

**NEW Manufacturing Alliance**  
**COMMUNICATIONS TASK FORCE MEETING MINUTES**  
**FVTC Bordini Center – Appleton, WI**  
**Wednesday, September 20, 2017 – 1:00 PM**

**ATTENDEES:** Sandy Friess-Wipfli, John Giesfeldt-Babcock & Wilcox MEGTEC, Mike Kawleski-Georgia-Pacific, Melissa Lehmkuhl-Bemis, Jeff Sachse-UWO, Michael Schlagenhauser-Acuity, Nate Vosters-Heartland Label Printers, Jim Wendt-The Lake Companies, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

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

Work is being done on the magazine and commercial. Ann should be receiving the videos in early October and the commercial towards the end of October.

Members discussed the *All Stars* 10-year anniversary fold.

- The insert will be 2 sheets (4 pages) on the fold.
- Potentially 10 years of covers will be featured.
- Provide a 'Where are they now?'
- Show some of the All Stars' career progression, how they improved their value to their employer.
- Many All Stars have continued their education.
- Highlight their educational background. Where did they go to school?
- Spotlight companies that have had All Stars. Eight of the nine covers are still at their companies.
- Provide the All Stars' salary range.
- Provide *All Stars* magazine statistics; number printed, how used, where distributed.
- Feature females, as manufacturing isn't just for men.
- Show the statistic of how more women work in manufacturing than in the past.
- Showcase all the nominations over the years.
- Regionally, there is a very high tenure level compared to the national average.
- Retired worker occupations are promoted.
- Provide infographics (# printed, # All Stars - Average All Star; salary – education – tenure – nominations).
- What is the driving message? **Changing the image of manufacturing** - advancement, improvement, commitment, optimism, dirty, low tech, danger, tenure - Have one overall message on two pages.
- NEWMA started with 12 member companies, now there are over 200 member companies.
- There will be a dedicated page on the website.
- Do something special to celebrate the 10-year Mentor anniversary in 2020.

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

The ACP meeting will take place the afternoon of the Excellence in Manufacturing/K-12 Partnerships awards, Manufacturing First day 1. Manufacturers want to discuss with educators how they can best partner with the schools for ACP. The K-12 Task Force is developing information for a toolkit that will be distributed to educators. The toolkit is being manufactured by Great Northern Corporation.

Members are encouraged to contact Ann if they are interested in attending the ACP meeting. Educators, two per school, who attend the meeting will be offered a free ticket to the Awards Dinner.

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

This topic is tabled until January 2018.

#### **MEDIA OUTREACH**

John recently wrote a press release for the Excellence Awards. Work is also being done on a press release for numerous Alliance activities.

Stories regarding the Alliance have been published regionally and nationally. *Control Digest* magazine will be covering 2017 Internship Draft Day. *Plant Engineering* magazine, *Chippewa Falls Herald* and *Wisconsin State Journal* recently ran stories about NEWMA. A request was made to link the stories on the NEWMA website.

### **STUDENT ASSESSMENTS FOR CAREER PLANNING**

Ann will be sharing the Communications Task Forces' comments next week at the K-12 Task Force meeting. She will report back to the group at the November 15 meeting.

ACT owns WorkKeys. Jim Wendt suggested reaching out to DPI as to who does well in certain area of the WorkKeys assessment. Look at the rankings and then contact DPI. Ann will also bring this up at next week's K-12 meeting.

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

**The next Communications Task Force meeting is on Wednesday, November 15, at Heartland Label Printers in Little Chute, 1:00 to 3:00 p.m.** Agenda items include the following.

- ✓ All Star 10-Year Anniversary
- ✓ October/November Events Recap
- ✓ Media Outreach
- ✓ Student Assessments for Career Planning
- ✓ Occupation Specific Flyer – Define occupations and show career pathways.