

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Investors Community Bank – Appleton, WI  
Wednesday, January 18, 2017 – 1:00 PM**

**ATTENDEES:** John Giesfeldt-Babcock & Wilcox MEGTEC, Mike Kawleski-Georgia-Pacific, Michelle Meyer-Schenck, Michael Schlagenhauser-Acuity, Ann Vande Hei-Green Bay Pallet, Nate Vosters-Heartland Label Printers, Laura Wiegert-Investors Community Bank, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NEWMA

**REVIEW 2016 TASK FORCE ACTIVITIES**

- **10 Year Anniversary Celebration** – Developed the program, 10-year magazine, and video presentation for the event. Over 300 people attended, raising \$8,500 for scholarships.
- **All Stars** – 9<sup>th</sup> year of the *All Stars* magazine
- **Vitality Study** – 7<sup>th</sup> year of the Study - Edited the publication giving it an updated look and read. The new format has been well-received. The Study, used extensively, continues to get great media coverage.
- The **Manufacturing First Expo & Conference** had its largest attendance ever. The event had over 1,300 attendees, 600 high school students and a number of college students, including NWTC Weld Club members, were in attendance. The keynote speaker, Mark King – president of Adidas Group North America, was outstanding.
- Created a matrix of NEWMA events and marketing materials for analysis.
- Developed a sponsorship marketing piece. Increased sponsorships from \$7,000 to \$22,000.
- Twitter campaign followers grew from 644 in 2015 to 1,022 in 2016.
- National media interviews with: *Bloomberg, Plastics Today, Quality Digest, Industry Week, and Industrial Equipment News.*
- *Site Selection Magazine* reps spent two days learning about northeast Wisconsin. NEWMA was one of the organizations featured in their magazine.

**2017 INITIATIVES & GOALS**

The NEWMA Board of Directors (BOD) has charged the Communications Task Force with the following.

- ✓ **Improve the image of manufacturing careers with job seekers, students, and opinion leaders utilizing social media.**

Metric: Twitter followers will increase 100% by 12/31/2017.

Metric: Analysis given to the BOD from the Communications Task Force about social media platforms to invest in by March 2017.

Members want to target 19 to 29 year olds. Facebook touches parents, while Twitter impacts mostly 19 to 29 year olds. There are currently 800 followers on LinkedIn. Kids are not using Snapchat for career awareness. Ann will provide more analytics at the next meeting.

- ✓ **Understand and communicate the job needs of the manufacturing environment.**

Metric: Prepare the northeast Wisconsin Manufacturing Vitality Study Index for December 2017 release.

Metric: Design marketing materials to promote the Alliance's website to job seekers.

The task force discussed other ideas to work on in 2017:

- Nate Millsap, Fincantieri Marinette Marine, suggested writing a 'Where are they now?' story featuring previous All Stars. It will be the 10 year anniversary of the All Stars. This could be an opportunity to invite past All Stars to the awards dinner. The 2018 All Stars should have a story about the past winners and how they have advanced in their company. There are several examples of All Stars getting promotions from their companies like Georgia-Pacific and Fox Valley Wood Products.
- Develop strategies and marketing materials to create awareness of member companies and their job openings.
- Promote awareness of the NEWMA website. Put a direct link on social media posts.

- Use Bitly, a URL link shortener and link management platform, to maximize online and social marketing efforts.
  - Partner with Wisconsin Technical College System.
  - Partner statewide and create a short ad that can be aired on the Green Bay Packer's radio network on game day.
  - Partner statewide and create a commercial that can be shown at movie theatres during previews. Host a special website dedicated to this initiative.
  - Consider radio advertisement utilizing a short, 15 second ad prior to or during a newscast.
  - Consider having a public service announcement (PSA). The downside of a PSA is that placement can't be controlled.
- ✓ **Be the thought leader to manufacturers throughout the world regarding manufacturing careers and alliances.**  
Metric: 10 new unique media outlets will publish articles and conference presentations about the NEW Manufacturing Alliance per year.
- Have members rotate blogging, allowing for fresh ideas to targeted markets. This can allow for a variety of information, including videos. Blogs should be short. A yearly editorial calendar can be setup.
  - Collaborate with teachers to utilize the blog in the classroom.
  - Advertise on the exterior of public busses. Direct readers to the website.
  - Develop a NEWMA app. Job opening notifications and what's new can be part of the app. Steve Wilhelms and Nate Vosters of Heartland Label Printers are working on this initiative.
  - Use geo-fencing as part of the NEWMA app. This allows for messages to be sent to a smartphone when entering a select geographic area. Have a filter mechanism so NEWMA job openings can be communicated. Filters can be established for location, pay, type of job, etc.
  - An app for K-12 students could utilize the geo-fencing that would feature products, All Star videos and K-12 outreach as a student passes by an Alliance member company.
  - Ann shared that she will be speaking at the WI Mathematics Council and the Wisconsin Technical Education Association in March.

## SPONSORSHIPS

Members reviewed the 2017 sponsorship opportunities form. Ann will be emailing the updated form to the membership. Full membership meeting sponsorships for 2017 have been filled.

## NEXT MEETING AGENDA & LOCATION

The next Communications Task Force meeting is on **Wednesday, February 15, 2017 – 1:00 to 2:30 p.m., at Heartland Label Printers, Kaukauna.** Agenda items include;

- ✓ Social Media & App
- ✓ Communication of Job Openings
- ✓ Manufacturing First Speaker Options