

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Sadoff Iron & Metal – Fond du Lac, WI
Wednesday, August 21, 2019 – 8:00 AM**

ATTENDEES: Pete Bilski-McClone, Mindie Boynton-MPTC, Mike Dockum-Element, Mike Kawleski-Georgia-Pacific, Jason Lasky-Sadoff Iron & Metal Co., Carrie Rule-UWO, Kevin Tuttle-The Geo Group, Sarah Van Lanen-ITC Translations, Nate Vosters-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC (via phone)

FOCUS GROUP/RESEARCH PROJECT INVOLVING 19-30 YEAR OLDS

Mike Dockum discussed the survey and focus group results. The focus group had a good organizational range of participants but did not have as many people participate as desired.

- Overall, they are relatively proud to work in manufacturing.
- Other people's perceptions of manufacturing did not influence whether they work in manufacturing.
- They felt their jobs are important and require critical thinking.
- Overall, there was a positive impression of coworkers.
- Email is no longer millennials' main form of communication.
- Expressed satisfaction with compensation and benefits. They felt they could be paid more but would not leave the organization for a \$1 more an hour.
- Vacation was felt to be an undervalued benefit.
- Opportunities for advancement, compensation, leadership, culture, and flexibility are also very important to them.
- Due to the current employees' market, it is felt they may not require a degree to get a desired job. Few people utilize tuition reimbursement. Students are getting jobs right out of high school.
- People born in Wisconsin do not foresee moving away, like living/working in the region, and would recommend it to others.
- Outsiders feel people are generally nice here, have a slower pace but they would consider moving to a larger metropolitan area.
- If looking for a new manufacturing job, they would Google 'manufacturing jobs in northeast Wisconsin', before going to Indeed, LinkedIn, or career fairs.
- Glassdoor is utilized to research companies. **It was recommended that members review their company profiles and reviews on Glassdoor.** Reviews by current employees are felt to be more credible than those who left.
- They felt company community involvement is nice but are not looking for that in a job.
- There is a strong likelihood they will continue working in manufacturing over the next five years.

The focus group will be used to develop the survey instrument. Following the meeting, Mike will send the survey draft to Ann to share with members by Monday, 8/26, giving them a week for review. Mike will consider having a paper copy of the survey, as some employees may not have access to email.

OCTOBER IS MANUFACTURING MONTH

- **FOX 11 MEDIA CAMPAIGN** – This is the second year manufacturers can be featured for a day on the WLUK morning and evening news programs. At a cost of \$2,500 each, participating companies can also use their video for their own promotional advertising. WLUK will be giving the Alliance a \$1,000 for its scholarship fund, along with \$2,500 worth of ads featuring the father/son commercial.
- **10/1 - GET REAL MATH VIDEO PREMIERE @ the Meyer Theatre** – Pete Petoniak will again emcee this year's event. Sponsorship opportunities include; \$500 cocktail reception and \$500 cash awards to math and tech ed department attendees. Science videos will be included in next year's GRM offerings. Three GRM videos produced at a member's company will also be raffled. Math teachers voted for their most favorite video. Georgia-Pacific's 'What does toilet paper have to do with math?' was the winner.

- **10/29 – ACP PARTNERSHIPS ROUNDTABLE @ the KI Convention Center** – There will be a presentation regarding the DPI grant, as well as a review of the Career Pathways. The format and questions for this year’s ACP Partnerships Roundtable will be discussed at the next K/12-STEM meeting on 9/18.
- **10/29 – EXCELLENCE IN MFG./K-12 PARTNERSHIPS AWARDS @ the KI Convention Center** – All winners have been notified. All nominees will receive one free ticket to the 10/29/2019 Awards Dinner, while winners will receive two free tickets. Additional **TICKETS** can be purchased through Eventbrite. Silent and live auction items are needed. Past auction items have included; Packer tickets (including club seats), wine and spa baskets, with student projects extremely popular. The goal is to raise \$15,000. Since the Alliance began, over \$250,000 in college scholarships have been awarded. The Alliance is a 501(c)(3).
- **10/30 - MANUFACTURING FIRST EXPO – STUDENTS @ the KI Convention Center** - David Kohler will be speaking to the students this year. Approximately 45 companies participate, with roughly 550 students in attendance.
- **11/14 – INTERNSHIP DRAFT DAY @ Lambeau Field** – This is the 5th year of IDD. Members are asked to promote the event on their social media, with their employees who have children, at career fairs, etc. Contact Ann for promotional materials.

10-YEAR ANNIVERSARY OF THE NORTHEAST WISCONSIN VITALITY INDEX STUDY

A press conference will be held in recognition of the 10-year anniversary of the study. Members discussed potential speakers.

Vitality Index Survey Questions

An additional recruitment question regarding social media will be added.

- Of the following, what is your best recruitment strategy?
 - Employee Referrals
 - External Job Postings Websites (Indeed, etc.)
 - Job Openings Page on Your Company’s Website
 - Career Fairs
 - Now Hiring Signs
 - Social Media (Facebook, Instagram)

2019 – 2021 STRATEGIC INITIATIVES

Draft of ideas:

- Continue with the previous initiatives, tweaking as needed.
- Utilize social media more, including Twitter and Instagram.
- Use the Vitality Study as a communications tool.
- Continue efforts to recruit people from outside the region. Develop marketing strategies aimed at this initiative.
- Recruit and engage more women in manufacturing roles. Six of the twelve 2020 All Stars are women.
- Ann will coordinate the development of a welcome packet.

RECRUITMENT OF INDIVIDUALS LIVING OUTSIDE OF NORTHEAST WI

The Communications Task Force discussed recruitment efforts it would like to focus on.

- Internship Draft Day is an opportunity to recruit individuals living outside of the region, including Michigan.
- A Talent Reload event will reach out to military vets from the Fort Leonard Wood recruitment to visit the region.
- An ad can be placed in the Alumni Nations newsletter. Ann will coordinate hosting an Alumni Nations rep, as members gain more marketing data regarding how to best recruit outside the area.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, September 18, 2019 at UW Oshkosh, 8:00 to 9:30 a.m.

Agenda:

- ✓ Research Project Involving 19 to 30 Year Old’s
- ✓ 2020 Vitality Index - 10 Year Anniversary

- ✓ 2019 – 2021 Strategic Initiatives
- ✓ Recruitment of Individuals Living Outside Northeast WI
- ✓ Next Meeting Date/Time/Location/Agenda