



NOTES
WILSON COUNTY INDUSTRY COUNCIL
Thursday, Oct. 20, 2022
Lebanon Airport, Lebanon, TN

ATTENDING:

Wally Martinez, Rooms to Go	Joseph Rigney, Rooms to Go
Andrew Atwood, Novamet	Krista DiGiacommo, Novamet
Mike Turturice, Performance Foodservice	
Jon Thompson, Thompson Elec	GC Hixson, JECDB
Brian Criswell, Tritium	Sue Holland, Destaco
Ginny Lea, Nashville Display	Adina Chumley, Wilson Works

TOPIC: Industry Council Planning 2023

Adina Chumley reported out on the July survey of employers.

What day of the week is best for meetings? Thursday overwhelming led the preferred day for meeting. Wednesday was a distant second.

What time of day is best for you to attend Industry Council meetings? 8:00 A.M. led the choice, with 11:00 A.M. in second place.

Council meetings are providing relevant content to me/my organization? Yes

How often should the Council Cover Best Practices in Recruiting/Retention? Quarterly was highest and twice a year was second place.

What location is best for meetings? Lebanon Airport led the pack, with the Admin and Training Building in Lebanon and locations in Mt. Juliet tied for second place.

What are your thoughts about in person or virtual job fairs? More than half supported in person hiring events, while 24% felt in-person job fairs were not productive. Most do not support virtual job fairs. See further discussion below.

DISCUSSION:

- **JOB FAIRS:** Employers in attendance said they were getting very little traction with job fairs. There were examples shared that indicated even with extensive marketing spends, very few people were showing up.
- **SCHOOLS:** Employers suggested the ideal recruiting method for them is getting in front of students in the K12 and post-secondary schools/training providers. They feel the new CTE Director will be key to getting employers invited to the classroom in Wilson Co Schools.



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- Adina shared an idea she sent to the Director of Schools in which we could host industry sectors during football/basketball games in the high schools to expose locals to the employers/what they do/etc. Awaiting feedback from the schools
 - One employer shared an example she felt successful in Florida in which industry sector employers would be invited and would set up to speak in different classrooms. Students were allowed to choose their top 3 industries and would sit in during those sessions to learn more about the companies, skills sought and how to apply.
 - Another employer suggested an “interview” fair versus job fair. Suggesting the student know and be prepared (resume) that they will be “interviewed” versus a simple walk-through job fair.
 - There was also the idea of a “reverse” job fair, in which the students/job seekers sit tables and employers visit each candidate for a brief interview session.
 - Employers also suggested schools engage employers to actually teach sessions on interview skills and resume writing as a way to expose students to employers in Wilson Co.
 - **TRAINING OPPORTUNITIES:** Adina shared a program Workforce Essentials (Northern Middle Workforce Board) offers to certify Frontline Leaders. It can be done in person, or virtually.
 - Another employer recommended seeing if Workforce Essentials could help fund training on Northstar Digital Literacy.
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- **Next Meeting: Thursday, November 17, 8:00 AM, Networking. Program: 8:15AM**