

POWER OF THE CONVENER

March 20, 2018

James Hischke
Director, Tech Advancement & Outreach

Irissol Arce
Assistant Director, STEM Strategy

HOW DOES MKE RANK?

#1 Miami

#2 Austin

#10 Denver

#15 Kansas City

#29 Nashville

#38 Indianapolis

#39

#26 St. Louis

#37 Minneapolis

Kaufmann Index startup activity

CBRE Tech Talent Study

#29 Kansas City

#33 Indianapolis

#35 St. Louis

#40

#15 Chicago

#18 Minneapolis

#25 Madison

#1 San Francisco

#2 Seattle

#8 Austin

#48 Miami

WHAT DOES DIGITAL MEAN TO YOU?

“

Digital goes **beyond technology** alone to reflect a **mindset** that embraces **constant innovation**, empowered teams and the integration of technology into **all phases of business.**





“

The machine
shop of the
world.



“

A thriving
digital hub
where people
love to live
and work.



WHY NORTHWESTERN MUTUAL CARES

1,800

Employees are in digital jobs
at Northwestern Mutual.

That is $\frac{1}{2}$ our MKE workforce.

MOVING IN SAME DIRECTION – LED BY JOB CREATORS



Northwestern
Mutual®



Aurora
Health Care®

BAIRD

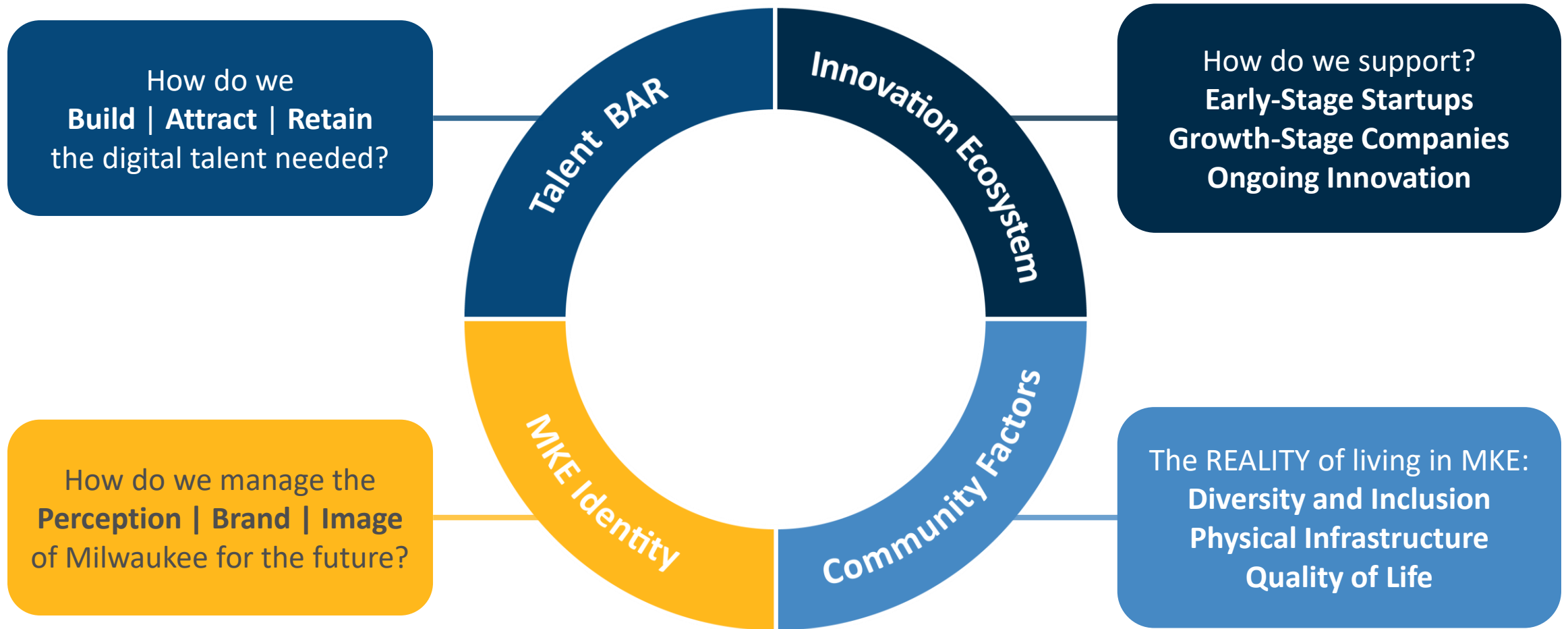
KOHL'S

**Rockwell
Automation**



Pendio
Data-Driven Growth Solutions

COMPONENTS OF A THRIVING DIGITAL ECOSYSTEM



WHAT WE'VE DONE

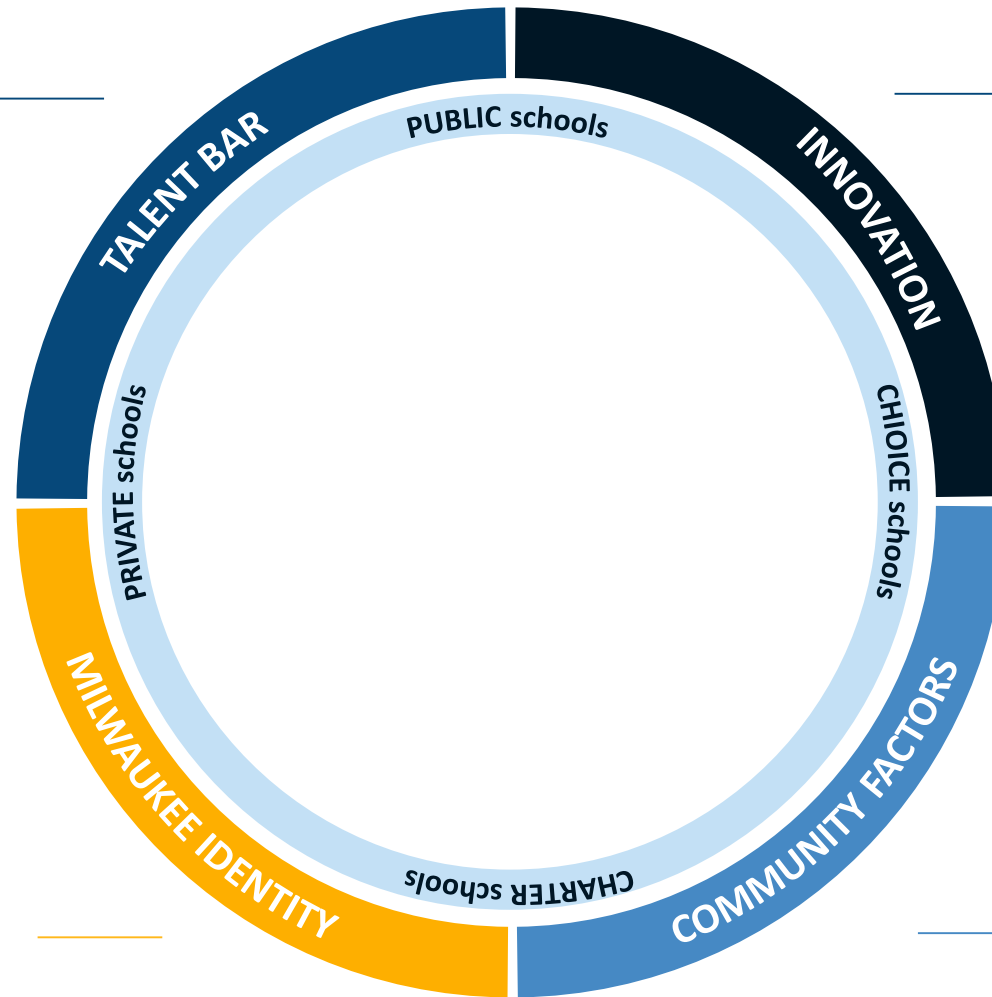
- Launched **“Tech Hub Summit”**
 - 300 business, community leaders
 - 12 working groups created
- **\$5M** Cream City Venture Capitol fund + **\$5M** Invest MKE fund for local startups
- Fund startup accelerator program- **gBETA**
- Complete MKE Region Initial **Market Assessment**



WHAT'S NEXT?

COMPONENTS OF A THRIVING DIGITAL ECOSYSTEM FOCUSED ON K12 EDUCATION

Develop a talent pipeline for NM's digital future through early age exposure, access, and sustained relationships



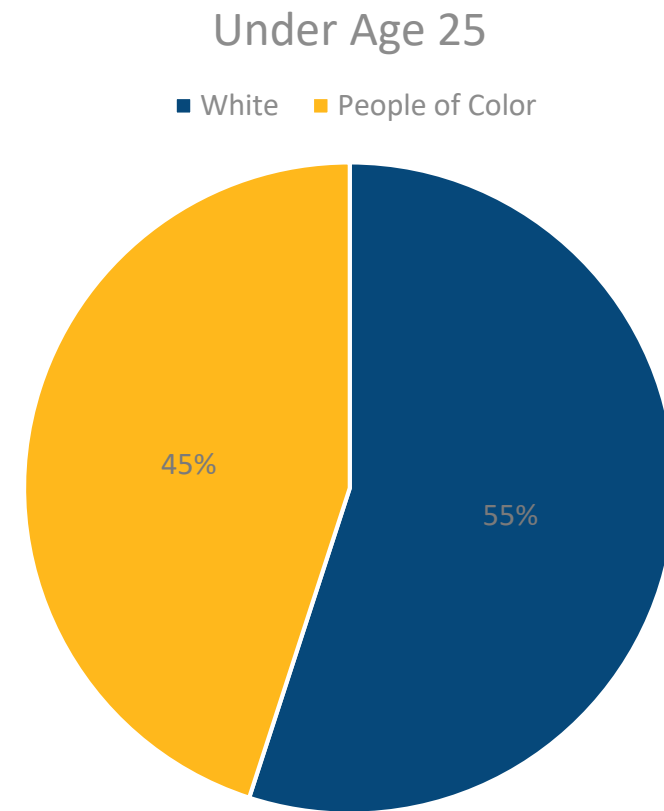
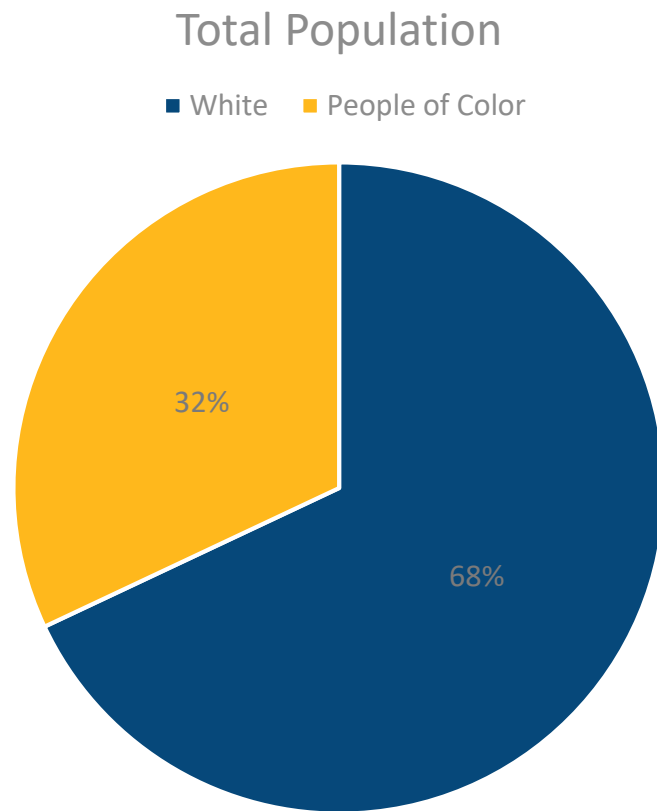
Influence and build capacity for how technology is taught in the classroom; focus on innovative practices and core tech skills development

Build a reputation of being a thought leader and community partner in tech outreach as a result of developing scalable and replicable strategies

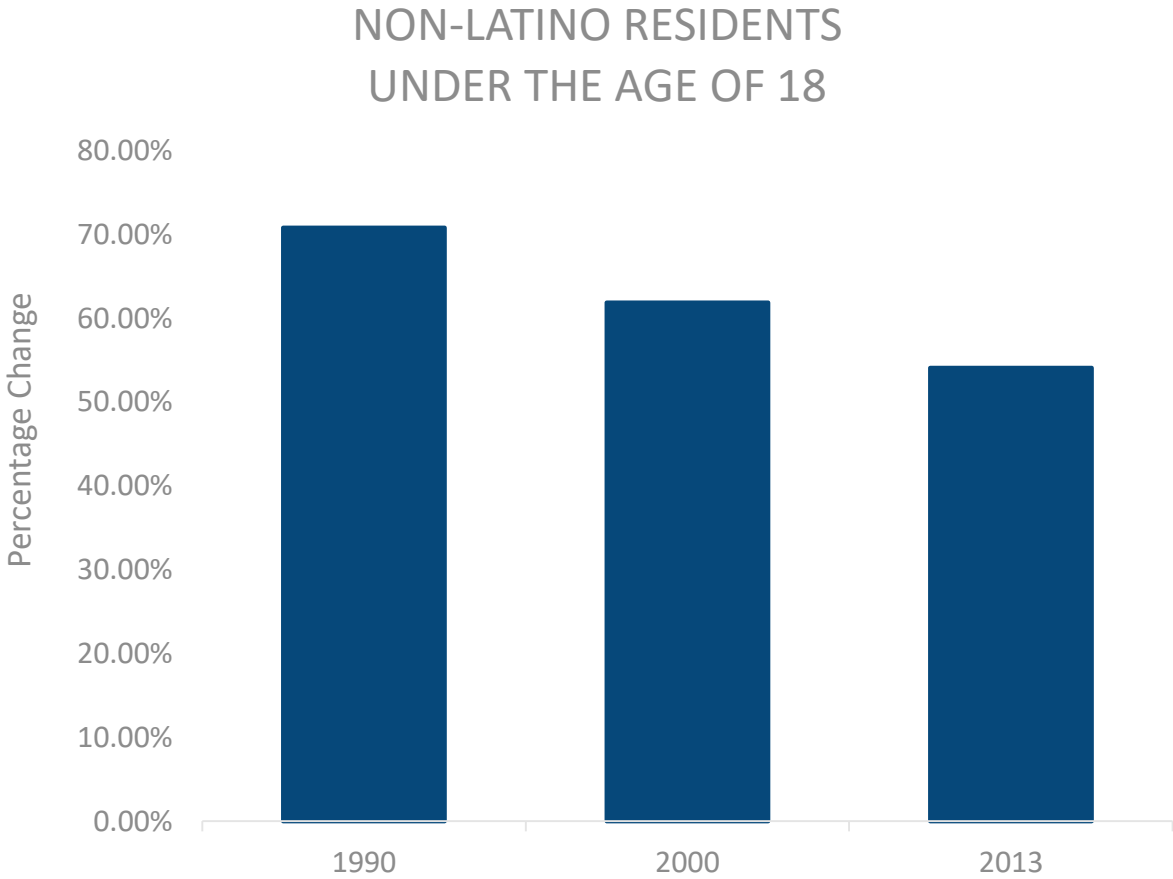
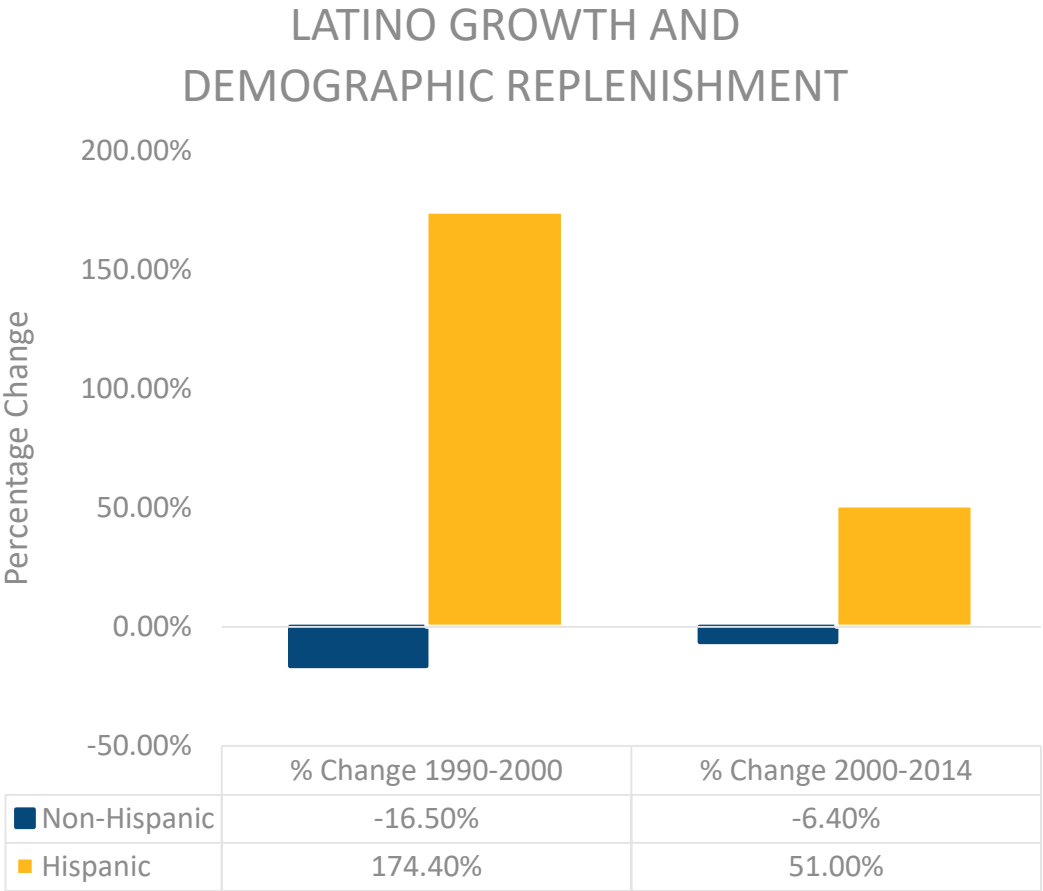
Tap into a new/emerging workforce (underrepresented talent in STEM) to address the talent gap

COMMUNITY FACTORS: THE FUTURE OF MILWAUKEE IS DIVERSE

METRO MILWAUKEE DEMOGRAPHICS



MILWAUKEE’S NON-LATINO POPULATION IS SHRINKING



Source: Greater Milwaukee Foundation’s Latino Community Study 2016

A man and a woman are in a meeting, looking at a whiteboard. The man is on the left, wearing a grey sweater, and the woman is on the right, wearing a black blazer. They are both holding markers. The whiteboard has handwritten text in blue ink. A semi-transparent grey box with the text 'DIVERSITY + INCLUSION WORKGROUP' is overlaid on the image.

DIVERSITY + INCLUSION WORKGROUP

Diversity, Inclusion & Intersectionality Strategy
1st Step: Build a network + Connect the network
Educate



TALENT BAR
HIGH SCHOOL TECH
MINICAMP + INTERNSHIP

ENDING CYCLES OF POVERTY

“

“As a **first generation** college student from **immigrant parents**, I am the **first** to work for a company that doesn't involve cooking, cleaning or manual labor. I realize how incredibly lucky I am. Please know, I **will not** squander this opportunity.” _Eduardo



MILWAUKEE IDENTITY

NORTHWESTERN MUTUAL AS A THOUGHT LEADER AND MILWAUKEE AS A TECH HUB



Patricia Hagen • 1st

IT Vice President Operations and Infrastructure at Northwestern Mutual



Closing the STEM Gap

Published on April 11, 2017

Demand for capable technology professionals is exploding in virtually every industry across the country. The U.S. Bureau of Labor Statistics projects one million new science, technology, engineering and mathematics (STEM) jobs will be created in the United States between 2012 and 2022.

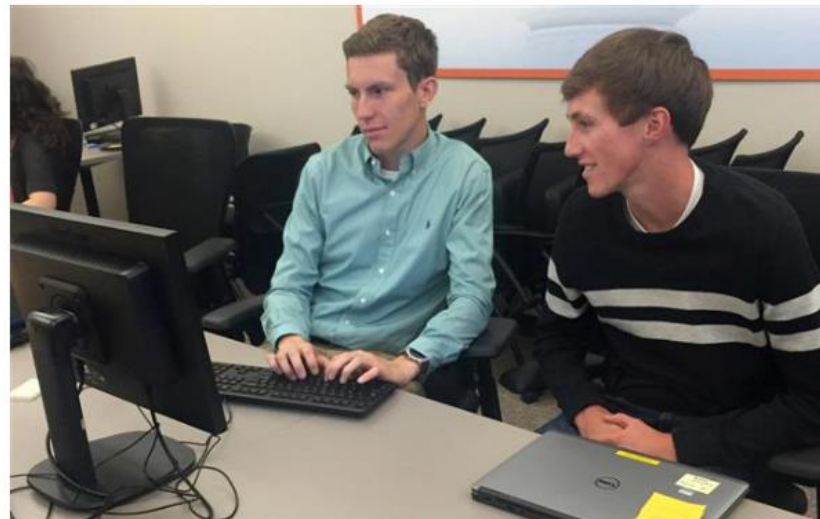
At the same time, technology workers remain in short supply with women and people of color being underrepresented in STEM fields and too few students being exposed to the skills employers are looking for.

Technology is being woven into business at every level. Having some degree of technology



BUSINESS

STEM camp at Northwestern Mutual prepares students for careers



Andrew Peterson (left), a student at University School of Milwaukee, and Adam Opichka, a student at Hartford Union High School, work on coding using a language called Python. Credit: Larissa Garza



United Way
of Greater Milwaukee
& Waukesha County

ABOUT OUR IMPACT GET INVOLVED LEADERS IN GIVING GET HELP

Northwestern Mutual Encourages Students to Explore Careers in IT

Share Tweet Pin Share Email



MILWAUKEE IDENTITY: GREAT PLACE TO WORK FOR TECH PROFESSIONALS



KNOW STEM
NO BOUNDARIES

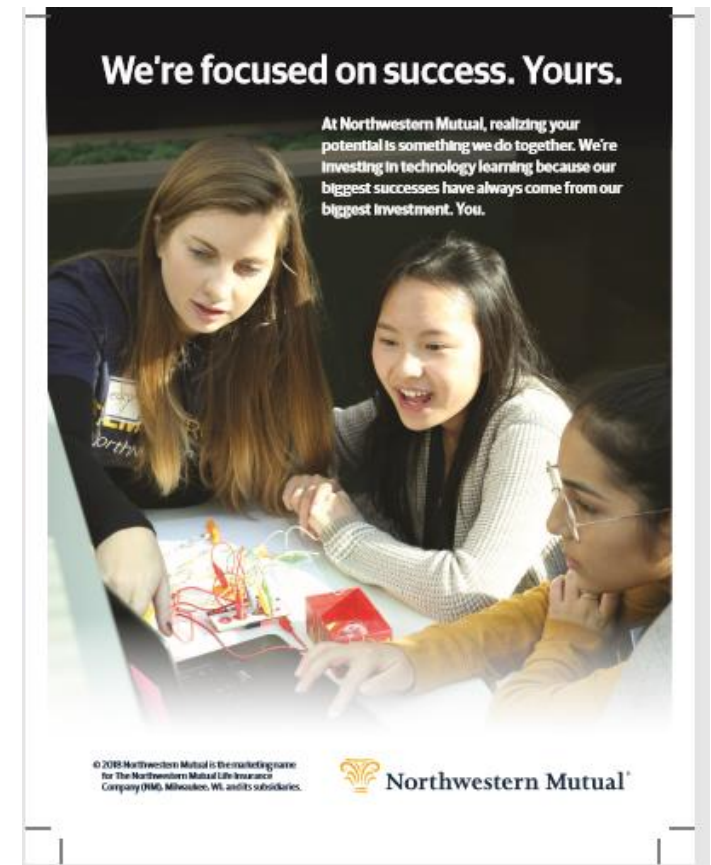
Northwestern Mutual

Managed Investments SAFe Train [Join](#)



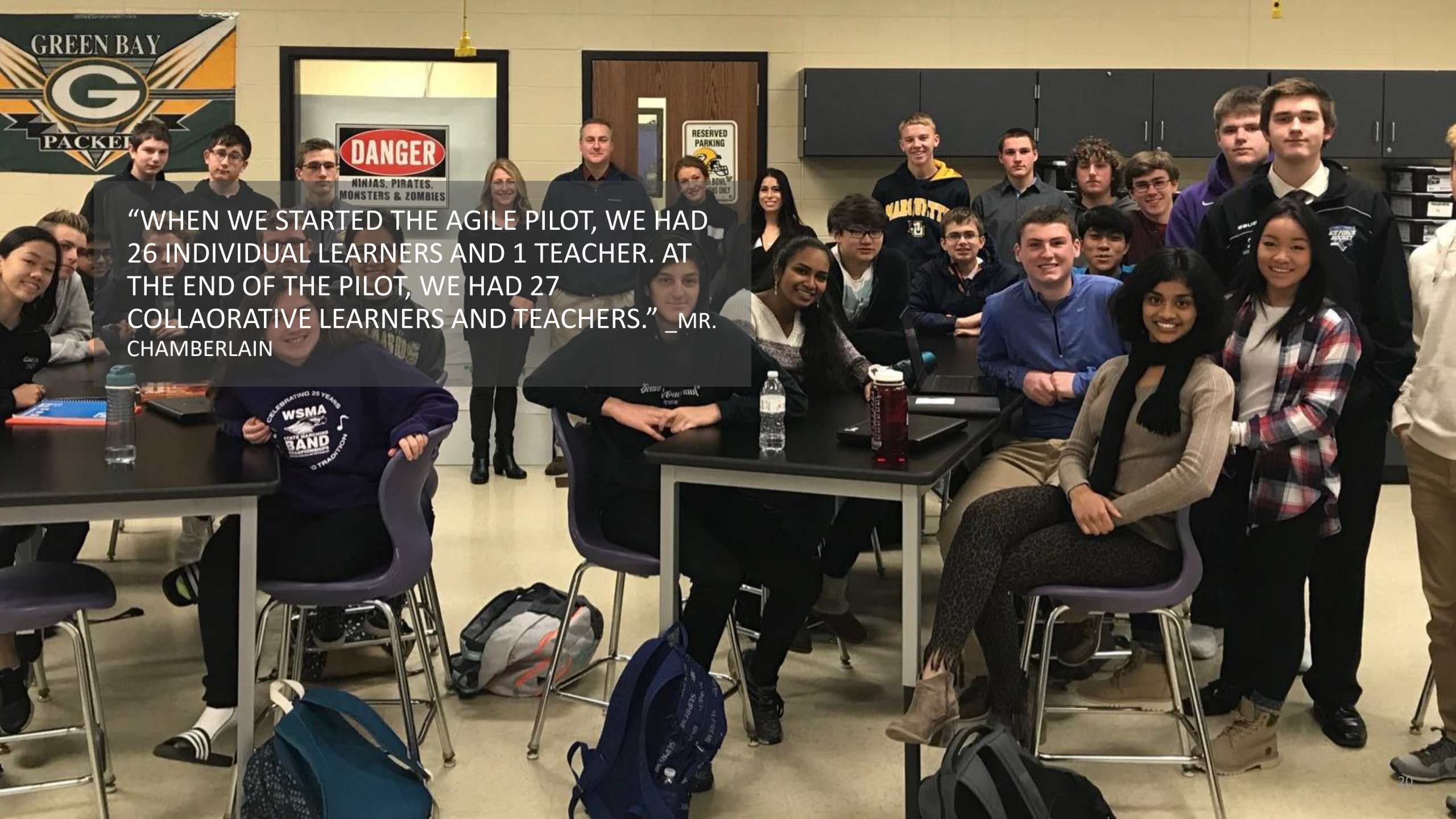
JENNIFER KETZ – March 7 at 3:27pm

Daisy and Becky, two of our very own talented engineers, have volunteered their time to help the NM STEM Outreach program. Here is what [IRISSOL ARCE](#) - Assistant Director|Community Outreach - STEM Strategy had to say:



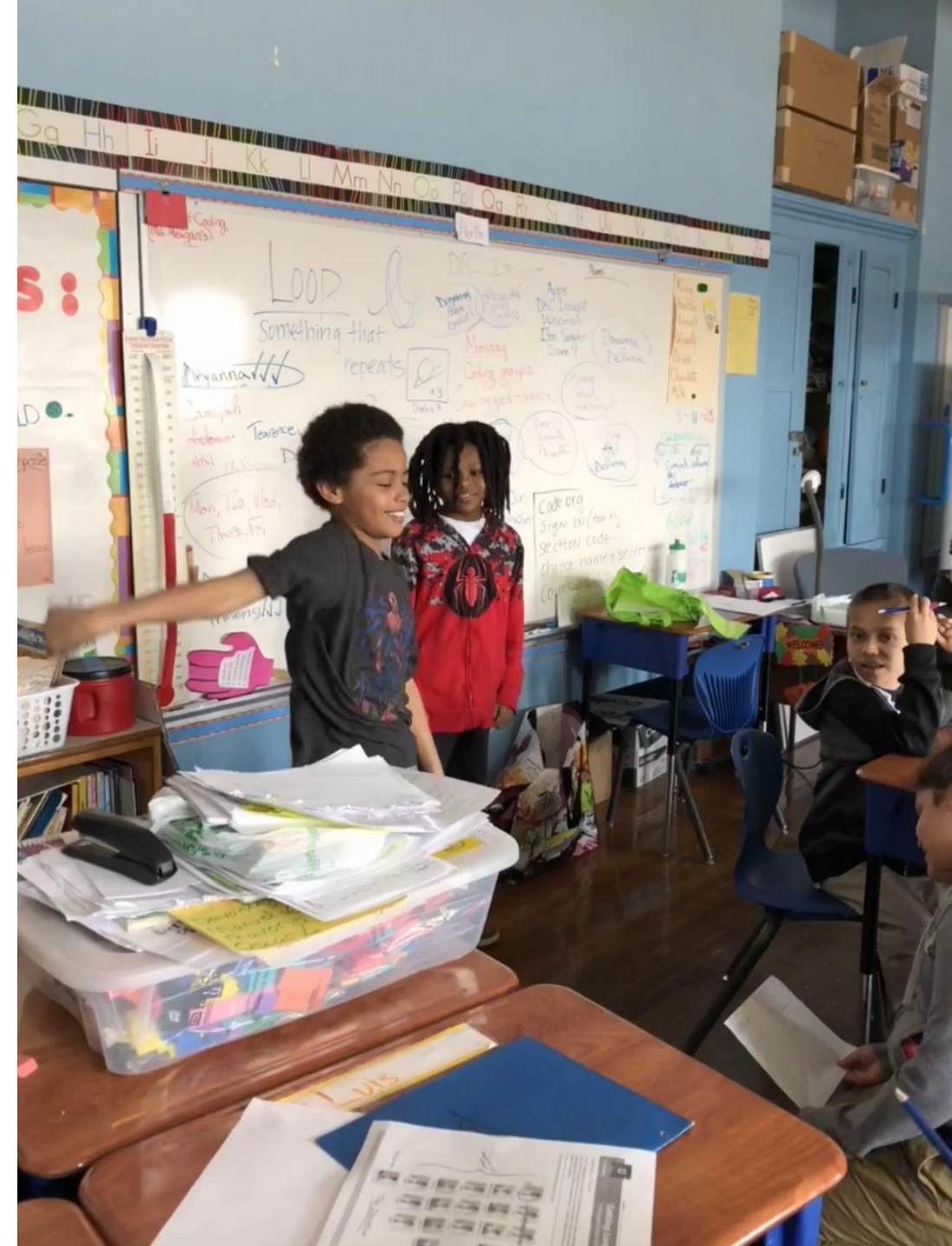
A group of professionals in an office setting. In the foreground, a woman with long brown hair is shaking hands with a woman in a black blazer and orange scarf. The woman in the blazer is holding a small orange object in her other hand. In the background, several other people are standing and talking. A semi-transparent grey box with the text "INNOVATION + PARTNERSHIPS" is overlaid on the image.

INNOVATION + PARTNERSHIPS



“WHEN WE STARTED THE AGILE PILOT, WE HAD 26 INDIVIDUAL LEARNERS AND 1 TEACHER. AT THE END OF THE PILOT, WE HAD 27 COLLAORATIVE LEARNERS AND TEACHERS.” _MR. CHAMBERLAIN

CREATING ART WITH CODE



COACHING TEACHERS





“

We're
working
together
towards a
better
Milwaukee.