

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Arketype - Green Bay, WI
Wednesday, February 18, 2015 - 1:00 p.m.**

ATTENDEES: Polly Abts-LTC, Candy Gravunder-Wipfli, Nikki Kallio-Insight Publications, Carol Karls-WPS, Mike Kawleski-Georgia-Pacific, John McGraw-Arketype, Jerry Murphy-New North, Jeff Sachse-DWD, Steve Toll-Fox Valley Metrology, Ann Franz-NEWMA, Debbie Thompson-NWTC

NEW WEBSITE DISCUSSION - JOHN MCGRAW

The new website continues to be enhanced, based on member feedback. John will meet with Ann and Debbie on February 27 to discuss editing procedures. The website is scheduled to go live March 1.

MANUFACTURING CAREERS (PROMOTING PARENTAL AWARENESS) – JOHN MCGRAW

Banner ads have the ability to bring a potential customer directly to a website. These ads display as a graphic box, with text elements, and are hyperlinked. They can be animated and change appearance, while staying in the same place on the web page. The value of banner advertising is remarketing (follow-up with a website visitor based on their recent site action). Banner advertising starts at \$12,000 per year, with the ad running continuously. Opting for WSI's access to the trade desk, the cost is \$2,500 per month. NEWMA's intended audience would be manufacturers, students, parents/guardians, schools, and teachers.

John suggested a new revenue source for the Alliance to fund its social media campaign. Alliance members could opt in for the organization to host a landing page for the company's workforce development activities. Instead of clicking on a company's website from the Alliance's website and going directly to its home page, the viewer would go to the landing page. Member companies would be able to edit their page and advertise. John shared that companies would get tremendous exposure, in addition to analytics telling them how many people went to their landing page, with the ability to know where they clicked next. The landing page would have information on the following: job openings, college internship opportunities, Twitter & Facebook accounts, All Stars from the company and company description. Members who choose to be a part of the banner advertising would potentially pay an additional \$250 per year. In total, 100 member companies are needed to participate to break even.

Keeping with current marketing trends will enable the site to stay fresh. Development of the landing page content and banner marketing ROI will be on the agenda for the April 15 Communications task force meeting.

SOCIAL MEDIA CAMPAIGN

Twitter Campaign

In an effort to grow followers and drive traffic to the website, Nikki Kallio will be tweeting 3 to 5 original posts per day beginning March 2. The Steering committee approved a four month pilot and will determine metrics to measure its success. Photos, job postings, member news, manufacturing vitality index, math videos, and All Stars are among the many topics that will be tweeted. The tweets will allow followers to link back to the website. The cost of this initiative is \$700 per month. **Members are encouraged to join Twitter and send Ann their information for tweeting during the four month pilot. Join the Alliance's Twitter feed at #newmfg.**

Gannett Facebook Campaign

The Alliance's Gannett Facebook campaign ran from January to December 2014. Results were as follows.

- 22 Likes to 746 Likes
- 12 Million Ad Impressions
- 13,246 Clicks – (This is at an 11% rate, while the industry average is 6%.)
- 26 Leads for Scholarships

Members can feel confident that good value was received, based on investment. Moving forward, Twitter is considered a better means, vs. Facebook, to reach the intended audience of 19-29 year olds.

GANNETT NEWSPAPER AD RESULTS

The cost of the ad that was part of the January 3, 2015 insert was \$4,500. Gannett surveyed their readership regarding the ad. 159 readers completed the survey. The ad scored at or above the national average in each category. In addition, Ann researched the analytics for the Alliance's website for the week that the ad ran compared to the previous year. The results were significant with greater viewership (751 compared to the previous year of 434) and 164 users viewing the job openings section of the website compared to the previous year of zero viewers. Because results were very favorable, with a good return on investment, a future ad will be considered. Ann will confirm as to whether or not Gannett was able to make a profit from the advertising.

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)

The MFEC continues to grow the Alliance membership. The 2015 event will be held on October 21 & 22 and will continue to offer members a free booth, in addition to free tickets. In an effort to get more people in the expo area, there will be announcements, with companies spotlighting their latest innovation(s)/new product lines. The event will be varied and offer a wide array of interesting topics related to manufacturing. There will be "Lunch and Learns" and manufacturing topics for women in management roles.

Attendees watched a video of [Ryan Estis](#), MFEC 2015 keynote speaker. The \$20,000 cost of having Ryan present is being sponsored in part by Mickey Noone - First Business Bank (\$10,000), a keynote speaker sponsor is contributing \$5,000, while the Steering committee approved payment of the remaining \$5,000.

NEWMA/NEW ERA COLLEGE INTERNSHIP EVENT

Thursday, March 12, 2015 will be the NEW Manufacturing Alliance/NEW ERA "Intern-Connect" College Internship Expo at Lambeau Field from 2:00 – 6:00 p.m. College students will be vetted for member companies to meet with them for prearranged 20 minute interviews. College students will also have time to visit member company booths.

NEXT MEETINGS

The next Communications task force meeting will be held on Wednesday, April 15, 2015 at Wipfli in Appleton, 1:00 to 3:00 p.m. Agenda items will include developing what the banner advertising landing page will look like and its ROI for members.

The general membership meeting is on Thursday, March 5 from 12:00 to 2:00 p.m. at the FVTC Bordini Center in Appleton. There will be a special presentation from William Strauss, senior economist for the Federal Reserve Bank – Chicago. Mr. Strauss will be presenting on macro and regional outlook and trends for manufacturing. In addition, the meeting will include presentations from Plexus and N.E.W. Plastics leaders regarding the training programs developed through the Fast Forward Grant. A complimentary lunch will be provided. **Please let Ann know as soon as possible if you are planning on attending the full membership meeting, in order to have an accurate lunch count.**