

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Insight Publications - Appleton, WI
Wednesday, August 19, 2015 - 1:00 to 3:00 p.m.**

ATTENDEES: Matt Bookter-FirstMerit Bank, Nick Exarhos-Engineering Specialists, Jeremiah Janssen-First Business Bank, Nikki Kallio-Wordwing, Mike Kawleski-Georgia-Pacific, Chris LeFever-Associated Bank, Jerry Murphy-New North, Jeff Sachse-DWD, Andy Sokol-Associated Financial Group, Steve Toll-Fox Valley Metrology, Mark Van Pay-Great Northern Corp., Ann Vande Hei-Green Bay Pallet, Jim Wendt-Lake Companies, Ann Franz, Debbie Thompson

2016 ALL STARS

The 2016 winning All Stars and Mentors have been notified. Filming will be done the last week of August. Winners have been submitting their questionnaires.

At the September meeting, members will decide who to place on the cover. Ann suggested having a machinist featured, as it is the #1 occupation to fill. There are two machinist 2016 All Star winners. The January issue of *Insight on Manufacturing* will feature the 2016 All Stars magazine.

Ann shared encouraging tech college enrollment numbers since the Alliance’s formation. The main goal of the Communications Task Force is to focus on promoting manufacturing careers. A great deal of interest has been generated by the All Stars program. This interest has provided many skilled candidates and quality leadership. Over 100,000 All Star magazines have been distributed the last seven years.

FVTC, LTC, MPTC, NWTC ENROLLMENTS		
Program	Year	Total Enrollments
Welding	2005	193
	2014	734
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Machine Related Programs	2005	180
	2014	513
<i>Source: Wisconsin Technical College System Data, Accessed 8/18/2015</i>		

GET REAL MATH! VIDEO PREMIERE - SEPTEMBER 30, 2015

Nine new math videos have been filmed. Ann distributed sell sheets for the upcoming Get Real Math! Video Premiere at the Meyer Theatre on Wednesday, September 30, 5:30 to 8:00 p.m. This is a free event; however, registration is required through Eventbrite. Spouses and significant others are encouraged to attend. Dress is casual. Educators and video stars will walk down a red carpet. Invites will be emailed next week. Members are strongly encouraged to attend.

To register for the event go to: www.manufacturingfirst.com/NEWMAPremiere

There will be drawings for; two \$500 donations (one math and one tech ed dept.), tickets to the awards dinner and MFEC, and welding helmets. There will also be a drawing for one company attending the event to be featured at no charge in the next installment of Get Real Math!

TWITTER & WEBSITE

There are 457 Alliance followers, with the number steadily increasing. The last couple of weeks has seen a lot of activity and retweets. Nikki has been trying to follow people who may be interested in joining the Alliance. She has also added streams from the technical colleges, as this increases retweets.

Tweeted content includes the following; Manufacturing First Expo, Excellence in Manufacturing/K-12 Partnerships Awards, tech college enrollments, math videos, general manufacturing topics, open positions, careers, UW engineering

technology degrees, etc. **Members are encouraged to email to Ann any of their company's information, exemplifying vitality, they would like tweeted.**

WEBSITE

The website was redesigned this year. Members agreed to move forward with the proposal to have Infinity Technology again host the newly updated website. If the proposal is accepted, the changeover would take place on January 1, 2016.

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)/AWARDS DINNER

Ann distributed the 2015 Manufacturing First Expo & Conference preview and can be found at:

<http://www.insightdigital.biz/i/542732-2015-manufacturing-first-expo-conference-preview>

Alliance members will receive a complimentary ticket for both days of the event. Programming on day one will include the food and beverage industry, women in manufacturing, lean manufacturing, and exporting, followed by a 4:30 p.m. reception. Day 2 will feature Ryan Estis, keynote speaker, product highlights, lunch-and-learn sessions and more. In addition, Ryan Estis will be speaking on passion and purpose to the 500 high school attendees who will also be learning about manufacturing careers. Registrant numbers for tickets and booths are currently ahead of last year.

From 3:30 to 4:30 p.m., during MFEC day 1, will be a program for area school board members and administrators to discuss how to enhance working relationships between schools and manufacturers. 400 to 500 people are expected for the Excellence in Manufacturing/K-12 Partnerships Awards, a separate event on day 1 of the MFEC. New for 2015, awards dinner silent auction items can also be bid on by people only attending the MFEC.

PARENT FOCUSED MARKETING

Ann shared results of the Alcoa Foundation's 2015 Parents' Perceptions of Manufacturing Survey. The study revealed parents have little confidence in the industry's compensation, benefits and intellectually stimulating work opportunities. Members discussed possible ways of increasing parental manufacturing knowledge. Suggestions included the following.

- Create factual messaging (compensation, benefits, working conditions, limited college debt) directed at parents.
- Highlight apprenticeship and certifications.
- Host events, like Quarry Quest or company tours, that invite parents and students to learn about the industry. Offer an incentive for attending.
- Provide a 'show and tell' that highlights the industry, using trustworthy sources.
- Conduct a brand review.
- Commit to at least one year to test a market and determine the campaign's effectiveness.
- Focus the Facebook campaign on parents.
- Make the industry exciting, with testimonials from people parents and/or students can identify with. Partner with media celebrities, when possible.

The 2016 All Stars will be asked questions for their video related to negative perceptions of parents found in the Alcoa study including; career pathway, examples of innovation in their job and how their job is intellectually stimulating.

Ann and Jerry will be meeting with Coalesce on Monday. The design and marketing company will be looking at the Communications Task Force's efforts and help determine ways to move forward with its messaging. Results will be shared at the September 16 meeting.

SET AGENDA & LOCATION FOR SEPTEMBER 16, 2015 MEETING

The next Communications Task Force meeting will be held on **Wednesday, September 16, 2015 at the Business Assistance Center's BA101 classroom, located on the NWTC Green Bay campus.** The meeting will be held from **8:30 to 10:00 a.m. Please note the time change.**