

LET'S TALK
TALENT



an initiative of the

KABA.

KENOSHA AREA
BUSINESS ALLIANCE

Inspire

SOUTHEAST WISCONSIN



If you have questions about the Inspire platform or to schedule a New Partner Orientation session to learn more about the Inspire tool, please contact Brooke Infusino, KABA's Director of Talent Development: binfusino@kaba.org | 262.925.3464



Set your Goals

As an employer using Inspire SE WI, an important first step is to identify why you are using Inspire, then utilize the features to help achieve your company goals.

To assist, we have created a list of common company goals broken down by Talent Development and Community Engagement categories.

Talent Development Goal	Basic Company Profile	Add a Video to your Profile	Company Discussion Board	Employees as Career Coaches	Offer Career-based Learning Experiences	Send Targeted Messages
I only want people to know about my company.	✓	✓	✓			
I have current job openings that could be filled by high school students or recent graduates. (Paid or Unpaid)	✓		✓		✓	✓
I want to develop future talent for my company/organization.	✓	✓	✓	✓	✓	✓
I want to promote and develop talent for my industry.	✓	✓		✓	✓	
I am looking to increase diversity in my company/organization.	✓			✓	✓	
I want to give my employees volunteer opportunities.	✓			✓	✓	

Community Engagement Goal	Basic Company Profile	Add a Video to your Profile	Company Discussion Board	Employees as Career Coaches	Offer Career-based Learning Experiences	Send Targeted Messages
I want to help students develop employability skills.	✓			✓	✓	
I want to help students explore careers.	✓	✓		✓	✓	
I want to support local schools and education in general.	✓			✓	✓	✓

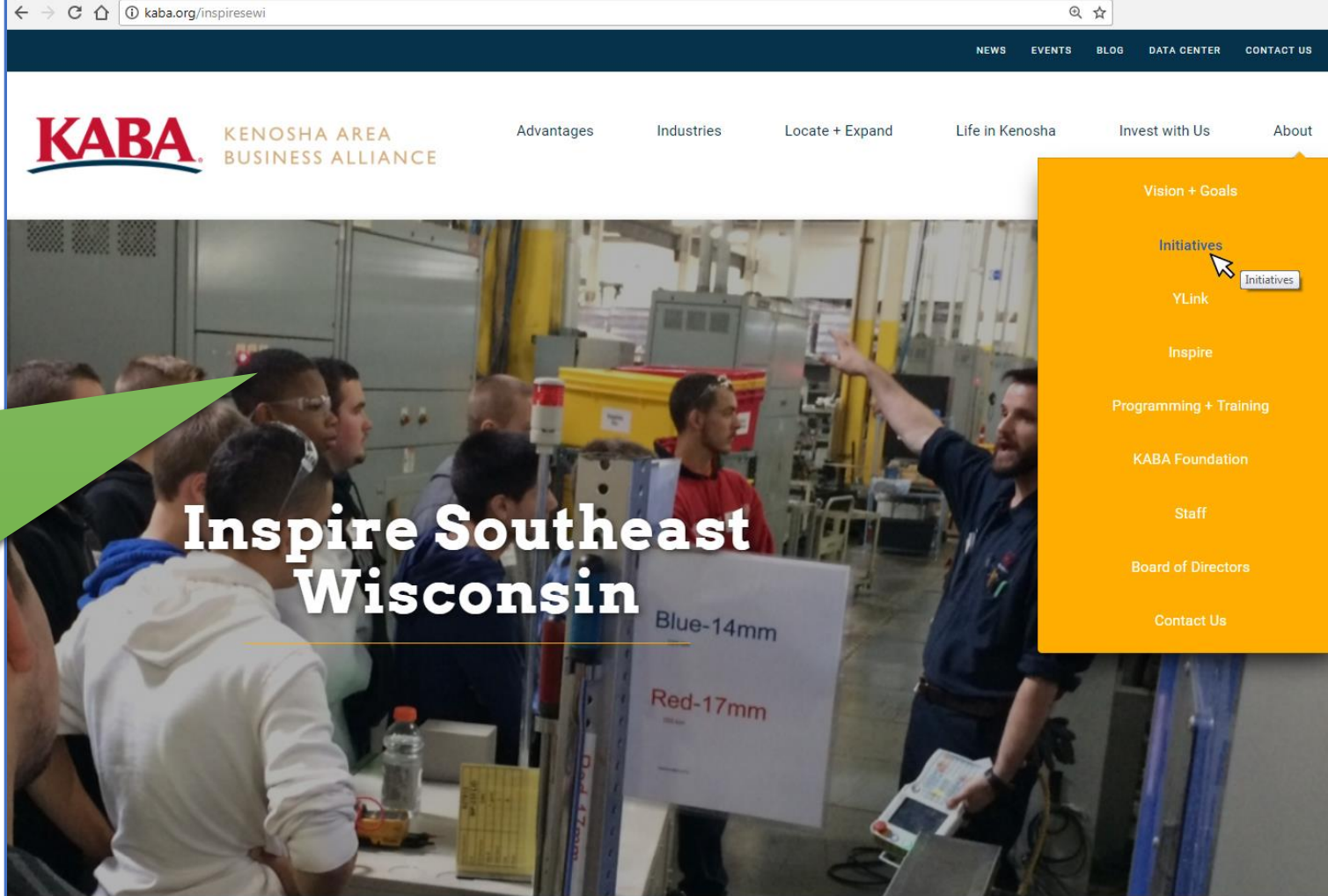


Meet your Goals

When you're ready to register, visit kaba.org/inspireSEWI to enroll your company.

You can build a basic profile for your company & customize your involvement.

In the next few slides, see what a company profile on Inspire SE WI looks like, and how you can utilize additional features to create a good company profile.



Inspire Southeast Wisconsin



Engage students. Expose them to real-world careers. Find your future workforce.

When young people understand regional career opportunities and the skill sets required to work in local industry, they're more likely choose career paths in industries and employers right here in Southeast Wisconsin. The Kenosha area now has a unique opportunity to strengthen ties between our business and education community and our future workforce.



Your Company Profile

Provide a general overview of your company by featuring some of its values and benefits.

Highlight career specific qualities, certifications, skills, training and experience you look for when hiring new employees.

The screenshot shows the Career Cruising website interface. At the top, there is a navigation bar with the 'Career Cruising' logo, a search bar, and links for 'Español', 'Help', and 'My Account'. Below the navigation bar, there are tabs for 'Inspire My Plan', 'Assessments', 'Careers', 'Education', 'Financial Aid', 'Employment', and 'Inspire Southeast Wisconsin'. The main content area is titled 'Aurora Health Care' and includes a 'Saved to My Plan' button. There are three tabs: 'Background', 'Experiences', and 'Company Discussions'. The 'Company Details' section is active, displaying text about Aurora Health Care's mission and work environment. A 'Contact Us' section provides the address, phone number, and website. A 'Who We Hire' section features a carousel of job categories: 'Abuse / Crisis Counselor' and 'Accountant'. A 'Recent Company Discussions' section lists two discussion topics with dates. At the bottom, there is a link for 'Human Resources/Career Information'.

Career Cruising InspireSoutheastWisconsin Español | Help | My Account - Careers, schools and more...

Inspire My Plan Assessments Careers Education Financial Aid Employment Inspire Southeast Wisconsin

Aurora Health Care ★ Saved to My Plan

Background Experiences Company Discussions

Company Details

Aurora Health Care is an organization that is constantly finding better ways to help our patients. By putting patients at the center of all we do, the structure and processes we adopt provide the best possible care experience for every patient. The changes we make require us to work together in increasingly coordinated, flexible and innovative ways and encourage creativity and collaboration. As the world changes around us, our patients' expectations change. Aurora strives to be flexible and adaptable to that change.

At Aurora, we are also committed to creating a work environment that enables us to attract and retain the best people with diverse backgrounds. It is essential to the success of our organization. At Aurora, we understand that our people are our greatest asset. As a physician-led, not-for-profit health care provider, we are committed to providing the tools and resources employees need to excel in doing what they do best – helping people of all ages live healthier, fuller lives. No matter where you may wish to work, Aurora Health Care is sure to offer an opportunity that will meet your goals.

Visit us online and see why it is a better place to work.

What We're Looking For

Candidates will display a sincere eagerness to learn and contribute to the growth of the company.

In addition, candidates will meet essential criteria for the job and provide any additional skills and experience above position requirements, i.e., additional knowledge, proven performance and proven values of work achievements.

Advise to potential candidates: enjoy learning new things, and getting the job done. Embrace being a team player, be reliable, on time and determined.

Work well in a groups and when unsupervised work independently towards accomplishing your goal.

INTERESTED IN A CNA CAREER?

Certified Nursing Assistants (CNA) are one of the most visible aspects of the patient experience with Aurora Health Care. As a CNA you will have continuous patient contact assisting with all activities of daily living, ensuring the patient is comfortable and well cared for. All of our Nursing Aids must be state certified. You can become certified through a 120 course offered through multiple colleges and CNA programs in the Milwaukee Metro, or by being a nursing student and completing one clinical rotation. If you complete the course, or have completed the clinical, you will still be required to test through the state of Wisconsin to attain certification and be added to the State of Wisconsin Nurses Aid Registry. Being a CNA is a challenging, however an incredible rewarding role. You will have the power to make a positive difference in people's lives while they are going through a very trying time.

[Human Resources/Career Information](#)

Aurora Health Care®

Contact Us

750 W Virginia Street
Milwaukee, WI 53215
Phone: (414) 299-1827
Website:
<http://aurorahealthcare.org>

Who We Hire

Abuse / Crisis Counselor Accountant

More Careers

Recent Company Discussions

What degree do you need to become a nurse?
2/23/2017

How does this health care company differ from the rest in terms of what sets you apart from all other health care companies?
2/23/2017

Do you like your job ? How much do



Is your profile “student friendly?”

Most students currently using Inspire are in grades 6-12, so ask yourself:

- Would someone age 11-18 understand this?
- Am I highlighting features, services, products, and company culture elements that someone age 11-18 would be interested in?
- Am I marketing my company to this audience effectively?

The screenshot shows the Inspire Southeast Wisconsin website interface. At the top, there is a navigation bar with the site logo, language options (Español), and user account links. Below the navigation, the main content area displays the profile for 'Charter Wire'. The profile includes a 'Background' tab, 'Company Details' section with a paragraph about the company's history and products, a 'What We're Looking For' section with a list of job requirements, and a 'Contact Us' section with address and phone information. On the right side, there are additional sections for 'Who We Hire' (Industrial Engineering Tech) and 'Related Companies' (listing various industrial and engineering firms).

Add a Company Video

You have the option to add up to six videos, 100 MB or less per video, to your profile. Choose to highlight in demand careers, employee testimonials, or industry related content.

Career Cruising Inspire Southeast Wisconsin

Waukesha Metal Products [Save to My Plan](#)

Background Experiences **Company Discussions**

WAUKESHA
METAL PRODUCTS
• Tools • Fabrications • Stampings •

Company Details

Waukesha® Metal Products is an innovative leader in precision sheet metal stamping and fabrication, component assembly and tool and die manufacturing.

We're committed to quality in every aspect of what we do, and that's something our employees respond to. Quality comes through hard work, constant learning and genuine enthusiasm.

We also place a premium on innovative thinking and encourage creativity in all of our employees, regardless of their age or experience.

Another crucial part of our track record can be seen in the multiple employees who started out learning the basics of metal stamping and fabrication with us and have since grown into positions of responsibility and leadership.

[Less](#)

Contact Us

N53 W24635 S Corporate Circle
Sussex, WI 53089
Phone: (262) 820-1346
Website:
<http://www.waukeshametal.com>

Company Details

Year Founded	1971
Client Base	International
Industries	Manufacturing
Clusters	Agriculture, Food & Natural Resources Architecture & Construction Business Management & Administration Finance Health Science Information Technology Manufacturing Marketing Science, Technology, Engineering & Math Transportation, Distribution & Logistics

Human Resources/Career Information



List ALL the jobs that exist in your company

Don't just stop after listing the primary jobs or the jobs you currently have openings for.

Many of the features in Inspire are connected to specific job titles. Therefore, the more job titles you list when you register, the more likely students will find your company profile along with any additional features you offer.

The screenshot shows the Inspire Southeast Wisconsin website interface. At the top, there is a navigation bar with 'Career Cruising' and 'Inspire Southeast Wisconsin' logos, along with links for 'Español', 'Help', and 'My Account'. A search bar contains the text 'Careers, schools and more...'. Below the navigation bar, there are tabs for 'Inspire My Plan', 'Assessments', 'Careers', 'Education', 'Financial Aid', 'Employment', and 'Inspire Southeast Wisconsin'. The main content area displays the profile for 'Fortis Management Group'. A modal window titled 'Who We Hire' is open, showing a list of job titles with brief descriptions:

- Account Manager**: Account managers are employed by banks and other financial institutions to handle the banking needs of clients.
- Accountant**: Accountants analyze financial information and prepare financial reports for clients and employers.
- Administrative Assistant**: Administrative assistants carry out the tasks required to keep organizations running smoothly.
- Bill and Account Collector**: Bill and account collectors find and notify customers of overdue accounts and arrange for payment.
- Bookkeeper**: Bookkeepers keep track of all of the money a company receives and spends.
- Business Systems Analyst**: Business systems analysts research, design, and create computer systems for businesses.
- Communications Specialist**: Communications specialists help companies explain their actions and policies to customers, employees, and the...

At the bottom of the page, there are sections for 'Clusters' and 'Related Companies'. The 'Clusters' section lists various industries such as Agriculture, Food & Natural Resources, Architecture & Construction, Arts, A/V Technology & Communications, Business Management & Administration, Education & Training, Finance, Health Science, Human Services, Information Technology, and Manufacturing. The 'Related Companies' section lists several organizations including Ascension, BrightStar Care, Lakeview Pharmacy, Inc., Lakeview Specialty Hospital and Rehab, Spring Dental Group, Society's Assets Inc, Core Chiropractic & Wellness Center, Bradshaw Medical, and Family Service of Racine.



Offer Career-based Learning Experiences (CBLEs)

When you're ready, choose from over 20 different CBLEs or create your own.

The more CBLEs you offer, the more exposure students will have to your company and Industry.

You can find the complete menu of CBLE here:
bit.ly/CBLE_guide2017

The screenshot shows the Career Cruising website interface. At the top, there's a navigation bar with 'Career Cruising' and 'Inspire Southeast Wisconsin' logos, along with links for 'Español', 'Help', 'My Account', and a search bar. Below the navigation, there's a user profile section for 'Inspire My Plan' and a menu with options like 'Assessments', 'Careers', 'Education', 'Financial Aid', 'Employment', and 'Inspire Southeast Wisconsin'. The main content area is titled 'GE Healthcare' and has a 'Saved to My Plan' button. There are three tabs: 'Background', 'Experiences', and 'Company Discussions'. The 'Experiences' tab is active, showing a list of 'Career-based Learning Experiences'. The list includes various roles and activities, each with a corresponding link to learn more. On the right side, there's a 'Company Details' section for GE Healthcare, including a description of their services and a 'Read More' link. At the bottom right, there's a 'Contact Us' section with the company's address, phone number, and website. Below that, there's a 'Who We Hire' section with images and titles for 'Bioinformatics Specialist' and 'Biomedical Engineer'.

GE Healthcare

Background Experiences Company Discussions

Career-based Learning Experiences

Select a Career-based Learning Experience to learn more.

Advisory Board Member/Curriculum Advisor	Advisory Board Member/Curriculum Advisor
Business Roundtable Participant	Business Roundtable Participant
Career Coach/Mentor – ongoing or multiple event	Career Coach/Mentor – ongoing or multiple event
Career Coach/Mentor – single event	Career Coach/Mentor – single event
Career Fair Participant	Career Fair Participant
Competition Judge	Competition Judge
Guest Speaker	Guest Speaker
Informational Interview Opportunities	Informational Interview Opportunities
Job Shadowing - One Day/Individual Student	Job Shadowing - One Day/Individual Student
Resume Reviewer/Coach	Resume Reviewer/Coach
Site Visit – Educator	Site Visit – Educator

Company Details

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE (NYSE: GE) works on things that matter - great people and

[Read More](#)

Contact Us

3000 N Grandview Blvd.
Waukesha, WI 53188
Phone: (262) 544-3011
Website:
<http://www3.gehealthcare.com/en>

Who We Hire

[Bioinformatics Specialist](#) [Biomedical Engineer](#)



Get Involved
 Encourage employees to sign up to become Career Coaches by directing them to bit.ly/InspireSEWI_Career_Coach_Reg_Form

Coach employees on how to raise company and industry awareness as they answer student's questions on your company discussion board.

Career Cruising Inspire Southeast Wisconsin Español | Help | My Account - Careers, schools and more...

Inspire My Plan Assessments Careers Education Financial Aid Employment Inspire Southeast Wisconsin

Aurora Health Care **Saved to My Plan**

Background Experiences **Company Discussions**

Company Staff

Aliah Brenda Robert

Discussion Board

Topic	Last Updated	Started	Posts
What degree do you need to become a nurse?	2/23/2017	2/17/2017	2
How does this health care company differ from the rest in terms of what sets you apart from all other health care companies?	2/23/2017	2/17/2017	2
Do you like your job ? How much do you make ?	2/23/2017	2/22/2017	2
What is the biggest weakness of this company?	2/21/2017	2/17/2017	2
I was wondering how many opening positions do you have and what kind of positions?	2/21/2017	2/17/2017	2
What will set you apart from other doctors when applying for a physician job?	12/29/2016	12/16/2016	2
How are the benefits at your work ?	12/29/2016	12/16/2016	2
How does this company select a candidate to be hired? What is the hiring process?	12/29/2016	12/16/2016	2
How many different types of nurses do you have?	12/8/2016	12/2/2016	2
What training or work do you need to have in order to become a doctor for this company?	12/8/2016	12/2/2016	2

Ask a Question

Contact Us
 750 W Virginia Street
 Milwaukee, WI 53215
 Phone: (414) 299-1827
 Website:
<http://aurorahealthcare.org>

Who We Hire
 Abuse / Crisis Counselor Accountant
More Careers

Recent Company Discussions
 What degree do you need to become a nurse?
 2/23/2017
 How does this health care company differ from the rest in terms of what sets you apart from all other health care companies?
 2/23/2017
 Do you like your job ? How much do you make ?



- ✓ Engage students.
- ✓ Expose them to real-world careers.
- ✓ Find your future workforce.

Register your company today at kaba.org/inspireSEWI.