

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Optima Machinery Corporation – Green Bay, WI
Wednesday, November 20, 2019 – 8:00 AM

ATTENDEES: John Behrens-Imaginasium, Pete Bilski-McClone, John Giesfeldt-Durr MEGTEC (via phone), Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima, Lori O'Connor-Leighton Interactive, Carrie Rule-UWO, Greg Scanlon-Monroe Exhibits & Graphics, Jessica Thiel-Insight Publications, Sarah Van Lanen-ITC Translations, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

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

Regionally, 100 people ages 19 to 30 took the survey. Many workers do not have workplace email access, limiting their ability to participate. The survey was also submitted nationally and received 500 respondents, allowing for more good data. An in-depth report will be provided by Element at a future meeting.

Ann shared the idea of having a panel at the Alliance's 12/5 full membership meeting featuring three 2020 All Stars that are within the 19-30 year old age bracket. Panelists would be asked similar questions that were on the survey. Members agreed to proceed with hosting the panel.

RECAP: OCTOBER IS MANUFACTURING MONTH & INTERNSHIP DRAFT DAY

Get Real Math Video Premiere 10/1 – There were 175 attendees, mostly comprised of educators and manufacturers. The night debuted new GRM videos by Ariens Company, Kohler Co., Oshkosh Defense, Pierce, and TIDI Products. Raffle winners were as follows.

- \$500 for a Tech Ed Dept. Sponsored by Ariens Company - School District of Mishicot
- \$500 for a Tech Ed Dept. Sponsored by Oshkosh Defense - Ashwaubenon High School
- \$500 for a Math Dept. Sponsored by Kohler Co. - Fox Valley Technical College
- \$500 for a Math Dept. Sponsored by Pierce - Goodman-Armstrong Creek School District
- \$500 Award for a Math or Tech Ed Dept. Sponsored by KI - Menasha High School
- Miller Electric Welding Machine, Sponsored by Miller Electric - Parkview Middle School (Ashwaubenon)
- Production of Three 2020 GRM Videos (\$3500 Value) - Carnivore Meat Company
- \$100 Gift Certificate to FVTC's Ione's Restaurant - Jeff Anderson, Precision Paper Converters

ACP Roundtable 10/29 – Educators and manufacturers united to discuss Academic Career Planning initiatives. Educators were given school specific materials that included manufacturers interested in working with their schools in various ways.

Excellence Awards Dinner 10/29 – There was a record number of attendees, 425! \$13,700 was raised for the scholarship fund. The Excellence in Mfg./K-12 Partnerships Awards spotlight the collaborative efforts of manufacturers and educators to encourage students to pursue a STEM career.

Manufacturing First Expo & Conference (MFEC) 10/30 – There were 200+ exhibit booths, 1,200 attendees, in addition to 500 students in attendance. Members reported the keynote speakers, breakout sessions, and power hour were very interesting and informative. The event is a premiere networking opportunity. There was good flow on the floor. A suggestion was made to get better communications in the hallway when attendees need to be notified to proceed to the conference rooms.

2020's event will be the MFEC's 10-year anniversary. Ann asked members if there is an organization leader they would like as a speaker for 2020. Suggestions included; Acuity, Craig Culver, Daniel Burrus (Futurist), Lee Galloway, Louis Gentine, Mercury Marine, Nature's Way, Quad Graphics, Rockwell Automation, Tim Bergstrom, and Werner Electric.

MFEC Career Exploration 10/30 – Over 500 high school students attended to hear first-hand about manufacturing career opportunities from various companies. Students also attended a special presentation by Daniel Kohler of Kohler Company. High school students in attendance were from; Ashwaubenon, A-Tech Academy, Denmark, De Pere, Florence, GPS-Fox Valley, Green Bay West, Menasha, Neenah, Oconto, Plymouth, Seymour, and Wrightstown.

Internship Draft Day @ Lambeau Field 11/14 – There were 180 student registrants. The event went well with companies reporting a lot of great conversations with high quality students. Top draft picks were as follows.

2019 IDD OVERALL TOP PICKS:

- **Overall #1 Draft Pick Earning a \$1500 Scholarship:** Betina Chaon, Electrical Engineering Technology, FVTC
- **Overall #2 Draft Pick Earning a \$500 Scholarship:** Blake Kirby, Manufacturing Engineering, UW-Stout

2019 IDD TOP PICKS PER COLLEGE:

- **LTC:** Ezequiel Figueroa, Web & Software Development
- **NMU:** Holly Anderson, Accounting
- **NWTC:** Geraldo Gonzalez, Electrical Engineering Technologies
- **St. Norbert College:** Cara Orbell, International Business
- **UW-Green Bay:** Dennis Christoff, Mechanical Engineering
- **UW-Oshkosh:** Bennett LaPort, Information Systems
- **UW-Oshkosh Fox Cities:** Sean McGinnis, Electrical & Mechanical Engineering
- **UW-Platteville:** Rkia Talbi, Mechanical Engineering
- **UW-Stout:** Blake Kirby, Manufacturing Engineering
- **All Other Colleges:** Betina Chaon, Electrical Engineering Technology, FVTC

10-YEAR ANNIVERSARY OF THE NORTHEAST WISCONSIN VITALITY INDEX STUDY

Carrie Rule reported the survey concluded yesterday and includes 109 respondents. There were no significant changes, with a lot of the same results as last year. All the companies are still looking for employees, in addition to having a strong emphasis on plant modernization. The new survey question that asks about the most successful recruitment methods revealed; employee referrals, external websites like Indeed, and social media as the top candidate sources.

A 12/4, 9:00 a.m. press conference is still in the works prior to the 12/5 full membership meeting. Oshkosh Corp. is unable to host the press conference. Carrie will check room options at UWO, in addition to seeing if Chancellor Andrew Leavitt is available to speak. Approximately 30 people, mostly comprised of manufacturing presidents and vice presidents, will be in attendance. Mike Kawleski will discuss the Vitality Study results. Lori O'Connor shared that Leighton Interactive is taking the survey data and putting it in a visually appealing, 8-page PowerPoint.

Members discussed what could be done to drive the media to the press conference. Providing the public with information in advance on the prior Friday and following Monday was encouraged. Other possible topics/speakers could include:

- Job Growth & Security
- Expansions: Alliance Laundry, Green Bay Packaging, Lakeside Foods, Robinson Metal
- Jason White, Greater Oshkosh EDC
- Barb LaMue, New North

2019 – 2021 STRATEGIC INITIATIVES

- Develop a welcome packet that emphasizes the advantages of being a NEWMA member.
- Consider different ways to spotlight Alliance member companies, especially Industry 4.0 technology companies. MailChimp will be utilized for this effort.
- Promote manufacturing occupations, especially those that have seen a drop in enrollments.
- Focus on messaging to various ethnic groups, parents, students, females and younger workers. Consider that a lot of companies are utilizing staffing agencies to fill their roles.
- All Stars Program
- NE WI Manufacturing Vitality Study Index
- President's Cup
- GRM Videos - Encourage more school utilization of the 70+ GRM videos.
- Move forward with utilizing Snapchat and other social media.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, January 15, 2020 at Georgia-Pacific, 8:00 to 9:30 a.m.

Agenda:

- ✓ Focus Group/Research Project Involving 19-30 Year Old's
- ✓ RECAP: Vitality Study & Press Conference
- ✓ 2020 Manufacturing First Potential Speakers
- ✓ Next Meeting Date/Time/Location/Agenda