

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Babcock & Wilcox-MEGTEC – De Pere, WI
Wednesday, January 17, 2018 – 1:00 PM

ATTENDEES: Joe Dillon-Skyline Exhibit Resource, John Giesfeldt-Babcock & Wilcox MEGTEC, Kate Guth-KerberRose, Mike Kawleski-Georgia-Pacific, Josh Krueger-Wells Fargo, Mike Schlagenhauser-Acuity, Nate Vosters-Heartland Label Printers, Jim Wendt-Lake Companies, Ann Franz-NEWMA, Debbie Thompson-NWTC

REVIEW 2017 TASK FORCE ACTIVITIES

- 10 Year All Stars Anniversary Celebration – A special insert was added to the *2018 All Stars* publication reflecting on the 10 years of the Excellence Awards program. Nine of the ten *All Star* covers attended the 2017 Excellence Awards.
- 2017 marked the 8th year of the Vitality Study.
- The Manufacturing First Expo & Conference had its largest attendance ever. The event hosted over 1,300 attendees, including 550 high school students.
- Created a new manufacturing careers marketing slick.
- Developed a sponsorship marketing piece. Increased sponsorships from \$23,000 to \$45,000.
- Twitter campaign followers grew from 644 in 2015, to 1,022 in 2016, followed by 1,220 in 2017.
- Regional and national media interviews with: *Plant Engineering, Control Design, Wisconsin State Journal, Gannet newspapers, WBAY, WFRV, Fox 11 and WEAU.*
- Researched apps, blogging and updated the job seeker webpage.
- Filmed a manufacturing careers commercial to run in summer 2018.

2018 INITIATIVES & GOALS

- Career specific flyers
- President's Cup
- Get Real Math flyer
- All Star careers commercial
- Media outreach & calendar
- 2019 All Stars
- 2019 Northeast Wisconsin Manufacturing Vitality Index
- Blogging and apps

PRESIDENT'S CUP SCHOLARSHIP GOLF OUTING

June 7, 2018 – Black Wolf Run's River Course – Kohler, WI
8:00 AM Check-in - 8:30 AM Shotgun Start – 4:30 PM Conclusion

The event's format is unique.

- 18 foursomes (2 presidents + 2 individuals from the sponsoring company).
- Presidents will not pay to golf.
- There will not be a dinner after the golf outing. There will be a one hour wrap-up reception, concluding at 4:30 p.m.
- The networking reception will have a table where employers can distribute literature.
- There will be a video screen featuring scholarship recipients who have benefitted from the program, in addition to running the NEWMA commercial.
- No silent auction or raffle items.
- There will be an online bidding website for sponsors to be able to choose what president they want to golf with at the event.
- The president that has the highest bid will determine to what college the scholarship dollars are given and the degree program.
- All of the net proceeds will be given to 2 and 4-year colleges in the region for manufacturing-related degree programs including the Electro-Mechanical Associates Degree, Welding Technical Diploma, and Engineering Technology Bachelor of Science degree.
- The president's name/company will be used in the marketing materials for the event.
- The event will be publicized starting in March, after all of the presidents have been established.
- Ann will send members the invite letter prior to going public.

- Members are asked to consider member presidents/CEOs they know personally whom they would like to invite.
- Have quotes from scholarship recipients as part of the marketing and day-of-event materials.
- Video of scholarship winners thanking attendees for helping raise money for scholarships.

Presidents Confirmed

Jan Allman – Fincantieri Marinette Marine

Dan Ariens – Ariens Company

Rob Parmentier – Marquis Yachts

John Pfeiffer – Mercury Marine

Bob Pyle – Pioneer Metal Finishing

Randy Rudolph – Rockline Industries

MEDIA OUTREACH & SOCIAL MEDIA CALENDAR

Members reviewed Ann's 2018 media outreach calendar. A subcommittee was formed. Ann, John Giesfeldt, Kate Guth, and Mike Kawleski will work to further develop content and target audience.

STUDENT ASSESSMENTS FOR CAREER PLANNING

Jim Wendt has done a lot of research and shared that ACT does not sell data for WorkKeys. Data can be purchased from whoever administers the test, such as DPI. Results show if the student is strong in English, mathematics, etc. Messaging from NEWMA employers could be created and sent to targeted students. Ann will discuss WorkKeys with the K-12 Task Force to determine if they would like to pursue this.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, February 14, at Georgia-Pacific from 1:00 to 2:30 p.m.

Agenda items include the following.

- ✓ President's Cup Scholarship Golf Outing
- ✓ Media Outreach & Social Media