

Talent Development Resources for Kenosha County Employers



Activity	Description	Potential Impact
Recruitment & retention strategy development	KABA has the ability to define, assess, and help employers implement strategies key to finding and keeping a talented workforce. Examples we can influence include: Job postings; online career presence; onboarding process; on-the-job and leadership training; career-based learning opportunities for youth.	Companies that deploy more aggressive and multiple recruitment and retention strategies concurrently gain a competitive advantage in a tight labor market. These methods help to decrease time-to-hire, cast a wider geographic reach, and find candidates with broader skill sets.
Hiring blitz / open house events	KABA designs and executes custom hiring and open house events for new & existing companies that experience an increased demand for hiring. Events are hosted at the employer's place of business and showcases their brand, corporate culture, job openings and leadership team. Many events have an on-site hiring component, which has proven attractive to job seekers. Event is coordinated with workforce partners.	Hiring & open house events add value by introducing or re-introducing an employer to the community in a high-profile manner. The event is a great way to expose job candidates to an employer's process and culture - while securing applicants in the process, and reducing the time-to-hire. KABA has supported six employers in hosting these events in the past four years.
Workforce partnerships	Kenosha County supports a robust network of organizations and individuals who are committed to workforce development, including representatives from the Job Center, K-12, higher education, and other organizations such as nonprofit organizations or specialty programs. KABA facilitates connections with these organizations to support employers' ability to hire talent.	By facilitating direct connections to our key workforce partners, KABA develops a team that operates as an extension of an employer's HR team - providing additional support to reaching hiring and retention goals.
Employer-education partnerships	KABA helps expose students and educators to career opportunities in Kenosha County by encouraging and, at times, facilitating career-based learning opportunities such as company tours, internships, youth apprenticeships; job shadowing; and panel discussions.	Directly connecting students and educators to our employers and providing chances for them to engage in internships, company tours, job shadows, and other points of connection is crucial for career exploration and to understand the technical and employability skills they need for a career in their field of choice. Employers also benefit by increased exposure to their employer brand and industry sector.
Talent attraction website & community familiarization tools	KABA administered the development of an online resource (LifeBalancedKenosha.com) for employers and the community that shares quality of life information about Kenosha County, including housing, healthcare, education, recreation, shopping, etc. We also accommodate requests for in-person community familiarization tours for HR leadership teams.	LifeBalancedKenosha.com went live January 2018. It successfully brought together many sectors of the community and 30+ local companies, organizations & municipalities have adopted the brand and use the site for its quality of life information about Kenosha County. Our community FAM tours are a more hands-on approach to experiencing Kenosha's quality of life assets.
Young professional programming (YLink)	YLink (Young Leaders in Kenosha) is an established young professional program aimed at building a community of YPs (age 40 and under) in Kenosha. YLink focuses on experiential programming that allows millennials a first-hand look at Kenosha's best assets - while building a network of peers and professional influencers.	YLink has an engaged leadership structure and diverse slate of programming including a Future 5 Awards program, YP Week events, and other chances for professionals to connect with each other and to the community. The more connected YPs feel to people and place, the more likely they stay.

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