



SCEDC Testimonial

PLYMOUTH FOAM
PLYMOUTH, WISCONSIN



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
CORPORATION

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Manufacturer Fills Jobs Efficiently with “Someplace Better” Campaign

Plymouth Foam Inc. partnered with Sheboygan County Economic Development Corporation (SCEDC) to organize and promote a job fair to attract employees to fill positions created by expanding operations. Leveraging the SCEDC's “Someplace Better” digital campaign, administered by a local firm, the company's \$1,500 investment in Facebook, Craigslist and billboard advertising, along with press releases, signage and flyers, resulted in 120 applications for 20 posted entry-level positions.

The marketing efforts we achieved through our partnership with SCEDC generated interest that vastly exceeded our expectations,” said Amanda Novak, Human Resources Generalist. “We couldn't be happier with the increased candidate flow we have experienced. “

“Plymouth Foam was making all the right moves.” SCEDC Director, Dane Checolinski noted. “The firm has a strong family environment, it recently increased compensation packages and held a public open house; however, it was having a difficult time communicating the opportunities to potential qualified candidates.”

Knowing of recent successes with job fairs for Weyauwega Cheese and CertainTeed SCEDC staff recommended that Plymouth Foam should hold a job fair and offered the company the use of Someplace Better marketing assets. Checolinski stated, “Many companies know their jobs and reasons to work for the firm, but communicating the assets of a position to job seekers has become SCEDC's specialty.”

The job fair, held last December, attracted 42 attendees and over 100 job applications. The number of applications far exceeded Plymouth Foams expectations due to low unemployment rate. The huge increase in applications allowed the company to select employees from a large pool of qualified people.

“The process was simple: we gave the Someplace Better team all of the information they needed regarding our position openings, and they took care of the rest,” said Novak. “We screened candidates as they were sent to us, and were able to easily fill all 16 of our interview slots before the day of the job fair.” Of those hired about 75% were underemployed individuals that now have stable, full-time jobs with benefits.

Workforce Attraction Specialist, Austin Van Treeck noted, “We see companies spending tens of thousands of dollars on staffing agencies or paying for ineffective advertisement to fill open positions. The beauty of Someplace Better is its simplicity which has a proven track record to produce qualified candidates for entry-level positions for a fraction of what firms are already spending.”

Founded in 1978, Plymouth Foam, manufacturer of expanded polystyrene (EPS) for packaging, construction materials and recreational applications, recently added a 115,000-square-foot addition to its plant in Plymouth, Wisconsin. It also has manufacturing locations in Minnesota and Ohio.

