

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
CMD Corporation – Appleton, WI
Wednesday, September 19, 2018 – 8:00 AM

ATTENDEES: Joe Dillon-Skyline Exhibit Resource, John Giesfeldt-Babcock & Wilcox MEGTEC, Candy Gravunder-Wipfli, Melissa Kuhn-Optima Machinery Corp., Michelle Meyer-Schenck, Mike Schlagenhauser-Acuity, Beth Vann-CMD Corp., Nate Vosters-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

OCTOBER IS MANUFACTURING MONTH ACTIVITIES

- 10/1 to 31 – October is Manufacturing Month – WLUK Fox 11 special manufacturing promotion
- 10/1 – NWTC ribbon cutting for Trades new building
- 10/2 - Get Real Math Video Premiere – 200+ Attendees – 3 Drawings: \$500 for an attending school math and tech ed departments. One Company will win the filming of three 2019 GRM videos (\$3,000 value).
- 10/4 – Export Compliance Training at NWTC
- 10/4 – Manufacturing Day High School Exploration Plant Tours at Oshkosh Corp. & FVTC
- 10/5 – Manufacturing Rocks @ Lakeshore Technical College for high school students
- 10/9 – Find Your Inspiration – Green Bay - 4:30 – 6:30 p.m. is the Community Preview Night - Educators and Parents are specifically invited to attend the Community Preview Night. The goal is to learn from the exhibitors to support students' exploration the day of the event and their career planning post-event.
- 10/10 – Find Your Inspiration - Green Bay – 4,000 8th graders at KI Convention Center GB – Members are eligible for a discounted booth. – All students receive an *All Stars* magazine.
- 10/11 – This Girl Can – Middle School Girls/Parent learn to weld at Samuel, Son & Co.
- 10/12 – Rockline Industries <https://business.sheboygan.org/events/details/october-manufacturing-month-tour-rockline-industries-30631>
- 10/12 – Green Bay's Lombardi Middle School administration/educators (80 total) tour Georgia-Pacific
- 10/16 – EMT International Tour for Literacy Green Bay students
- 10/17 – Northeast Wisconsin Career Expo at Shopko Hall, 1:00 – 4:00 PM
- 10/19 – YWCA Empowerment Conference
- 10/19 – AEI Saco Polymers <https://business.sheboygan.org/events/details/october-manufacturing-month-tour-aei-saco-polymers-30632>
- 10/23 – Oshkosh Chamber's Manufacturing Career Expo at Oshkosh West High School
- 10/23 – ACP Partnerships Roundtable meeting – 3:00 to 4:30 PM
- 10/23 – Excellence in Mfg./K-12 Partnerships Awards
- 10/24 - Manufacturing First Expo – Booths are sold out.
- 10/25 – DCEDC & GROW Door County Manufacturing Day - plant tours with 5 school districts
- 10/26 – BW Paper Systems <https://business.sheboygan.org/events/details/october-manufacturing-month-tour-bw-papersystems-30633>
- 10/30 – Pecha Kucha – FVTC: **Looking for speakers (20 slides in 20 seconds)**

NOVEMBER

- 11/8 Internship Draft Day @ Lambeau Field

NEXT STEPS

- ✓ Auction items are needed for the 10/23 Excellence in Mfg./K-12 Partnerships Awards. Contact Ann if you can donate. Proceeds benefit NEWMA's scholarship fund. The fund will be donating \$45,000 to scholarships for the 2018/2019 school year, a \$5,000 increase from last year.
- ✓ Contact Ann if you can volunteer at ACP Partnerships Roundtable, Awards Dinner, MFEC student event, and/or IDD.

NEWMA COMMERCIAL

A NEWMA commercial, featuring CMD Corporation, will be broadcast on Fox 11 during November. The ad will feature a father and son who both work at CMD. Ann asked members for content ideas.

- What made you think your son would enjoy working in manufacturing at CMD Corp.?
- Change any negative perceptions. Dispel manufacturing myths; low pay, dirty, backbreaking, not high tech.
- Emphasize; great pay, tuition reimbursement, opportunities, and education needed.
- Discuss Wisconsin labor statistics; % of manufacturing jobs, highest manufacturing growth in the Midwest for the past year.
- All Stars - share their promotions.
- Have a 'Call to Action' after watching the video. This can include; going to the website that features resources for both parents and students. Kids are not likely to reach-out but would investigate the website opportunities/info on their own.
- Make this information available to the school career counselors, as well as adding it to the school toolkits.

ALL STARS MAGAZINE

The All Star videos have all been filmed. The *2019 All Stars* cover will feature a female. Insight has enough content to increase the page count from 20 pages to 24 pages (as was done last year). The centerfold will have a similar layout with a spread of past covers. This page will also feature an image and story about the father and son who work at CMD Corporation. Ann will work on the content. The *2019 All Stars* magazine will be published in December.

FACEBOOK & YOUTUBE LIVE

Members will pilot doing a YouTube live session that can later be posted on Facebook. Participants can be students and teachers of schools that are attending the MFEC career exploration on 10/24. The live session will be held one week prior to the event. Ann will follow-up to see which of the 2018 All Stars have a booth at MFEC. From that list she will recruit an All Star to host the YouTube Live session.

- Have the host be someone attending the event, preferably a 2018 All Star. Students resonate with young, vibrant personalities. They can express excitement that the students will be there and to visit their booth.
- Keep short, relevant themes. Provide an infographic.
- Continue the conversation through Twitter, Facebook.
- A phone can be used to record the Live session but must be set on a tripod or table.
- The sound must be clear or people drop-off. Use plant images as the live plant may be too loud for the viewers.
- Beth Vann shared that CMD Corporation has an employee who also works as a DJ and could possibly do voiceover if needed.

RECRUITING TALENT OUTSIDE OF NORTHEAST WISCONSIN

Ann and Mike Kawleski recently spoke at a Green Bay Visitors & Convention Bureau - Lodging Association meeting. With over 1 million people visiting the area each year, the Alliance would like to promote having people move back to the area to live and work. A coaster that offers entry into a drawing for an all-expense paid trip to Lambeau Field was discussed. When someone registers, information will be shared about moving back to the area. Working with realtors for this initiative is another possibility members will explore. Ann will follow-up with Brad Toll and the Lodging Association chair.

MEDIA OUTREACH

Ann sent to the media sources the NEWMA outreach guide. She will follow-up with one-on-one conversations and report back to the Communications TF.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, November 21, at Heartland Label Printers (Little Chute), 8:00 to 9:30 a.m. Agenda:

- ✓ Heartland Label Printers All Stars Introduced
- ✓ October Activities & IDD Recap
- ✓ *All Stars* Magazine
- ✓ Facebook & YouTube
- ✓ Recruiting Talent from Outside Northeast Wisconsin
- ✓ Media Outreach