

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Georgia-Pacific – Green Bay, WI
Wednesday, August 23, 2017 – 1:00 PM**

ATTENDEES: John Giesfeldt-Babcock & Wilcox MEGTEC, Patty Hendrickson-CleanPower, Sean Johnson-Insight Publications, Mike Kawleski-Georgia-Pacific, Peter Linn-Exhibit Systems, Michelle Meyer-Schenck, Ben Nelson-LTC, Jeff Sachse-UWO, Michael Schlagenhauser-Acuity, Nate Vosters-Heartland Label Printers, Jim Wendt-The Lake Companies, Laura Wiegert-Investors Community Bank, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NEWMA,

ALLIANCE WEBSITE THROUGH THE EYES OF A JOB SEEKER

The goal is to enhance the website for job seekers. Members reviewed Michelle's 'How to create your networking profile' update. Edits included defining acronyms and tying jobs like 'rewinder' to a certain industry. Emphasizing soft skills (dependability, good work ethic, team player, willingness to learn) was encouraged.

Ann sends email notifications to job seekers who have submitted their profile. Additional notifications could be sent every six months to thank and remind profilers of the many opportunities on the website.

TALENT RELOAD FOR VETS

Ann is working in partnership with the Fox Cities Chamber on a version of their Talent Upload event. NEWMA's event will be called **Talent Reload**, directed at vets, and will be held in late fall or early spring. Ann will be going to the Great Lakes Naval Station in Illinois tomorrow to discuss how to work jointly with them on a job fair/New North exploration event. She will also present during an employer panel regarding available Alliance jobs.

ALL STAR 10-YEAR ANNIVERSARY

Work is being done to produce the 10-year anniversary All Stars commercial. Videotaping will begin soon. The commercial will debut at the December full membership meeting. The 60-second commercial will feature past All Stars and will eventually be housed on the website. Discussions and commercial highlights included the following.

- Educate the public about All Star manufacturing careers.
- Feature diversity, emphasizing opportunities for young people, females and veterans.
- Show All Stars in their work environments, using their equipment.
- Have a call to action(s), including going to the website.
- Share information with parents.
- Offer the video as a PSA.
- One application of the ad is to feature the All Stars commercial in the movie theaters during next summer's MLB All Star week.

VIDEO BLOGGING/APP

Taskforce members discussed who should be the target market for this project? What will make the content interesting and compelling to seek it and stay with it? Ideas generated from the meeting:

- Have a teacher play a GRM video for their class, followed by class discussion. The class will then have live video Q&A with the All Star featured in the video. The Alliance has a database of math teachers using GRM.
- Video blog ideas: how it's made, robotics, one-on-one with a kid, employers, employees, and various classroom opportunities.
- Make it fun.
- A teacher could show a GRM video, then talk to the students. This could be followed by live discussion with the GRM video star. NEWMA has a database of math teachers using GRM.
- Encourage employers to create videos to build awareness.
- Contact colleges to have students produce the videos as part of their curriculum.

- Utilize stock videos when possible.
- Research the top 10 coolest things made in Wisconsin. Feature regional products from the list.
- Create an editorial (press release) calendar. Look for ways media can participate.
- Prioritize the items on the editorial calendar. Manufacturing month activities, IDD, All Stars, Excellence Awards, schools/teachers, jobs in demand, companies hiring, and the Vitality Study offer a lot of items that can be featured on the calendar.
- Schedule a two hour 'Media Tour', although it may be difficult to get all the media outlets to one event. Having a strong business relationship with the media is key. It may require one-on-one meetings with the media.
- Create fact sheets. Determine what members want to communicate. Give details about items produced locally and how they impact the regional and global markets.
- Help the media shape the stories. Get broad coverage when desired.
- Enforce messages based on the media outlet.
- Video blogging will be part of the agenda at the ACP meeting on October 25.
- Manufacturers were recently sent a survey to see what K-12 outreach they would like to do. Results will be shared with the schools.
 - ✓ Laura Wiegert will share an editorial calendar template with Ann.
 - ✓ Mike Kawleski and Ann will meet to work on this initiative.

ACP MARKETING FOR PARENTS

NEWMA wants to assist schools with the ACP mandated rollout. The K-12 Task Force is creating a toolkit containing materials educators can share with parents/guardians and their children at one-on-one meetings. Great Northern Corporation is designing a custom toolbox container for the materials.

ACP Partnership Meeting - October 25, 2017

Two members of each New North high school and middle school, including private schools, will be invited. Invitees from the schools will be members of each schools' ACP team, including principals and school counselors. Industry invites will be comprised of members of the K-12 Task Force and the Board of Directors. Each educator will receive a toolbox as a takeaway, in addition to being offered a free ticket to the awards dinner being held that evening. Educators will only receive a free ticket if they attend the ACP Partnership Meeting from 3:00 to 4:30 p.m.

Toolkits will be delivered to the schools that do not have a representative in attendance at the ACP Partnership Meeting.

Student Testing for Career Planning

Military ASVAB, STM, and WorkKeys career exploration testing was discussed. Jeff Sachse suggested exploring WorkKeys to see if members can partner with the schools to help show the value of this type of testing. WorkKeys and Career Cruising can identify students that show aptitude for a manufacturing career. Mini fact sheets, showing career pathways, can be created for kids.

NEXT MEETING DATE/LOCATION/AGENDA

The next Communications Task Force meeting is on Wednesday, September 20, 1:00 to 3:00 p.m., at Schenck, Appleton. Agenda items include the following.

- ✓ All Star 10-Year Anniversary
- ✓ Video Blogging/App
- ✓ ACP Marketing for Parents
- ✓ Media outreach and calendar
- ✓ Student Assessments for Career Planning