



Serving Brown, Door, Florence, Kewaunee,
Manitowoc, Marinette, Menominee, Oconto,
Outagamie, Shawano, and Sheboygan counties

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NEWS RELEASE

FOR IMMEDIATE RELEASE

Bay Area Workforce Development Board
June 1, 2022

Workforce Investment Fosters Collaboration to Promote and Support An Inclusive Northeast Wisconsin “Hidden Talent” Initiative

Addressing the Labor Shortage Crisis

Green Bay, May 31, 2022. Bay Area Workforce Development Board, serving 11-counties in Northeast Wisconsin, has initiated strategic partnerships with New North, Inc. and African Heritage, Inc., Community Services Agency (COMSA), and We Are HOPE, Inc. The partners will join the effort led by Bay Area WDB, to pursue equity-driven initiatives to address the labor shortage by connecting with and serving area populations identified as chronically unemployed or marginally employed and historically disconnected from the services, programs, and resources designed to assist them reenter the workforce or improve their current employment situation. This initiative identifies this target population as our region’s “hidden talent.”

Matt Valiquette, Bay Area WDB Executive Director stated, “These community-based, like-minded and missioned partner organizations are firmly committed to our collaborative initiative purposely designed to connect ‘hidden talent’ to in-demand skills training and education and/or meaningful employment opportunities.”

The partners also bring their network of existing relationships to the table. For example, the New North and African Heritage partnership brings with it the support of We All Rise African American Resource Center, Casa Hispana, Casa ALBA Melanie, Literacy Council of Green Bay, Literacy Council of Fox Cities, and Goodwill Industries. “The collective work of this newly formed multi-partner collaboration will directly and positively impact local employers’ need for talent by supporting our customers obtain meaningful family-supporting wage employment and career opportunities,” stated Valiquette. Services will include individually tailored comprehensive wrap-around supports to ensure customers needs are met and barriers to education and/or workforce entry and employment upgrade are overcome.

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Bay Area WDB
Press Release: "Hidden Talent"
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The "Hidden Talent" initiative is funded by a portion of a \$1.6 Million Worker Advancement Initiative (WAI) Bay Area WDB received to provide innovative workforce development services across its 11-county service area consisting of Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, and Sheboygan counties. The WAI funding is one of three major components associated with Governor Evers' \$130 Million Workforce Investment Initiative administered by the Wisconsin Department of Workforce Development (DWD) with funds received through the American Rescue Plan Act (ARPA) and the U.S. Department of Treasury. In March 2022, \$400K of the \$1.6 Million was allocated to gener8tor Management, LLC for implementation of a Digital Literacy program to provide introductory, technical and workforce curriculums, along with the outreach activities and local relationship-building important to matching employable skills with available job opportunities.

On Tuesday, June 7, 2022, at 1:30 P.M. to 2:30 P.M., Bay Area WDB will host a partnership "signing" event symbolizing the commitment of the partners to join their talent, networks, experience, and resources together, with the support of the Bay Area WDB, WAI funding, and additional Bay Area WDB programming, to bring subsidized employment and skills training opportunities to formerly untapped or "hidden" talent. The event will take place at Bay Area WDB's office at 520 N Broadway, Suite 320, Green Bay, WI 54303.

The Bay Area Workforce Development Board is one of eleven Wisconsin workforce development areas established in 1998 to address local economic workforce issues. Bay Area WDB, a non-profit corporation, is the fiscal and administrative agent for funds and programming designed to deliver locally customized job training and workforce development initiatives.

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