outside of our state, existing perceptions are reinforced and expanded to include additional positive images:
MESSAGE HIERARCHY

BRAND PLATFORM
Think-Make-Happen
In Wisconsin

PLANK 1
Millennials (Midwest)

PLANK 2
Alumni

PLANK 3
Transitioning Veterans/Families

MIDWEST MILLENNIALS
PHASE 1

PILLARS

GEOGRAPHIC FOCUS
- Primary: Chicago (to Illinois Border)

FAMILY
- The average age to start a family is 26.5 years old
- Starting in a family is the number two reason a Millennial moves

COST OF LIVING
- Millennials are seeking a richer life defined by the ability to do more and have more

COST AND QUALITY OF HOUSING
- Housing costs in Chicago are very high compared to Wisconsin
- You can have a real home here

COMMUTE TIME/LOSS OF OPPORTUNITY
- Chicago has the worst commute times in the country
- Millennials are missing out on many parts of life due to long commutes
- Wisconsin has short commute times and a wealth of activities to offer

PHASE 1 RESULTS

Paid Media Impressions: 467,995,511
Social Media Impressions: 28,540,228
Nationwide Earned Media
- Chicago Tribune
- Wall Street Journal
- NPR’s Marketplace
- CNBC
- PBS News Hour

Website Visits: 304,712
- Regional Quality of Life Map Interactions: 6,855
- Home Searches: 3,998
- Job Searches: 3,593
PHASE 1
PERCEPTION OUTCOMES

Improved perception of Wisconsin as “Evolving and Improving”
(+8 percentage points)

Improved perception of Wisconsin offering attractive “Cultural Activities”
(+8 percentage points)

Improved perception of Wisconsin’s “Work Life Balance”
(+4 percentage points)

Increased likelihood to consider moving to Wisconsin
(+5.6 percentage points)

MEDIA MARKETS
13 Midwest Metro Markets

Cedar Rapids, Iowa
Champaign, Illinois
Chicago, Illinois
Columbus, Ohio
Des Moines, Iowa
Dubuque, Iowa
Grand Rapids, Michigan
Indianapolis, Indiana
Minneapolis, Minnesota
Rochester, Minnesota
Rockford, Illinois
St. Louis, Missouri
St. Paul, Minnesota

Density of target market
Industry types
Cost of living/quality of life factors
Migration patterns
Likelihood to Consider Moving to Another State for Job Opportunity

Individuals in St. Louis (St. Louis), Chicago (Cook), Champaign (Champaign) and Detroit (Wayne) counties were most likely to consider moving to another state for a job opportunity. This metric is inline with previous research conducted with Millennials.

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Sample</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Louis (St. Louis)</td>
<td>63%</td>
<td>27%</td>
<td>36%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Chicago (Cook)</td>
<td>74%</td>
<td>28%</td>
<td>46%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Champaign (Champaign)</td>
<td>72%</td>
<td>30%</td>
<td>38%</td>
<td>22%</td>
<td>8%</td>
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<tr>
<td>Detroit (Wayne)</td>
<td>71%</td>
<td>33%</td>
<td>35%</td>
<td>23%</td>
<td>7%</td>
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<tr>
<td>Indianapolis (Marion)</td>
<td>70%</td>
<td>35%</td>
<td>37%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>Columbus (Hamilton)</td>
<td>66%</td>
<td>28%</td>
<td>36%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Cincinnati (Hamilton)</td>
<td>64%</td>
<td>25%</td>
<td>36%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Minneapolis (Hennepin)</td>
<td>63%</td>
<td>21%</td>
<td>39%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Des Moines (Polk)</td>
<td>60%</td>
<td>20%</td>
<td>36%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Grand Rapids (Kent)</td>
<td>59%</td>
<td>23%</td>
<td>39%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Rockford (Winnebago)</td>
<td>56%</td>
<td>28%</td>
<td>37%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Flint (Genesee)</td>
<td>56%</td>
<td>20%</td>
<td>36%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>South Bend (St. Joseph)</td>
<td>56%</td>
<td>26%</td>
<td>32%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>St. Paul (Ramsey)</td>
<td>50%</td>
<td>21%</td>
<td>28%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Total Sample Importance

Attributes deemed most important included quality of life, work-life balance, career opportunities, and low crime rate. While these factors rose to the top, Millennials placed importance on all of the attributes tested.
Total Sample Perceptions

Millenials were most likely to agree that Wisconsin offers a variety of outdoor activities to enjoy (64% agreed), protects and preserves its natural resources (58% agreed), is a great place to raise a family (57% agreed), and provides a good quality of life for its citizens (56% agreed).

Wisconsin Performance Gaps

Wisconsin has the most room to grow in the perception of being a state that has good weather (gap of 47%), provides a variety of career opportunities (gap of 46%), is continually evolving and improving (gap of 45%), and promotes a good work-life balance (gap of 45%).
Total Sample Perceptions

We saw significant gains in 10 of 12 perceptions about Wisconsin from the 2018 levels, with the most sizable gains being made in “is evolving and improving,” “has good weather,” and “variety of outdoor activities to enjoy.” Low cost of living and low crime rate saw directional gains as well.

Reasons to Consider Moving to WI (Verbatims)

Beautiful landscape, job availability, affordability, and proximity to family/friends were all top reasons mentioned for considering moving to Wisconsin.

Q6P. What characteristics about Wisconsin make you likely to consider moving there for a job opportunity?

“Business and job opportunities along with safe friendly and community type housing in the suburbs.”

“The cost of living and the school system.”

“How cozy it is; how it's less competitive than Chicago, and more close-knit; more chances to thrive there in a small company; the fact that my co-workers would probably be kind, and similar to me.”
Q21. After reviewing these advertisements, how likely are you to consider moving to Wisconsin for a job opportunity?

<table>
<thead>
<tr>
<th>LIFT</th>
<th>+8.9</th>
<th>+5.5</th>
<th>+11.5</th>
<th>+14.0</th>
<th>+7.5</th>
<th>+7.1</th>
<th>+11.9</th>
<th>+0.9</th>
<th>+11.4</th>
<th>+0.0</th>
<th>+15.8</th>
<th>+5.0</th>
<th>+7.1</th>
<th>+0.0</th>
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<tr>
<td>Q5 Top 2 Pre</td>
<td>52%</td>
<td>63%</td>
<td>50%</td>
<td>45%</td>
<td>53%</td>
<td>59%</td>
<td>45%</td>
<td>52%</td>
<td>77%</td>
<td>55%</td>
<td>38%</td>
<td>50%</td>
<td>50%</td>
<td>55%</td>
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<tr>
<td>Q21 Top 2 Post</td>
<td>61%</td>
<td>69%</td>
<td>61%</td>
<td>59%</td>
<td>61%</td>
<td>66%</td>
<td>57%</td>
<td>53%</td>
<td>89%</td>
<td>55%</td>
<td>54%</td>
<td>55%</td>
<td>57%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Define Your More

While there are many opinions about the priority of what Millennials want, one thing is clear - they want more. “Define Your More” utilizes a consistent, bold one-word headline “MORE:” then follows with a well-crafted caption to create a powerful juxtaposition against a bold photograph or video.
MORE:
WAYS TO SHIFT GEARS AFTER YOUR SHIFT IS OVER

MORE:
THEATERS OPEN TO BRINGING YOUR OWN CANDY
MORE:
TIME NOT SKIMPING ON PRIMPING

MORE:
CHANCES TO WORK IN A CLEAN ROOM AND PLAY IN A MESSY ONE
MORE: REASONS TO LEAVE YOUR SCRUBS IN THE CAR

With an abundance of available health care jobs and lots of great beaches, work isn’t the only place you’ll be set.

MORE: REASONS TO LEAVE YOUR SCRUBS IN THE CAR

WISCONSIN. IT’S MORE YOU.

LEARN MORE

Bike Share
MEDIA CHANNELS

Paid Social
- Instagram
- Facebook
- LinkedIn
- Snapchat

Sequential Digital
- Connected TV
- Predictive Display

Pay-Per-Click and Retargeting

Out-of-Home
- Bicycle Kiosks
- Bar/Restaurant Coasters
- Rail
WISCONSIN WELCOMES RETURNERS

On Wisconsin (print)
Badger Insider (print)
Forward Under 40 (print)
UWAlumni.com
The Flamingle (newsletter)

440,000 living UW-Madison alumni

ALUMNI SNAPSHOTs
TRANSITIONING VETERANS
Strategic Interaction

- Leverage *Hiring our Heroes Career Summits* to reach service members as they are making decisions transition.
- Each year, between 200,000 and 250,000 active service members transition out of the military and into civilian life.
- The skills and values veterans bring to the workforce are highly regarded by Wisconsin employers and the state as a whole.
- Transitioning veteran attraction messaging gives equal consideration to the needs and desires of military spouses and children.

PERSONAL CONTACT
A NATIONAL MODEL

"The State of Wisconsin is raising the bar for states interested in attracting the exceptional talent of our veterans and military spouses. We look forward to working with Wisconsin to showcase the tremendous economic opportunity their state has to offer our nation’s military families."

~Eric Eversole President, Hiring Our Heroes

FY20 EVENT SCHEDULE

<table>
<thead>
<tr>
<th>Trip</th>
<th>Sept. 5</th>
<th>Air Force</th>
<th>Travis AFB, CA</th>
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</thead>
<tbody>
<tr>
<td>Trip 2</td>
<td>Sept. 18-19</td>
<td>Army</td>
<td>Fort Carson, CO</td>
</tr>
<tr>
<td></td>
<td>Sept. 20</td>
<td>Air Force</td>
<td>Buckley AFB, CO</td>
</tr>
<tr>
<td>Trip 3</td>
<td>Sept. 24</td>
<td>Army/Air Force</td>
<td>Joint Base Lewis McChord, WA</td>
</tr>
<tr>
<td>Trip 4</td>
<td>Oct. 2-3</td>
<td>Marines</td>
<td>Camp Lejeune, NC</td>
</tr>
<tr>
<td></td>
<td>Oct. 4</td>
<td>Marines</td>
<td>Cherry Point, NC</td>
</tr>
<tr>
<td>Trip 5</td>
<td>Oct. 17</td>
<td>Army</td>
<td>Fort Campbell, KY</td>
</tr>
<tr>
<td>Trip 6</td>
<td>Oct. 23-24</td>
<td>Marines</td>
<td>Camp Pendleton, CA</td>
</tr>
<tr>
<td>Trip 7</td>
<td>Nov. 4-5</td>
<td>Marines</td>
<td>Kaneohe MCB, HI</td>
</tr>
<tr>
<td></td>
<td>Nov. 6-7</td>
<td>Army</td>
<td>Schofield Barracks, HI</td>
</tr>
</tbody>
</table>
ENGAGEMENT OPPORTUNITIES

Hiring Our Heroes Career Summit exhibit booth

- Free booth space (responsible for own travel logistics)
- Proximal to Wisconsin State Delegation
- Direct engagement with transitioning service members and spouses

MISSION WISCONSIN Partner

- Register at wedc.org/hire-veterans
- Post positions with Job Center of Wisconsin
- Familiarize yourself with Veteran-Ready Workplace Standards
- Join Team Wisconsin at Career Summits
- Receive Vetted Resumes from Veteran Recruitment Events, even if unable to attend in person

wedc.org/hire-veterans
MILITARY SPOUSE ECONOMIC EMPOWERMENT ZONE

Raising awareness of employment challenges for Wisconsin’s National Guard and Reserve families, with a focus on four pillars:

- Hiring
- Training
- Advocacy and Awareness
- Entrepreneurship and Education

**National Military Spouse hiring initiative:**
- Provide meaningful 21st-century career opportunities
- Unique national platform for businesses to commit to hiring military spouses
- Encourage Best Practices for hiring and retaining military spouse talent

VETERAN FRIENDLY VS. VETERAN READY

Military veterans and their spouses bring valuable characteristics to enhance any workplace.

Teamwork
Dependability
Communication
Adaptability
Responsibility
Leadership
Structure
Safety
VETERAN FRIENDLY VS. VETERAN READY

- Recognize the difference between hiring veterans out of patriotic support and implementing policies to support veterans moving from the military environment to a civilian workforce.
- Businesses that understand military culture and communication can greatly improve recruitment and hiring.
- “One size fits all” approach won’t work—find the right strategies that enhance the mission and culture of your organization.
WHAT IS IT?

Digital asset management technology that enables you to leverage the state’s Think-Make-Happen platform and customize WEDC’s talent attraction assets to create marketing materials promoting career and lifestyle opportunities In Wisconsin®.
SOCIAL MEDIA POST

PRINT ADS
NEXT STEPS

Interested partners can request and receive account login credentials at wedc.org/toolkit

FOLLOW US

#ThinkMakeHappen

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@inwisconsin
@thinkmakehappen

Search “Think-Make-Happen In Wisconsin”

Search “Think-Make-Happen In Wisconsin”