

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Insight Publications, Appleton, WI  
Wednesday, January 21, 2015 - 1:00 p.m.**

**ATTENDEES:** Polly Abts-LTC, Nikki Kallio-Insight Publications, Carol Karls-WPS, John McGraw-Arketype, Bobbi Miller-FVWDB, Jerry Murphy-New North, Jeff Sachse-DWD, Steve Toll-Fox Valley Metrology, Ann Franz-NEWMA, Debbie Thompson-NWTC

**REVIEW 2014 ACTIVITIES**

- Manufacturing First Expo & Conference (MFEC) – There were over 1,000 attendees, with 163 booths sold. Students also attended to learn about manufacturing careers.
- 2015 All Stars – Nominees/winners included some new member companies.
- Manufacturing Vitality Study – The study has been quoted numerous times locally and nationally.
- There was a sharp increase in the number of articles written about the Alliance. The Alliance was recognized nationally and internationally. This included articles in USA Today, Washington Post, and Italian newspapers.
- There was an increase in the number of presentations about the Alliance and manufacturing careers.
- The member recognition clings were designed by Wipfli and manufactured by Romo Durable Graphics.
- With the expertise of John McGraw and Arketype, the Alliance has been working to design a new website.
- Designed the manufacturing flag. There was a public flag raising at NWTC, designating the facility as a “World Class Manufacturing Center,” which Governor Walker attended. FVTC and LTC will be raising the manufacturing flag in spring.
- Facebook Campaign – Went from 25 Likes to over 745. There were 11 million impressions of the ad promoting manufacturing careers.
- Printed a ½ page ad in the Gannett newspaper. There were numerous supporting stories published, in conjunction with the “State of Opportunity” series. A report out will be given at the February Communications meeting on the impact of the campaign.

**All 2014 established goals were achieved.**

**SOCIAL MEDIA CAMPAIGN AND WEBSITE**

Work continues on the social media campaign and website. **Members are encouraged to view the new website mockup, [newmfgalliance.wsiefusion.net](http://newmfgalliance.wsiefusion.net), and send Ann suggestions for improvement of the website before the next communications task force meeting, February 18.** The goal is to have the site go live by March 1.

The Steering committee is orchestrating a more impactful social media campaign focused on Twitter, vs. Facebook. They feel Twitter is a more impactful means of reaching 19-29 year olds. If it moves forward, Twitter will be added to the new website in March or April. A subcommittee of the Steering committee is working on identifying a consultant to work on the campaign and will share the results with the Communications task force in February. Topics for the Twitter ‘tweets’ include: job openings, industry news, and career information.

**MEMBERSHIP RECOGNITION**

Ann distributed the new window clings, designed by Wipfli and manufactured by Romo Durable Graphics. Both companies donated their services and the printing of the cling at no charge. A thank you, written on card stock, will be included with the cling when it is mailed to each member organization.

**GANNETT NEWSPAPER AD**

Because of Gannett’s strong readership, it was thought the ad was effective in communicating its message vs. the ad cost. An ad published during October, manufacturing month, was considered a possibility.

**PLAN 2015 ACTIVITIES**

- Excellence in Manufacturing K-12 Partnerships Awards – Date of the event is October 21, 2015 at the KI Convention Center. Nominations will begin in May.

- Manufacturing First Expo & Conference – Date will be October 21-22, 2015. The following are being discussed by organizers as possible event happenings.
  - **Day 1** will have 3 sessions (i.e. women in management) and start in the afternoon.
  - Organizers are looking at working with WMC in an effort to offer safety training best practices.
  - At 3:30, school board members and K-12 administrators will have dialogue with manufacturers.
  - The awards dinner will be held the evening of day 1.
  - Individuals who attended the 3:30 event will be offered a free ticket to the awards dinner. The silent auction and cocktail reception will be held in the expo.
  - **Day 2** will feature a keynote speaker in the morning.
  - The expo floor will close from 8 to 10 a.m. allowing approximately 500 high school students to learn about manufacturing careers.
  - The lunch period will offer four concurrent lunch and learns.
  - There will be a stage at the center of the expo. 10 minute presentations will happen throughout the event, allowing individual manufacturers to share their innovation(s) and feature an upcoming model of a new item their company is marketing.
- ‘How to Host a Successful College Internship’ seminar at UW-Oshkosh on February 12, 2015
- ‘InternConnect’ event at Lambeau Field on March 12, 2015 – This event is for local 2 and 4 year college students seeking summer or fall 2015 internships. 25 manufacturers have expressed interest in participating.
- New website is scheduled to launch March 1, 2015.
- Social Media Campaign – Determine what social media source to use and create content.
- 2016 All Stars – Focus on careers in demand. Offer focus groups with middle and high school students in an effort to enhance the publication. Get feedback from companies as to how they are using their *All Stars* magazine. The information learned will be used in messaging to the membership the benefits of nominating an All Star.
- 2016 Vitality Study
- Promote the manufacturing flag.
- Develop and design parent centric ads/PR.

#### **NEXT MEETING**

**The next Communications task force meeting will be held on Wednesday, February 18, 2015 at Arketype, starting at 1:00 p.m.** Agenda items will include the social media campaign and website. John McGraw will give a presentation regarding his proposal (vision and cost) to promote parental awareness of the great careers in manufacturing.