

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Heartland Label Printers – Kaukauna, WI  
Wednesday, February 15, 2017 – 1:00 PM**

**ATTENDEES:** Mindie Boynton-UWO BSC, Nick Exarhos-ESI, John Giesfeldt-Babcock & Wilcox MEGTEC, Shawn Johnson-Insight Publications, Mike Kawleski-Georgia-Pacific, Melissa Lehmkuhl-Bemis, Peter Linn-Exhibit Systems, Michelle Meyer-Schenck, Jeff Sachse-DWD, 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

### **SOCIAL MEDIA**

#### **Analytics: Alliance Website 2016**

7,949 Users

3 Pages Viewed per Visit – Average

34% Return

81% Desktop – 16% Mobile – 3% Tablet

54% Male

Top 9 Cities Visiting the Website: Green Bay, Appleton, Chicago, Neenah, De Pere, Madison, Ashwaubenon, Oshkosh, Milwaukee

Top Age Group: 25 to 34 – 34%

2<sup>nd</sup> Age Group: 18 to 24 – 28%

Top 5 Popular Pages: Home, Get Real Math, Member Websites, Now Hiring, Job Seekers

#### **Analytics: Alliance Website 2017 (1/1 to 2/10)**

Top 5 Popular Pages: Home, Get Real Math, Member Websites, Now Hiring, Job Seekers. The website analytics doesn't capture students who visit the website via their teacher who accesses the site for a class.

#### **Twitter**

There are 1,059 Twitter followers. There have been 3,869 profile visits, with 298,800 tweet impressions. Nikki Kallio tweets Alliance information 3 to 5 times per day. A lot of business professionals use Twitter. **Members are encouraged to contact Ann and/or Nikki Kallio if they have information about their company they would like to have tweeted.**

#### **Facebook**

There have been 807 Facebook posts, with an increase in engagement through paid posts. There has not been a significant increase in likes. The page reaches an average of 100+ people per post. Facebook is mostly used by parents and teachers. Twitter and Facebook drive people to the NEWMA website. **Members agreed to continue with Facebook the next six months. They suggested trying new strategies such as shortening text, using videos, paying for boosts and changing the message. Ann will follow-up with Nikki in this regard.**

#### **LinkedIn**

Ann will check into getting LinkedIn analytics and a Company Page. A LinkedIn Company Page is free and would provide more analytics. An update will be given at the next meeting (April 19).

#### **Blogs**

- Each member would have an opportunity to provide a monthly blog.
- Determine the audience and end goal. The Communications TF's main goal is workforce development and getting people interested in working at member companies.
- Feature the day in the life of a particular career.
- Companies would take ownership of the content.
- Consult with HR partners to determine what questions they, job seekers and teachers have about the industry.

Mike Schlagenhauer of Acuity blogs. It was suggested to ask Mike if he could provide some insight at the next meeting.

## App

Apps are user friendly vs. going to a website. Steve Wilhelms shared that having a NEWMA app is very doable. Parameters would need to be set, with the goal of keeping it simple and creating NEWMA awareness. Member companies will provide the information. Blog and YouTube videos can be part of the app. Once in place, the challenge will be getting people to download and use it, at a time when there are an abundance of open positions.

**A subcommittee will be formed to work on this initiative. Ann will be sending a meeting date Doodle poll for those interested in being part of this proposal.**

## COMMUNICATION OF MEMBER JOB OPENINGS

Most applicants are not finding out about jobs through company websites. Members want to identify how to best drive more people to look at their job openings. Suggestions were:

- Provide a compelling message about manufacturing careers and opportunities.
- Establish a presence at regional events.
- Provide on the Alliance's website filter features on the Job Openings page.
- Purchase theatre and bus ads.
- Advertise on the back of event tickets.
- Promote manufacturing careers on bar coasters that would have a QR code driving individuals to the Alliance's website.
- Investigate low cost Guerrilla Marketing.

✓ Members are asked to review the [website](#) through the job seekers' eyes prior to the April 19 meeting.

## NEWMA PARENT SURVEY RESULTS

**897 Respondents:** 33% Male & 67% Female

**Grades:** Pre-K: 18%, K-5 36%, 6-8 42%, 9-12 58%, College 22%

Respondent works in manufacturing or has a significant other in the field: Yes 55%, No 45%

Topic	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Respondents
Manufacturing is well paying.	13% 118	52% 460	24% 215	10% 92	1% 8	893
Manufacturing is an outdated work environment.	1% 10	7% 61	19% 171	53% 473	20% 174	889
Manufacturing is dirty work.	2% 20	20% 179	36% 321	34% 304	7% 62	886
Working in manufacturing does not require an education beyond high school.	2% 20	12% 107	21% 186	51% 451	14% 124	888
Manufacturing is an exciting and engaging profession.	Yes 72%			No 28%		
Women <u>not</u> in manufacturing scored 62%.	Women in manufacturing scored 77%.					
Men <u>not</u> in manufacturing scored 67%.	Men in manufacturing scored 83%.					

## NATIONWIDE SME SURVEY RESULTS

- More than 20% of parents surveyed viewed manufacturing as an outdated and/or dirty work environment.
- Half of all respondents do not see manufacturing as an exciting, challenging or engaging profession.
- Nearly ¼ of parents surveyed do not feel manufacturing is a well-paying profession.

## MANUFACTURING FIRST CONFERENCE SPEAKERS

Three potential MFEC keynote speakers were reviewed:

David Horsager – Leadership Speaker & Author  
Rich Karlgaard – *Forbes* Publisher, Author, Forecaster, Speaker  
William Taylor – *Fast Company* Founding Editor, Author

Members agreed any of the three candidates would serve as a great keynote speaker. **Ann will send members the speakers' video links to assist with the selection process.**

#### **NEXT MEETING AGENDA & LOCATION**

The next Communications Task Force meeting is on **Wednesday, April 19, 2017 – 1:00 to 2:30 p.m., at Acuity - Sheboygan.** Agenda items include:

- ✓ LinkedIn: Analytics & Company Page
- ✓ Blogging
- ✓ App Subcommittee Update
- ✓ **Members are asked to review the [website](#) through the job seekers' eyes prior to the meeting.**