

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Acuity – Sheboygan, WI
Wednesday, April 19, 2017 – 1:00 PM**

ATTENDEES: Mike Kawleski-Georgia-Pacific, Peter Linn-Exhibit Systems, Michelle Meyer-Schenck, Bobbi Miller-FVWDB, Katie Schamberger-Acuity, Michael Schlagenhauser-Acuity, Nate Vosters-Heartland Label Printers, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NEWMA

LINKEDIN

Ann and Laura Wiegert are working on creating a LinkedIn Company Page that will offer more analytics. A follow-up report will be given at the May 17 meeting.

BLOGGING

It was recommended to provide a video blog when possible. The short videos must be high quality and grab the viewer's attention at the onset. Analytics can show how many times an article or video gets clicked or forwarded. The following are potential topics. The focus of the video blogs will be directed to students.

- All Stars
- Apprenticeship
- Careers – focus on the story behind the career
- Facebook – Determine a good timeslot to schedule a Facebook Live session. The session must be thoughtfully promoted in advance of the session.
- Great Wages & Benefits – Communicate through testimonials what employees have accomplished or experience. Let the viewer know what is in it for them.
- Get Real Math (GRM) Videos
- Partner with other organizations for this initiative.

Ann suggested having Georgia-Pacific blog first, as they were involved in creating some of the GRM videos. She will ask the K-12 and STEM task forces what they feel will interest students in watching the video blogs.

APP SUBCOMMITTEE

The App Subcommittee met and had a lot of good discussion. The focus will be on GRM and making the app appealing for teachers, students and parents. Members need to determine the app's functions. The app could provide career information for parents and assist with ACP.

Ann met with the Math Council for their feedback regarding the app. Some of the teachers' comments and concerns were as follows.

- Not every kid has a smartphone.
- There are already so many apps available for kids to download.
- Teachers liked the idea of video blogging and hosting live chats with manufacturers throughout the school year. This can give more reality to how math is used on the job.

There was discussion on possibly developing an app for parents related to a tool to help their child with career decisions. This concept will be discussed more thoroughly at the next meeting.

NEWMA has a database of engaged teachers. Promoting summer teacher externships at manufacturing facilities was discussed as a way for teachers to see firsthand how math is applied in the workplace. NEWMA has members who can talk to teachers, students and parents about careers and the training/education required. Plant tours continue to serve as eye-openers to manufacturing.

Ann will discuss the app and the video blog skype idea at the upcoming K-12 Task Force and Stem Task Force meetings. In addition, Andy Bushmaker and Ann will be speaking at the Wisconsin Mathematics Council Annual Conference in Green Lake on May 5.

ALLIANCE WEBSITE THROUGH THE EYES OF A JOB SEEKER

The 'Job Seekers' tab is the third most popular page of the NEWMA website. Discussions regarding the 'Job Seekers' webpages included the following.

- Create a welcome page and produce a short video that explains this part of the website.
- Provide a better explanation of the network profile.
- Don't list 'Create a Network Profile' immediately below the navigation tab.
- For the network profile, emphasize that the job seeker does not have to submit a resume, only answer a few quick questions. This will allow them to be considered by many employers.
- Move the 'Open Positions' page immediately below the 'Job Seekers' tab in the navigation bar.
- Edit 'Now Hiring' to 'Open Positions' on the dropdown tab.
- Remove all of the dates on the open positions. Send out email notifications every three months for employers to update their open position(s).
- Provide testimonials.
- Add career videos.
- **Rename 'Network Profile'. Members are asked to send Ann ideas for this update.**

Network Profiles Submitted by Job Seekers

- Manufacturers can view the profiles.
- Resumes are active for 30 days. After 30 days, job seekers have the option to refresh their resume.
- Manufacturers select the job categories they wish to receive alerts for. They will then receive alerts when a job seeker has submitted their profile indicating a job category the manufacturer has selected.

ALL STARS 10-YEAR ANNIVERSARY

Ideas for this milestone are as follows.

- Produce a video collage that focuses on the vibrancy of working in manufacturing.
- Publish a story of 'Where are they now?'
- Spotlight former All Stars at the Excellence Awards dinner and/or at the December General Membership meeting.
- The questionnaire that is given to the All Stars will have questions related to the SME Parent survey, especially in areas where parents' perceptions were more negative. For example, a question on whether the All Star feels manufacturing is a clean environment.

Ann will reach out to Alliance members that had an All Star to inquire if any of them have been promoted or have an engaging story to tell in the 2018 All Stars magazine. Members will continue to brainstorm on this initiative.

NEXT MEETING AGENDA/DATE/LOCATION

The next Communications Task Force meeting is on Wednesday, May 17, 2017 – 1:00 to 2:30 p.m., at Georgia-Pacific (Green Bay). Agenda items include:

- ✓ Review All Star & All Star Mentor Nomination Forms
- ✓ All Stars 10-Year Anniversary
- ✓ NEWMA Website Through the Job Seekers' Eyes
- ✓ LinkedIn
- ✓ Video Blogging
- ✓ App