

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Engineering Specialists Inc. - Neenah, WI
Wednesday, May 20, 2015 - 1:00 to 3:00 p.m.**

ATTENDEES: Polly Abts-LTC, Mindie Boynton-UWO, Nick Exarhos-Engineering Specialists, Carol Karls-WPS, Mike Kawleski-Georgia-Pacific, Devin Meyer-MRA, Chris LeFever-Associated Bank, Jerry Murphy-New North, Jeff Sachse-DWD, Andy Sell-Optimal Digital Marketing, Jim Wendt-Lake Companies, Ann Franz, Debbie Thompson

1. BANNER ADS & WEBSITE

Ann and Andy Sell recently met to discuss the current needs of the new website. The goal is to draw people to the site and have them use it effectively. The main concern is members are unable to access job profiler information as was available with the former site. The website issues will need to be addressed before moving forward with the purchase of banner ads or other site upgrades.

Next Steps

- ✓ Ann will attempt to contact the host in an effort to clarify the current website issues.
- ✓ If the issues have not been rectified by **June 1**, a Communications Task Force subcommittee will form and work to resolve the current website concerns. This may include requesting proposals from three independent website developers.
- ✓ Ann will email site manager log-in information to members who expressed interest in being part of the subcommittee and are knowledgeable in HTML coding.
- ✓ Provide a website recommendation at the **July 1** Steering Committee meeting.

2. TWITTER

The NEWMA Twitter campaign began March 1, 2015 and has 255 followers. Ann receives almost every day alerts when there are retweets or new followers. Carol Karls has a colleague who is social media expert and would be able to evaluate the successfulness of the Twitter campaign. Chris LeFever suggested utilizing Instagram as another means to reach young people. Jim Wendt recommended using Twitter analytics to retrieve data. **Jim will email Ann the instructions on how to setup a Twitter analytics account.**

3. 2016 ALL STARS

This is the 8th year of the NEWMA All Stars. 20,000 copies of the *2016 All Stars* magazine will be printed and given to colleges, schools, and WI Job Centers. The online version of the magazine offers access to the All Star videos. Attendees reviewed the All Star and Mentor nomination forms.

New for 2016, the Steering Committee is encouraging nominations of careers in high demand and difficult to fill. There will be extra points awarded for nominations in these categories. CNC machinist was identified in the Manufacturing Vitality Index as one of these occupations.

Next Steps

- ✓ Ann will update the nomination forms.
- ✓ Ann will email the All Star electronic nomination forms on Wednesday, June 17.
- ✓ **All Star Nominations will be due by Friday, July 17.**
- ✓ Judging will take place on **Wednesday, July 29** at the Communications Task Force meeting, at Georgia-Pacific, 1:00 to 3:00 p.m.

4. PARENT FOCUSED MARKETING

Parent perceptions can often inhibit the desire of students to want to pursue a manufacturing career. The truth is that students can obtain a lucrative, rewarding career in manufacturing that is in a clean environment. This can often be done with less college debt through technical college education. The educational partnerships that have been established between the tech colleges and the 4 year colleges/universities have also helped to lessen the financial burden of post high school education.

Some ideas and suggestions for engaging parents were as follows.

- Inform the parents so they know the facts.
- Highlight manufacturing salaries, tuition reimbursement, and apprenticeship.
- Focus on tech college education, in addition to the college/university partnerships.
- Encourage students/parents to avoid educational debt. Students need to know the actual cost of college and the importance of living within their means. Ask students how they intend to pay for their college.
- Spotlight the careers as a way for a student to be successful.
- Encourage manufacturers to visit schools in an effort to spark interest.
- Provide regional labor market data and websites for research.
- Educate students, from families who never went to college, about the opportunities that may not be apparent to them. Unfortunately, many kids' parents don't engage with them and discuss career options. These students need to be reached as well.
- Determine the targeted age groups. What is their affiliation? Where do they hangout? If they are K-12 or young adults, can their parents be informed in the process?
- Manufacturers should provide opportunities for kids to work in the industry via youth apprenticeship.
- Establish career pathways. Post on the website the high school classes that can be taken to further student success.
- Soon all students in 5th-12th grades will be required to have a written Academic Career Plan (ACP). Develop materials to help schools and parents with helping students learn about careers so the child can make good decisions on their ACP.
- Student sports organizations and YMCAs can offer opportunities for outreach to parents.
- Target PTA groups in middle school, as they are a powerful source of parental involvement.
- Survey the parents. Put data behind the perceptions.
- **Email Nick Exarhos manufacturing myths that can be addressed and added to the website.** Since the last Communications Task Force meeting, Nick has been working on a parent focused information sheet that addresses manufacturing myths and can be uploaded on the website.

Jeff Sachse discussed a new toolkit being developed by the DWD. The toolkit provides information for the ACP and contains wage profile information that is statewide, yet is locally focused for each region. The toolkit is being designed for guidance counselors, students and parents and will be launched in July. The data addresses career pathways and what jobs employers will be hiring for in the future. 186,000 Wisconsin companies will be included. Employers will have access that allows them to update their information. Wisconsin is the eighth state to build this type of toolkit. Through this initiative, a unique app is being developed in collaboration with Google. One of the features of the app will be to allow students to know what jobs are available at companies as they drive by them.

5. SET AGENDA & LOCATION FOR JULY MEETING

The next Communications Task Force meeting will be held on **Wednesday, July 29, 2015 at Georgia-Pacific from 1:00 to 3:00 p.m.** 2016 All Star and Mentor judging will take place at this meeting.

The full membership meeting is scheduled for Thursday, June 11 at Foth (De Pere), 12:00 to 2:00 p.m.