

Wisconsin Futuring Panels

Project Overview

In May 2019, the Wisconsin Department of Public Instruction (DPI) Pathways project partnered with MBA Research and Curriculum Center to convene three futuring panels with Wisconsin business executives. Both for-profit and nonprofit sectors were represented.

The Wisconsin business executives provided their perspectives on:

- The trends shaping the workforce development needs in the Wisconsin business environment and some of the skill sets needed to address those trends
- The general business skills needed by all business professionals
- Skills needed specifically in the Business Management, Finance, and Marketing clusters
- Evaluation of ethical leadership traits and ethics scenarios in the workplace and in their industries
- Identification of pathways, occupations, emerging job titles, and possible career ladders/trajectories within Business Management, Finance, and Marketing
- Credentials and certifications needed in business

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The Strategic industry feedback from our futuring panels has built the foundation and vision for our state-endorsed Career Pathway in Business Administration. The insightful emerging trends and required skill sets identified will help close our skills gap in Wisconsin.

– Tim Fandek, Education Consultant, Wisconsin Department of Public Instruction

Futuring Panel Participants

Futuring panel participants held positions at the following companies. Views expressed during the panels were participants' own and not necessarily representative of their companies.

- ACS Group
- American Family Insurance
- American Heart Association



Wisconsin Business Management Panel, May 14, 2019



Wisconsin Finance Panel, May 15, 2019



Wisconsin Marketing Panel, May 16, 2019

- American Lung Association
- Baker Tilly
- BMO Wealth Management
- BrandSafway
- Brookfield Pharmaceuticals
- CHEP
- Chula Vista Resort
- Citizens Bank
- Clearcover Insurance Company
- CLM Prescriptives
- Corporate Central Credit Union
- Destination Madison
- Educators Credit Union
- Energy Bank
- Engle Tyler & Associates
- FiddleSmart Marketing, LLC
- First Weber Realtors
- Gateway Technical College

- Greendale Schools
- HMS Holdings
- InitiativeOne
- Institute for Global Ethics
- Jay Olson Branding
- Johnson Health Tech North America
- Keith Herr Consulting
- Kohler Credit Union
- Lakeside Foods
- Lemberg
- Miller Public Adjusters
- Northern Industrial Sands, LLC
- ORBIS Corporation
- Packard Auto
- Park Bank
- Partnership Bank
- PM Peter Murphy Consulting
- Premier Financial Credit Union
- Pro AV Systems
- PWSSD Foundation
- State of Wisconsin Investment Board
- StayWell
- SurgeMKE
- Svinicki Association Management, Inc.
- The PeregrineMaven Group
- The Wilhelm Group
- Total Administrative Services Corporation (TASC)
- Tri City National Bank
- US Bank
- Willy Street Co-op
- Wisconsin Housing and Preservation Corporation
- WPS Health Solutions

Participant position titles include the following:

- Account Executive
- Business Development Manager
- CEO

- Chief Consultant
- Chief Financial Officer
- Chief Operating Officer
- Cofounder
- Communications Director
- Community Outreach Manager
- Dean, Workforce Operations
- Director
 - Accounting/Corporate Controller
 - Communications
 - Community Engagement
 - Human Resources
 - Marketing
 - Operations and Technology
- Executive Vice President
- Extended Service Manager
- Financial Advisor
- Founder
- General Manager
- Investment Administrative Assistant
- Logistics and Special Projects Coordinator
- Managing Director
- Office Operations Manager
- Owner
- President
- Real Estate Advisor
- Senior Analyst, Enterprise Risk Management
- Senior Proposal Writer
- Vice President
 - Brand and Communications
 - Business Advisory and Estate Planning
 - Commercial Banking
 - Controller
 - Marketing and Communications
 - Professional Development
 - Strategic Partnerships
 - Workforce Optimization

MBA Research thanks the following individuals and organizations:

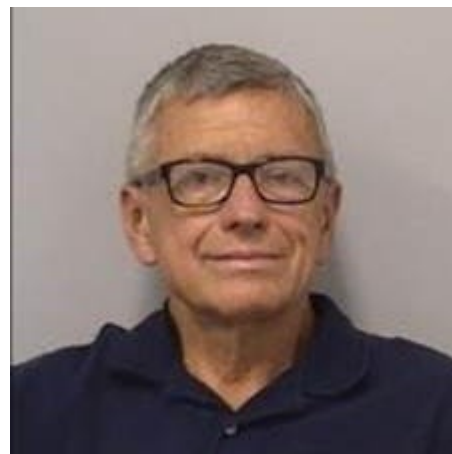
- Tim Fandek and Dave Thomas with the Wisconsin Department of Public Instruction for making this collaborative effort possible.
- Robin Kroyer-Kubicek and Karin Smith for their collaboration on the Pathway portion of this project and their tireless note-taking abilities during the panels.
- Waukesha County Technical College provided ideal meeting space for the groups.

Feedback

“It is exciting to see the great work MBA Research is doing to prepare our nation’s future leaders for the business world. So glad I had the opportunity to contribute in some small way. It would be an honor to continue to be of assistance if there is anything I can do to help in the future. “

R. Jay Olson

Brand Strategist/Small Business Mentor/Digital Marketing & Social Media Strategist/Workshop Facilitator/Speaker/Score Mentor



R. Jay Olson—Marketing Panel Participant

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