

**NEW Manufacturing Alliance
DEVELOPMENT TASK FORCE MEETING**

NEW Plastics – Luxemburg, WI

April 7, 2016

8:30 a.m. – 10:00 a.m.

Attendees: Erynn Hector – PFI; Lisa Francour – NWTC; Kathy Koehler – EMT; Sonia Otte – Sargento Foods, Inc; Brandon Beard – NEW Plastics; Steve Paider – Tramontina; Dave McIlheran – Shopko; Brad Pierce – AFG; Tedd Guttman – Sargento Foods, Inc; Linda Bartelt – NEW ERA; Scott Hill – ProSolutions; Sarah Wedeward – KI; Sandy Folsom – NWTC; Ann Franz - NEWMA

Topic 1: Strategic objectives for 2016-2021

The Steering Committee has created a new vision and mission statement for the organization as it looks out to the next 5 years. In addition, they would like each taskforce to review and edit/add to the strategic objectives.

Mission of NEW Manufacturing Alliance: *Driving development of a diverse, innovative, and sustainable workforce by promoting an inspiring image of NE Wisconsin manufacturing to the world.*

Vision of NEW Manufacturing Alliance: *Every NE Wisconsin Manufacturer can find the talent they need.*

Strategic Objectives (bullet points in red are those that were added by the Development taskforce):

Financial (Steering)

- *Double the number of Alliance Manufacturers who are members of NEW MA in 4 years.*
- *Become financially self-sustaining in 5 years while enhancing current programs.*
- *Define and develop strategy for Associate / Affiliate membership and partnerships. Measure = current percentages of total membership.*

Partnerships / Collaboration (K-16)

- *Continue to engage and develop relationships with NEW ERA, K-12 and economic development.*
- *Reach same engagement of partnership with rural K-12 as urban K-12. Measure = school district participation from x% to xx%.*
- *Advocate, educate, and drive colleges for degrees in all facets of manufacturing (supply chain, accounting, engineering, etc). Measure = # programs / # of graduates / # hired from programs*
- *Be the thought leader to manufacturers throughout the world related to manufacturing careers/ manufacturing alliances.*

Promotion / Marketing

- *Parents believe mfg. careers are an exciting, positive career choice. Measure = # of touch points*
- *Engage job seekers & college students in and outside of the New North about career opportunities. Measure = in region and out of region activities.*
- *Improve the image of manufacturing careers, along with defining manufacturing occupations*

Talent (Development)

- *Understand and communicate the job needs of the manufacturing environment. Measure = document that tells the real need.*
- *Understand all the labor pools and workforce needs available to NEW Manufacturers. Measure = ?*
- *Drive innovation skills (professional “soft” skills) into K-16. Measure = ?*
- *Develop an advanced manufacturing workforce.*
- *Attracting talent to member companies in the New North, K-16 and outside of the region.*
- *Develop a strategy for retired workers.*

The Steering committee also suggested that the Development taskforce name change to Talent taskforce. The committee agreed with the name change.

Brandon mentioned a survey that was conducted by the Manufacturing Institute that looks at the percentage of parents that would promote manufacturing careers to their children. The group discussed the value of conducting a survey in the local N.E.W. K12 schools to determine what percentage of parents would promote manufacturing to their children. The survey could ask if they are familiar with manufacturing and if they have a family member who is employed in the manufacturing sector. The survey could be administered 2-3 times in the next 5 years to determine if there are changes in perception from parents. The study will also assist the Alliance in understanding parents perceptions of manufacturing, which will be incorporated into the messaging developed for parents. The group also discussed surveying employers to determine what the current and future needs are for Alliance Manufacturers. The survey may look at key occupations of what's coming up and what areas they anticipate employees retiring out.

Topic 2: Upskilling machinist training

Brandon has been working on developing a [survey](#) to determine the training needs of Alliance members. The training is intended for the front line machine operator role. The committee felt that it was important to define what is meant by Machine Operator. The key function of the Machine Operator is to operate equipment, maintain efficiency, quality, and safety. This should be included in the survey.

The survey has two sections. One of the section focuses on problem solving which is more universal across companies. The second section is concerned with what is happening at your facility. The question was raised, who should take the survey. It should be someone in the company such as an Operations Manager who is familiar with the Machine Operator's Role.

Ann will be sending the survey out to the Alliance members next week. The results will determine moving forward on developing a training program for the membership, similar to the Alliance's Leadership Academy for Front-Line Production Workers.

Topic 3: Internship Draft Day

The date for the Internship Draft Day is dependent upon the Packers home schedule. We are targeting November 10, 2016. The focus is on the NEW ERA Colleges, and three colleges outside the region to include UW Platteville, MI Technical University, and UW Stout.

Bussing students from the three colleges costs approximately \$2800 each. A \$3,500 sponsorship for bussing and event will offset some of the costs. The sponsoring company will have the opportunity to conduct a plant/company tour and have a lunch with the students to promote their company, prior to the event. Companies can also sponsor food for \$1,500. Some additional benefits for sponsoring:

- Shirt/jersey with the sponsoring company logo
- Sponsors on the PR posters at the college
- Follow up letter with the sponsors noted

Once we know the date, Ann will send an email out to all Alliance members. Once we find out who will be participating in the event we can determine who would like to be a sponsor.

Topic 4: 10 year anniversary recruitment magazine

As part of the NEWMA 10 year anniversary, a special magazine will be published, which will also be used to recruit new members. Alliance members will have the opportunity to support the magazine by becoming a sponsor for \$300. Their company logo will be in the magazine. The money raised will give the Alliance an

additional \$2,000 to \$5,000 in college scholarships. There is also an opportunity to become a major sponsor for \$2,500 and will have a larger logo.

The 10 year anniversary meeting will be held at Lambeau Stadium on June 6, 2016 from 12:00 p.m. to 2:00 p.m. Mark Murphy will be speaking on leadership. The Alliance dues paying members will be given two tickets and can purchase additional tickets for \$50 per ticket. Affiliate members will (non dues paying members) receive one free ticket. There has been interest from nonmembers interested in attending the event, the cost of a ticket will be \$50.

Topic 5: Manufacturing First Expo college student outreach

College students in their final year of college will be invited to attend the Manufacturing First Expo from noon until 3 p.m. on Oct. 20, 2016. There will be a lunch program. Employers will have the opportunity to sponsor the lunch and be a part of the employer panel to speak about their companies, interview skills and finding the right job. A cost for the lunch needs to be determined, in order to set the sponsorship fee. There will be no cost to the students.

After the lunch, beginning at 1:00 p.m. to 3:00 p.m., the students will be able to explore the companies at the expo. The students will be made aware of Alliance companies that are hiring positions, the student can visit the company booth and network. If an Alliance company does not have a booth, but is interested in meeting with students, they can arrange to meet with them following the lunch session.

It was decided to focus on students from the local colleges. The degree programs to include: Electro Mech, engineering, quality, operations, production, supply chain, IT, accounting/finance, sales and marketing.

Topic 6: Next Steps and set agenda for next meeting

The next meeting will be held on **May 12 at 8:30 a.m. at EMT in Hobart**. Ann will have the results of the machinist survey.