

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Engineering Specialists – Neenah, WI
Wednesday, May 25, 2016 – 1:00 to 3:00 PM**

ATTENDEES: Ryan Abel-Sentry Insurance, Nick Exarhos-Engineering Specialists, Candy Gravunder-Wipfli, Carol Karls-WPS, Chris LeFever-Associated Bank, Jerry Murphy-New North, Ann Vande Hei-Green Bay Pallet, Laura Wiegert-Investors Community Bank, Ann Franz-NEWMA, Debbie Thompson-NEWMA

10-YEAR ANNIVERSARY – JUNE 6, 2016

Friday, May 27 is the last day to register. 250 people have registered so far. Potential members were also invited. 14 of them have confirmed their attendance.

PROGRAM

Gold sponsors are EMT International, Great Northern Corporation/Laminations, Hometown Bank, New North, and Wipfli. Element of De Pere is donating their design services for the 8-page program. Element is also creating the opening 3-minute video montage. There will be a screen on each side of the podium. Speakers are as follows.

- Ann Franz – Welcome & Introduce Bill Bartnik
- Bill Bartnik – Various Introductions & Video Montage
- Paul Rauscher - History
- Mark Kaiser – Future
- Mark Murphy – Leadership
- Mark Stevens – Associate Membership, Value of Understanding & Working Together
- Jerry Murphy – Value of Regionalism
- Dan Ariens – K-12 Involvement
- Tim Beno
- Mark Kaiser – Revised Vision Statement

Time is limited, allowing for only key players to be introduced individually.

- Founding members will be invited on stage and introduced.
- The Board of Directors will be introduced individually.
- *All Star* covers and All Stars will be introduced and invited to come up on stage.
- 2016 new members will be invited to stand and be recognized.
- All task force member chairs, former chairs, and involved college presidents will stand.
- There will be a “big check” ceremony to recognize the reimbursement by Insight Publications. These funds will be designated for scholarships.

NEWMA numbers and program highlights that are considered impactful:

- Grew from 12 members in 2006
- \$147,000 given in college scholarships
- Huge increases at tech college for manufacturing related enrollments
- All Stars
- Leader statewide, nationally, and internationally
- Excellence awards
- Engineering degrees
- Internship Draft Day
- Get Real Math!
- K-12 involvement
- 2,000+ job seekers have posted on the website, enabling employers to find talent through the website.

- Call to action – Become a Member or Get Engaged at a Deeper Level - Give attendees the tools to make engagement easier.
- Feature a 4th grader (10-year-old) and show how the child parallels with NEWMA's growth.
- The 8-page program handout will be one of the takeaways. Gold sponsors will be providing giveaways.
- ✓ Ann will be emailing the membership in regard to any materials, such as informational flyers, they may want to place on a display table.

ALL STARS

This is the ninth year of the All Stars. Members reviewed the application. An extra point will be given for nominations that are identified as one of the seven hard to fill jobs. The timeline is as follows.

- ✓ Ann will send out the nomination form on June 15.
- ✓ Members will judge prior to the July 20 meeting.
- ✓ Winners will be notified in mid-August.
- ✓ Filming will take place during mid-August to September.
- ✓ The *All Stars* magazine will be distributed at the New North Summit scheduled for December 6, 2016.

TWITTER/VITALITY STUDY

Nikki Kallio sends weekly to Ann what she will tweet and post on Facebook. Ann distributed twitter content, one week for each of three months (February, April, May – 2016). Twitter is geared to 19 to 29 year olds, while Facebook is geared to parents. Members are asked to review the attached content prior to the July 20 meeting.

Ann distributed the 2016 Vitality Study for review by members prior to the July 20 meeting. Questions generated include: Is the study communicating what members want? How can the study be enhanced and refreshed? What are the goals of the study? UW-Oshkosh is the independent source conducting the Vitality Study survey. Ann shared that other alliances are considering conducting this type of survey.

NEXT MEETING AGENDA & LOCATION

The next Communications Task Force meeting is on **Wednesday, July 20, at NWTC in the Advance Business Assistance Center main classroom from 1:00 to 3:00 p.m.** Topics will include judging the All Stars. Members should read the nominations prior to attending the meeting and have selected their top picks. Members are asked to review the graph from Coalesce, Vitality Study, and Tweets prior to the meeting.