

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Engineering Specialists – Greenville, WI
Wednesday, January 16, 2019 – 8:00 AM**

ATTENDEES: John Behrens-Imaginasium, Tara Brzozowski-Element, Peggy Collinsmith-CleanPower, Mike Dockum-Element, Nick Exarhos-ESI, Sandy Friess-Wipfli, Kate Guth-KerberRose, Mike Kawleski-Georgia-Pacific, Rick Nelson-RR Donnelley, Lori O'Connor-Leighton Interactive, Jason Raisleger-Nature's Way, Mike Schlagenhauser-Acuity, Nate Vosters-HLP, Ann Franz-NEWMA, Debbie Thompson-NWTC

REVIEW 2018 TASK FORCE ACTIVITIES

- **October is Manufacturing month ad campaign on Fox 11** – very successful promotion exceeding expectations (goal 20 companies/24 companies participated) featuring a manufacturing company on the morning and evening newscast (new in 2018)
- October 24 – **Manufacturing First Expo & Conference** - 1,134 attendees, 580+ high school students and over 200 exhibit booths
- **President's Cup Scholarship Golf Scramble** at Blackwolf Run raising \$36,000 in college scholarships (new in 2018).
- **2019 All Stars** in its 11th year
- **2019 Northeast Wisconsin Manufacturing Vitality Study** in its 9th year.
- Twitter Campaign – 1365 Followers – *Let Ann know if you have manufacturing news or jobs you would like posted.*
- Awarded the University Economic Development Association's National Talent Award for IDD.
- National Business-Education Award Winner from the Association Career & Technical Education (ACTE)
- Secured Manufacturing.Careers Domain Name

2019 INITIATIVES & GOALS

- Recruitment of talent outside of the New North
- Manufacturing.Careers
- President's Cup on June 6, 2019
- 2020 All Stars
- 2020 Northeast Wisconsin Manufacturing Vitality Index
- Manufacturing First Expo & Conference
- Quarterly Full Membership Meetings
- Father/Son of CMD Corporation Commercial and October is Manufacturing month promotions

NEWMA RESEARCH PROJECT - TARA BRZOZOWSKI & MIKE DOCKUM

Element partnered with NEWMA to produce the 10-year anniversary booklet and commercial. They recently added a research component to their organization and are looking to reengage with the Alliance. Element would like to focus on a research project for the Alliance to strengthen its marketing. Members agreed to move forward with this initiative.

Tara and Mike need to know how to direct the study. What do members want to know or learn? What are the big picture questions? How do members know they are hitting the target the right way? A challenge will be how to scope and scale the study, so the correct questions are being asked. Message strategy will then be developed. Discussions included the following.

- Focus: Recruitment Strategy for a target population
- Target audience could be; students (middle & high school, college), incumbent workers, Wisconsin and/or non-Wisconsin residents, 19-30-years old that are underemployed or currently not employed in manufacturing.
- What are the drivers that can bring people back to work in Wisconsin?
- How do people from different generations look for jobs?

- Data can be gathered from contestants who enter the proposed Packer weekend contest.
- Determine the social media outlets the target audience uses.
- Continue to look at ways to promote the region to military members who will soon be discharged.
- How much do parents direct what their child does later in life?
- What else can be done to encourage kids to pursue a manufacturing career?
- What is being done now that works to encourage kids to consider manufacturing careers?

NEXT STEPS – Mike and Tara will craft a couple of high level options and send them to Ann in a couple of weeks to share with the BOD and members. Element will be invited to attend the February 20 meeting. **Members are encouraged to contact Tara or Mike with any questions/ideas during the next couple of weeks.**

PRESIDENT’S CUP SCHOLARSHIP GOLF OUTING 6/6/2019 @ BLACKWOLF RUN

Four of last year’s sponsorships have been secured, including the lunch sponsor. A beverage sponsor will be added on the course. Members are encouraged to recruit sponsorships.

Ann will start to recruit presidents this week, with the deadline on February 28, 2019. Additional company presidents to be asked to participate represent; Alliance Laundry Systems, Belmark, Conger Toyota-Lift, Faith Technologies, Lakeside Foods, Nature’s Way, Oshkosh Corp., and Tweet Garot.

Golf sponsorships will begin March 1 for people who sponsored last year and will eventually open on March 7 to the full membership. Sponsorships will continue as first come, first serve.

Members reviewed the program. There will also be an electronic version of the program with hotlinks.

Last year’s event was well attended with a lot of positive feedback. Organizers agreed to continue with no dinner, silent auction or raffle items. A post event survey was suggested.

FOX 11 COMMERCIAL/MANUFACTURING.CAREERS

The father and son team commercial was filmed by WLUK, promoting manufacturing careers. The commercial will be aired on Fox 11 soon. The messaging directs interested viewers to go to Manufacturing.Careers. This landing page will have salaries and an interactive quiz that encourages manufacturing careers. Jason will be shaping the messaging for the Manufacturing.Careers page. Manufacturing.Careers will be used for future marketing efforts.

RECRUITING TALENT FROM OUTSIDE WISCONSIN

- Ann discussed the opportunity of running a targeted contest for people living outside the region to win an all-expense paid trip to Green Bay for a 2020 Packer game. The registration site would include having people receive more information if they might be interested in moving to the region. The contest could be advertised via Alumni Nation.
- Determine specific areas of the country to focus on.
- Campaign at Packer bars, promoting the contest is another venue to run the contest.
- Heartland Label Printers operator exchange program with their southern California plant offers six months of working in California, followed by moving to Wisconsin. The low cost of living is very attractive.
- Consider traveling to universities outside of Wisconsin to recruit students.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, February 20, 2019 at Georgia-Pacific (Green Bay) 8:00 to 9:30 a.m. Agenda:

- ✓ NEWMA Research Project with Element
- ✓ President’s Cup Scholarship Golf Scramble
- ✓ Fox 11 Commercial/Manufacturing.Careers
- ✓ Recruiting Talent from Outside Wisconsin