

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Heartland Label Printers – Little Chute, WI
Wednesday, July 17, 2019 – 8:00 AM**

ATTENDEES: Sandy Friess-Wipfli, John Giesfeldt-Durr MEGTEC, Patty Hendrickson-CleanPower, Mike Kawleski-Georgia-Pacific, Jason Lasky-Sadoff Iron & Metal Co., Lori O'Connor-Leighton Interactive, Carrie Rule-UWO, Beth Vann-CMD Corp., Nate Vosters-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

2020 ALL STARS VOTING

Members:

- Voted for their 2020 All Star and Mentor top picks. Ann will inform the winners by August 1.
- Updated the winner questionnaire. A few questions were deleted or edited, while the following were added.
 - Why do you choose to live in northeast Wisconsin?
 - How does your product make a difference in people's lives?
 - Why do you enjoy your job?
 - *Mentor winners will be asked, 'What do you enjoy about being a mentor?'*
 - Why would you encourage someone to enter the manufacturing field?

Alex Zacarias will again be filming the videos and taking photos, beginning the last week of August into early September.

RECAP: 2019 PRESIDENT'S CUP SCHOLARSHIP GOLF OUTING

The event had beautiful weather and was very successful, raising approximately \$39,000. For the 2019-2020 school year, NEWMA will sponsor \$45,000 in scholarships. All the sponsorships sold out; however, one company had to drop out late, so there were 17 teams, instead of 18.

Next year's event will be held Thursday, June 4, 2020 at Blackwolf Run in Kohler, WI. Ann has already received 2020 President's Cup sponsor commitments.

10-YEAR ANNIVERSARY OF THE NORTHEAST WISCONSIN VITALITY INDEX STUDY

The annual report receives a lot of press and provides survey results from many regional manufacturers, not only Alliance members. 2020 results will be announced in December. Because this is the 10-year anniversary of the Vitality Index, there will likely be a stand-alone news conference in Oshkosh, inviting Senator Ron Johnson, DWD Sec. Frostman, and Wilson Jones.

Survey questions will be finalized in mid-August. Members are encouraged to contact Ann with any changes. UW-Oshkosh reps will begin administering the survey in October. Members reviewed 2019's Vitality Index for changes. Questions that could be added:

- Of the following, what is your best recruitment strategy?
 - Employee Referrals
 - External Job Postings Websites
 - Job Openings Page on Your Company's Website
 - Career Fairs
- Are you investing more, the same or less on each of the following.
 - Employee Training
 - Recruitment Efforts
 - Organizational Culture

2019 – 2021 STRATEGIC INITIATIVES

The Alliance's Board of Directors recently held a strategic planning retreat in which they reviewed the organization's strategies for 2019 - 2021. Previous Communications Task Force strategies:

- Improve parents' perception that manufacturing careers are an exciting, lucrative, positive career choice.
Metric will be defined once the parent survey is studied by the K-12 Task Force and presented to the Board.
- Improve the image of manufacturing careers with job seekers, students, and opinion leaders utilizing social media.
Metric: Twitter followers will increase to 1,500 by 12/31/2019.
- Understand and communicate the job needs of the manufacturing environment.
Metric: Prepare the northeast Wisconsin Manufacturing Vitality Study Index for December 2019 release.
- Be the thought leader to manufacturers throughout the world related to manufacturing careers/manufacturing alliances.
Metric: Two meetings per year with state manufacturing alliances.
Metric: 40 new unique media outlets will publish articles and conference presentations about the NEW Manufacturing Alliance per year.

The Board would like the Communications Task Force to review the strategies and make recommendations for the upcoming two years. Members will discuss what they would like to further focus on or fine-tune at the 8/21/2019 meeting.

RECRUITMENT OF INDIVIDUALS LIVING OUTSIDE OF NORTHEAST WI

- The Industry 4.0 Tours & Dialogue on May 22, 2019 was very successful. The event hosted 79 faculty/staff/deans from 11 different colleges. Among them were representatives from; UW Platteville, UW Stout, Michigan Tech, Northern Michigan University and northeast Wisconsin regional colleges. The Industry 4.0 study results were shared, along with promoting IDD. There was much excitement about how to engage their students with Alliance member internships. One faculty member remarked that although he already scheduled an exam during this year's IDD, he is going to change it, so his students can attend IDD on 11/14/2019.
- Ann reached out to the WEDC to secure the contact information of the military personnel that attended the Fort Leonard Wood Job Fair. She will follow-up with them. Members expressed interest in hosting an event that would have these individuals (50 showed interest) visit the region with their significant other. This event will be coordinated by the Talent Task Force and would likely be held in conjunction with a Packer preseason game.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, August 21, 2019 at Sadoff Iron & Metal Co. (Fond du Lac) 8:00 to 9:30 a.m. Agenda:

- ✓ 2020 Vitality Index - 10 Year Anniversary
- ✓ 2019 – 2021 Strategic Initiatives
- ✓ Recruitment of Individuals Living Outside Northeast WI
- ✓ Next Meeting Date/Time/Location/Agenda