

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Wipfli - Appleton, WI
Wednesday, April 15, 2015 - 1:00 p.m.**

ATTENDEES: Polly Abts-LTC, Mindie Boynton-UWO Business Success Center, Nick Exarhos-Engineering Specialists, Chris LeFever-Associated Bank, Candy Gravunder-Wipfli, Nikki Kallio-Insight Publications/Wordwing, Carol Karls (*via phone*)-WPS, Mike Kawleski-Georgia-Pacific, Andy Sell-Optimal Digital Marketing, Steve Toll-Fox Valley Metrology, Ann Franz, Debbie Thompson

1. BANNER ADS

The goal of the banner ads is to bring more visitors; especially parents, high school students and young adults to the NEWMA website, in an effort to have them consider manufacturing careers. To offset the cost of banner ads, John McGraw suggested selling a landing page that captures what member companies are doing to promote workforce development. There is concern that asking members to fund this activity may cause them to donate less to the scholarship fund.

Attendees were asked to consider the banner ads, or possibly an alternative, as this will be an agenda item at the May 20 Communications Task Force meeting. Possible solutions to this initiative do not have to be digital.

2. SOCIAL MEDIA CAMPAIGN: TWITTER

Nikki Kallio has been twittering since March 1 for the Alliance and provided an update. The campaign is going well, with 156 followers and steadily increasing. The goal of the Twitter campaign is to drive visitors, especially 18 to 29 year olds, to the website. In the last two weeks, Nikki has tweeted 69 times. There have been 150 profile visits and 36 new followers. As an added member benefit, Ann reminded attendees their job openings can be tweeted. Six new member companies have joined the Alliance. Other areas that are tweeted; STEM, Vitality Study, member company information/updates.

The following are ideas or suggestions for tweets.

- College open houses
- Startup of 2 and 4 year college/university programming partnerships
- Green Bay Public Schools and their STEM initiatives
- Peer-to-peer tweets, including All Stars
- Target young professionals through Chamber and student organizations.
- Determine how NEWMA can connect with followers so there are retweets.

3. ALLIANCE'S NEW WEBSITE

The new NEWMA website has been live since March 1, 2015. Of greatest concern, the network profile is not working correctly. Member companies are not able to see all of a candidate's profile, only their name. The site requires the employer click into each job seekers name, making this part of the site not user friendly for the employer. Ann has reached out in an effort to correct this issue. Members suggested prioritizing and submitting to the host a list of website needs with a resolve timeline. The Web apps that were recently developed for the site have improved the update process for the calendar and 'Now Hiring!' pages.

4. MANUFACTURING FIRST EXPO & CONFERENCE

Wednesday, October 21 – Afternoon & Evening Events

- **1:30 to 4:00 p.m. Breakout Sessions.** Women in manufacturing is the focus. The goal is to have three women presidents/CEOs discuss working in manufacturing. Leadership training will be provided. Ann is finalizing the presenters. Other breakout sessions include; NEWIBM Exporting, Energy Management, Food and Beverage.
- 3:30 to 4:30 p.m. School/Business Partnership Meeting
- 4:30 p.m. Cocktail Reception with Silent Auction Bidding
- 4:30 p.m. to 8:30 p.m. NEWMA Awards Dinner

Thursday, October 22, 2015

- 8:00 – 10:00 a.m. Keynote Speaker – Ryan Estis. Ryan will also speak to students about passion and purpose.
- 10:30 & 11:30 a.m., 1:30 & 2:30 p.m. – Industry Highlights Announced on the Expo Floor
- 12:00 p.m. – Lunch & Learn Opportunities
- 3:30 p.m. – Networking Reception

500 students (50 students from 10 schools) will be able to attend the student portion of the event, giving them an opportunity to learn about manufacturing careers. WMEP will again sponsor bussing. Preference will be given to schools that have been involved in Alliance initiatives.

Attendees were asked if there are any topics in particular they would like to have presented. New this year, people can register for the awards dinner on the MFEC website.

5. MEMBERSHIP RECOGNITION (FLAGS & CLINGS)

The clings will be mailed out within the next two weeks to member organizations who have not yet received one.

Flag order forms were recently emailed to the membership. **Please contact Ann for an order form, if needed.**

LTC held their flag raising on March 27. The following two flag raisings will be held on **Tuesday, May 19, 2015.**

- **Appleton** Ceremony, 11:00 a.m., FVTC
- **Oshkosh** Ceremony, 3:30 p.m., Advanced Manufacturing Technology Center

Please contact Teresa Tuschl at 920-734-4859 or tuschl@fvtc.edu if you plan to attend either event.

Ann reported the following in regard to Alliance recognition.

- Tech Ed Magazine writers would like to do a story about the Alliance. Members from their organization were at the recent ITEEA conference Ann attended.
- Andy Bushmaker and Ann are speaking about the math videos on May 7 at the Wisconsin Math Council meeting in Green Lake.
- NWTC received a grant to film additional math videos.

6. PARENT FOCUSED MARKETING

This topic will be a major focus for the next meeting. New North K-12 schools are included in this initiative. How can NEWMA encourage parents to get their kids or young adults interested in manufacturing careers?

7. SET AGENDA & LOCATION FOR MAY MEETING

The next Communications Task Force meeting will be held on **Wednesday, May 20, 2015 at Engineering Specialists, 2416 Industrial Drive, Neenah, from 1:00 to 3:00 p.m.** Agenda items will include brainstorming in regard to the banner ads, parent focused marketing, review of the All Star and All Star Mentor nomination forms, Twitter and website updates.