

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
UW Oshkosh – Culver Family Welcome Center - Oshkosh, WI
Wednesday, September 18, 2019 – 8:00 AM**

ATTENDEES: John Behrens-Imaginasium, Mindie Boynton-MPTC, Kate Guth-KerberRose, Melissa Kuhn-Optima, Lori O'Connor-Leighton Interactive, Carrie Rule-UWO, Michael Schlagenhauser-Acuity, Kevin Tuttle-The Geo Group, Sarah Van Lanen-ITC Translations, Nate Vosters-Heartland Label Printers, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

FOCUS GROUP/RESEARCH PROJECT INVOLVING 19-30 YEAR OLD'S

The Alliance has been working with Element to understand 19 to 30 year old's motivators to work (or not work) in manufacturing, in addition to their views on living in northeast WI. The survey will be sent to members on 10/1, so they can forward it to their 19 to 30-year-old employees. The deadline to complete the survey will be 10/21/2019.

[Fall 2019 NEWMA Volunteer Opportunities](#)

OCTOBER IS MANUFACTURING MONTH

Please click the link above to view/sign-up for volunteer opportunities. Thank you!

- **FOX 11 MEDIA CAMPAIGN** – This is the second year manufacturers can be featured for a day on the WLUK morning and evening news programs. Eight companies are participating this year, a decrease in the number of participants from last year. 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 NEWMA's father/son commercial.
- **10/1 - GET REAL MATH VIDEO PREMIERE @ the Meyer Theatre** – Pete Petoniak will again serve as emcee. Sponsorship opportunities include; \$500 cocktail reception and \$500 cash awards to math and tech ed department attendees. FVTC donated a gift certificate to their Lone's Restaurant. Three GRM videos produced at a member's company will also be raffled. Science videos will be included in 2020's GRM offerings.
- **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.
- **10/29 – EXCELLENCE IN MFG./K-12 PARTNERSHIPS AWARDS @ the KI Convention Center** – All nominees will receive one free ticket, while winners will receive two free tickets. Additional **TICKETS** can be purchased through Eventbrite. Task Force members are needed to secure silent auction items. Past auction items have included; Packer tickets (including club seats), wine and spa baskets, with student projects being 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. Members agreed to have the same format as last year.
- **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, at career fairs, etc. Contact Ann for promotional materials. Member companies are given a complimentary exhibit booth. 50 companies are registered.

10-YEAR ANNIVERSARY OF THE NORTHEAST WISCONSIN VITALITY INDEX STUDY

Phone surveys are being conducted, with the overall process currently ahead of schedule. A press conference will be held on the morning of Wednesday, December 4, preferably in Oshkosh, to announce the results. Ann contacted Senator Johnson's office to see if he is available to speak. The Alliance's BOD chair, Jeff Anderson, will also speak. Members are encouraged to contact Ann with the names of anyone they feel should be invited.

Because it is the Vitality Index Study's 10-year anniversary, the Alliance is working with Leighton Interactive to create an attractive visual presentation. The event will be pushed out on social media, in addition to announcing the jobs member companies are hiring for. History and how trends have changed during the last 10 years will be highlighted. The Vitality Index Study focuses on:

- Financial health
- Past sales and future sales expectations
- Expansion
- Hiring, difficulty hiring – Highlight what NEWMA is doing to be proactive regarding recruitment.
- Occupations being recruited

Ann will finalize the press conference location within the next two weeks. She will also confirm if the speakers are available for interviews.

2019 – 2021 STRATEGIC INITIATIVES

Members reviewed the 2019 – 2021 strategic initiatives and discussed some of the areas they want to focus on. The Communications Task Force:

- Will develop a welcome packet for new NEWMA members.
- Create targeted messaging.
- Consider different ways to spotlight companies.
- Develop marketing strategies for GRM videos. The videos are used all over the U.S., exposing kids to manufacturing careers. 2020 will also include science videos.
- Review college enrollments for manufacturing careers. Promote manufacturing occupations, especially those that have seen a drop in enrollments.
- Find ways to connect with kids who have an undetermined career focus.
- Focus on messaging to parents and younger workers.
- Continue creative messaging with the *All Stars* magazine and Vitality Index Study.
- Focus on messaging for retention and encouraging females to pursue STEM occupations.

2020 ALL STARS

Members reviewed the *2019 All Stars* magazine for 2020 ideas. The banner on pages 12/13, featuring previous *All Star* magazine covers, is attractive and can be utilized again. The *2020 All Stars* magazine will also include upcoming jobs, in respect to Industry 4.0. Members will be voting on the 2020 cover.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, November 20, 2019 at Optima Machinery Corp. (Green Bay), 8:00 to 9:30 a.m. Agenda:

- ✓ Research Project Involving 19 to 30 Year Old's – Survey Results
- ✓ 2020 Vitality Index - 10 Year Anniversary
- ✓ 2019 – 2021 Strategic Initiatives
- ✓ Recruitment of Individuals Living Outside Northeast WI
- ✓ Next Meeting Date/Time/Location/Agenda