Education
Attraction & Retention
Covering All the Bases:
About Envision Greater Fond du Lac

• Combined economic development & chamber of commerce organization that serves all of Fond du Lac County (762 sq. mi).

• Formed in 2017, located on Main Street in our beautiful downtown.


City of Fond du Lac ranks in the top 30 for “Best Performing Small Cities” (Milken Institute, 2021)

Cost of living is 9.5% below the national average
Fond du Lac County: Facts & Figures

- Average commute time to work is less than 20 minutes
- Median home value in the County is $162,600
- Median Household Income: $64,147 (2020 data; Source: Lightcast)
- Manufacturing is the #1 industry, followed by Agriculture
- 641 Young Professionals of Fond du Lac (YPF) Members
Fond du Lac County: Facts & Figures

• World headquarters to:
  o Alliance Laundry Systems
  o Grande Cheese Company
  o Mercury Marine
  o Wells Vehicle Electronics

• 33 municipalities within Fond du Lac County
Education: High School Seniors

✓ Fond du Lac R.O.C.K.  
   (Retention.Oppportunity.Community.Knowledge)

- Up to 40% of FDL County seniors had no plans post-graduation.

- Spring 2022 – (Pilot) Worked with one high school, and two different populations (traditional and non-traditional students).

- Fall 2022 – Worked with an additional high school (non-trad) that built these tours into their curriculum.
Education: High School Seniors

✔ Spring ‘22 Cohort

• At the first meeting, they completed a short, 5-question survey so we could get a feel for what their interests were.

• 24 students
  ✔ 50% actively engaged
  ✔ Job shadows and tours, several students did more than 1 shadow & tour
  ✔ 1 job offer
Education: High School Seniors

• In early May, we provided a link to an *Entry Level Jobs Catalog* to R.O.C.K. participants. We then provided the same link to all FDL CoC high school guidance and career counselors.
Education: High School Seniors

✔ Fall ‘22 Cohort

• News of this program spread fast! We were then approached by the largest school district in the county.

• The non-trad program wanted to build this experience into its curriculum.
Education: High School Senior

✔ Fall ‘22 Cohort

• We approached area employers and quickly had a list of 18 companies that were excited to give a tour and talk about all the opportunities available under their roof.

• Every other week, students load into school vehicles and head to a new business. This concludes in late May of ‘23.
Education: High School Seniors

✔️ FDL R.O.C.K.

Breakfast event – This is modeled after a youth leadership breakfast event Fond du Lac annually with our Young Professionals of Fond du Lac (YPF).

- 10 schools invited.
- 12 students from each school, also up to 2 teachers/counselors.
- 2 employer mentors at each table.
- 2 rotations so students get exposure to a variety of job fields.
QUESTIONS?
Attraction: College Students

✓ Summer Series for Interns & Co-Ops

• 2019 (Program Pilot)
  ✓ 7 businesses participated
  ✓ 120 students

• 2021
  ✓ 14 businesses participated
  ✓ 103 students

• 2022
  ✓ 11 businesses participated
  ✓ 128 students
Attraction: College Students

Format

• Five events spanning June – July.

• Professional development, leadership skills, fun and more.

• Hosted on Thursdays to coincide with the free outdoor concerts offered at Thelma Sadoff Center for The Arts and the downtown Market.

• Cost of living and regional demographics.
Attraction: College Students

✅ Format

• Welcome packets & QR codes to connect to the community calendar.

• Scavenger Hunt across the Fond du Lac County.

• Involvement of Community Leaders, City Manager, and more.

• Engagement with Young Professionals of Fond du Lac.
Attraction: College Students

✓ Impact

• 2022 Program
  ✓ 128 students, representing 25 different post-secondary institutions across the Country.
  ✓ 12 Fond du Lac County employers represented.
  ✓ Attendee perception of living and working in Fond du Lac County improved by 20% after participating in the Summer Series.
  ✓ Attendee likelihood of accepting employment in Fond du Lac County increased after participating in the Summer Series.
Attraction: College Students

✓ Impact

• Overall
  • 351 students participated from 2019-2022 (excluding 2020)
  • 64 students have been hired.
  • Numerous students are still interns or co-ops and will return for Summer Series in 2023.
QUESTIONS?
Retention: New Employees

✔ Fond du Lac County Concierge Program

• Launched in September 2021.

• Suite of services available to employers to enhance talent recruitment efforts.

• Specific offerings during the ‘recruitment phase’ and ‘onboarding phase’

• Welcome baskets, community familiarization tours, introductions to local families and more.
Retention: New Employees

✔ Fond du Lac County Concierge Luncheon

- Launched in November 2022.
- 25 attendees, all of whom are either new to living or working in Fond du Lac County.
- 16 Fond du Lac County employers represented.
Retention: New Employees

✓ Fond du Lac County Concierge Luncheon

- Pre & Post Surveys conducted.
- 80% of survey respondents are likely or very likely to recommend the Concierge Luncheon to others.
- 93% of survey respondents indicated that after having completed the Concierge Luncheon they are likely or very likely to continue living and working in Fond du Lac County long term.
QUESTIONS?
Thank you!

Lisa McArthur
Senior Director of Business Attraction
lmcarthur@envisiongreaterfdl.com
(920) 921 - 9500

Bernadette Ericksen
Director of Business Client Services
bericksen@envisiongreaterfdl.com
(920) 921 - 9500