

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Georgia-Pacific – Green Bay, WI  
Wednesday, May 17, 2017 – 1:00 PM**

**ATTENDEES:** Mike Kawleski-Georgia-Pacific, Michelle Meyer-Schenck, Ann Franz-NEWMA, Debbie Thompson-NEWMA

#### **REVIEW ALL STAR & MENTOR NOMINATION FORMS**

The All Star and Mentor nomination forms were reviewed and edited. The Mentor award will feature one nomination per company, as only two of these awards are given per year.

The nomination forms will be sent out in early June. The nomination deadline is Friday, July 14, 2017. Members will vote on Wednesday, July 26, from 8:30 to 10:00 a.m., location TBD. Each member will vote for their top eight All Stars and two Mentors. Those who are unable to attend can still participate in the voting process.

#### **ALL STAR 10-YEAR ANNIVERSARY**

Members would like to produce a 10-year anniversary video collage. The video can be shown at the Awards Dinner and then featured on the website. Ann will reach out to Element for this project.

Ann contacted companies who had an employee featured on an *All Stars* magazine cover. Of these 12 All Stars, only one is not employed at their cover company. This emphasizes their company loyalty. Employees like to be recognized. The employee that left their company accepted a promotion at another manufacturing company. Several All Stars are still in their same position, while some have been promoted.

The *2018 All Stars* magazine will include four additional pages that will spotlight the 'Where are they now?' stories. Images, career pathway, and stats could be featured on the fold. Educating parents to help their son/daughter make informed career choices could be part of the 10-year anniversary. All Stars that have advanced in the company will be spotlighted. Ann will email all of the companies that have an All Star to inquire if any of them advanced in their company and/or have unique stories to tell.

Ann shared that WEDC is promoting a new campaign called 'Think-Make-Happen – Uniting to Tell Wisconsin's Positive Story'. The Alliance would like to partner with the WEDC on some co-branding.

#### **VIDEO BLOGGING/APP**

- The Get Real Math (GRM) postcard was recently USPS mailed to approximately 1,600 teachers. This will help build the regional math teacher database.
- Debut a video blog at the GRM Movie Premiere. Teachers can register at the event to be part of the video blog database.
- Create a 'Parent' tab on the website. Feature video blogs with career counselors telling parents how to talk to their kids about manufacturing careers. Additional blogs could include; high demand & hard to fill manufacturing careers, ACP, career pathways, and how to pay for college.
- Take what Imaginasium creates for parents and replicate it when possible.
- Schools could share information in their parent newsletters.
- Create a web out to provide explanation where needed.
- Produce a parent app that provides career information.

#### **NEXT STEPS – Ann Franz**

- ✓ Reach out to Element for the video collage.
- ✓ Reach out to 10 schools to get their feedback on whether they would be willing to share NEWMA career information with parents.

- ✓ Research existing parent apps that feature career information.
- ✓ Contact the Job Center to possibly partner with them on their proposed app, which has a feature that when someone drives by a company it pings if there is a job opening.

#### **ALLIANCE WEBSITE THROUGH THE EYES OF A JOB SEEKER**

Since the April meeting; dates were removed from the job postings and 'Now Hiring' was moved to the first position in the dropdown menu. It was noted that 'Now Hiring' was not able to be changed to 'Open Positions' on the dropdown menu, due to this item being hard coded to the home page icon. The Alliance would have been invoiced for this change by the website host.

Members reviewed the 'Create a Networking Profile' page. The goal is to change the page title, in an effort to provide a better explanation of the webpage. Possible title changes included; 'Find a Job' and 'Connect with Employers'.

NEWMA will be a participating sponsor in the upcoming Asian Memorial Festival. This large festival is held in De Pere and will include a job fair this year. The 'Friendship Sponsorship' costs \$300 and offers a lot of print and radio exposure. Two radio commercials per day will be aired for a month on the Hmong radio network. They will also display the NEWMA logo on print media. This will be a fairly inexpensive way to introduce the Alliance to the local, growing Asian community. The goal is to drive job seekers to the website. The Talent Task Force is also targeting veterans.

#### **NEXT STEPS**

- ✓ Michelle will put the 'Create a Networking Profile' page in a MS Word document and edit it for review by the Communications Task Force.
- ✓ Create a welcome page that better explains the network profile.
- ✓ Mike and Ann will work on the Asian Memorial Festival radio script.
- ✓ Ann will check into having the NEWMA URL shortened to quickly get job seekers on the website.

#### **ACP MARKETING FOR PARENTS**

Members recently met with Imaginasium to discuss creating a one-page marketing piece for parents. The various task force chairs will put together some ideas regarding what was discussed. A one page flyer will be developed on why kids should pursue a manufacturing career. Parents will be reminded about ACP and how they can guide their son/daughter in making informed career choices.

#### **NEXT MEETING AGENDA/DATE/LOCATION**

**The next Communications Task Force meeting is on Wednesday, July 26, 2017 – 8:30 to 10:00 a.m., location TBD.**  
Members will vote on the All Stars and Mentors.