

**NEW Manufacturing Alliance
Communications Task Force Minutes**

Aug. 15, 2018
Georgia-Pacific
8 a.m. – 9:30 a.m.

ATTENDEES: Chris Brennan – Georgia-Pacific, John Giesfeldt-Babcock & Wilcox MEGTEC, Patty Hendrickson-CleanPower, Mike Kawleski-Georgia-Pacific, Michelle Meyer-Schenck, Beth Vann-CMD Corp., Ann Franz-NEWMA

Topic 1: October is Manufacturing month

The goal is to have at least one event/program/plant tour related to manufacturing in the month of October. A current calendar of October programming was discussed. Members are to inform Ann of any events they may have at their company in the month of October.

Fox 11 media campaign

- 20 companies confirmed their interest in sponsoring the 60 second commercial that will be played on the morning and evening newscasts.
- 3 more spots are left.
- Ann will post the ads on the Alliance's page, along with our Facebook and Twitter pages.
- Ann is working with the station manager on working with the news editor to run stories throughout the month.
- The Alliance will also run commercials throughout the month of October.

The taskforce discuss commercial ideas for the Alliance (1 of the 2 commercials will be the All Stars Commercial). The other commercial will be directed at parents. One suggestion was featuring companies that have the second generation working at their company. CMD Corp., Sargento and Georgia-Pacific may have people that could be in the commercial. Themes of the commercial:

- Parent did you know with facts about manufacturing
- Value of tech college instead of only 4 year college
- Help you child with their career exploration and the Alliance's website can help you.
- Industry 4.0 – not your dad's manufacturing
- Tuition reimbursement

The Home page for the Alliance will be modified to have the opening picture be a 'October is Manufacturing Month' photo that links to a page with content for those that have seen the Alliance ads.

10/2 - Get Real Math Video Premiere on Oct. 2, 2018

- 5 – 6 p.m. Cocktail Reception and 6 p.m. – 7:30 p.m. the program at the Meyer Theatre
- Pete Petoniak will be the emcee once again.
- Ann will be looking for donations for prizes at the event. Need a \$1,000 Cocktail Reception sponsor, \$500 math or tech ed department sponsor and drink ticket sponsors.

10/9 & 10/10 – Find Your Inspiration – Green Bay

- KI Convention Center in Green Bay. Approximately 4,000 8th grade students from the Green Bay area attended in 2018 to explore careers. New this year is a parent/student enhancement. Alliance members will receive a discounted booth at \$250 if they are interested in participating in this year's event. There are only 3 more booths available.

10/23 – ACP Partnerships Roundtable meeting on Oct. 23 from 3 p.m. – 4:30 p.m.

- Last year's event had 100 people attend.
- 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.
- Companies are sponsoring the ACP meeting, which will offset the Awards dinner tickets (\$1,500).

10/23 – Excellence in Mfg./K-12 Partnerships Awards on October 23, 2018 from 4:30 p.m. – 8:30 p.m.

Members reviewed the list of winners. Ann will be seeking donations for silent and live auction items; now tax deductible since the Alliance established a 501c3.

10/24 - Manufacturing First Expo on Oct. 24, 2018.

Complimentary tickets and booths still available, however the exhibit area is 85% sold out. 500+ high school students will be attending the morning of the event:

Another event for October could be hosting 2-3 Facebook Live with All Stars, in which before and after the event the schools attending the expo will be required to participate in the Facebook Live. Michelle suggested using YouTube Live instead of Facebook Live. The program would last 15 minutes including Q&A. It was suggested having 2 people at one time for each installment. Ann will be contacting the schools for a best time to have the live feed. The featured presenters could be current/former All Stars and 'actors' from the Get Real Math videos. This will be an agenda item for the next meeting.

Topic 2: 2019 All Stars

All winners were notified, along with those that were not selected. Filming will be done the last week in August. The taskforce reviewed the 2018 All Stars magazine to determine any changes. Ann will work with the local labor market analyst for new statistics.

Topic 3: Recruiting talent outside of northeast Wisconsin

Mike and Ann will be presenting at the Brown County Lodging Association on August 21. The goal of the meeting is to develop a partnership with the Lodging Association in marketing to tourists to consider moving to the area. A report out about the meeting will be shared at the next meeting.

Topic 4: 2019 President's Cup

Last week, the final invoice for the event was paid. The net total raised: **\$35,713.41!** This exceeded the goal of raising \$30,000.

Topic 5: Media Outreach

The taskforce reviewed the Media Kit and discussed additions/changes.

Topic 6: Set agenda and location for the September 19 at 8 a.m. meeting

The next meeting will be held at CMD Corp. in Appleton. Agenda items:

- ✓ October is Manufacturing Month
- ✓ Facebook/YouTube Live
- ✓ Recruiting talent outside of northeast Wisconsin
- ✓ Media Outreach