

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, August 19, 2020 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, Mindie Boynton-MPTC, Patty Hendrickson-MidAmerican Building Services, Mike Kawleski-Georgia-Pacific, Adam Kraus-Imaginasium, Melissa Kuhn-Optima, Joe Lancour-Brand Advantage Group, Jason Lasky-Sadoff Iron & Metal Co., Lori O'Connor-Leighton Interactive, Judy Price-UWGB, Georgia Roeming-The Geo Group, Mike Schlagenhauser-Acuity, Nate Vosters-Heartland Label Printers, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

MILLENNIAL MARKETING & EMPLOYER OF CHOICE

Members discussed hosting a presentation at the 2021 June full membership meeting. Topics can include; employer of choice, branding, finding talent related to job descriptions, and marketing through social media outlets to find the right job candidates. Ann discussed NEWMA's 2020 Millennial Perception Study results as a starting point. Thoughts shared:

- Portray an image that is real to your company.
- Tell what it is like to work for your company.
- Messaging needs to be easy to; understand, navigate and make contact.
- Branding specific to talent – Adam will research this and report back.
- All Stars messaging can be utilized, including why they like living in northeast Wisconsin.
- Write impactful job descriptions, indicating what type of talent you are recruiting.
- If paying for recruitment ads, suggest proper ways to post for getting the right candidates to apply.
- Discuss how to effectively use: Google ads, Facebook, Indeed (extensively used), etc.

The June 2021 full membership meeting can feature a national speaker to discuss branding, in addition to Alliance members speaking on other topics related to branding. Members will research possible speakers and share their findings at the 9/16 meeting.

2021 ALL STARS

A March 2021 All Stars recognition dinner is being planned. The dinner may be held on 3/10, in conjunction with the New North Summit at Lambeau Field *or* after the Alliance's March full membership meeting. If held in conjunction with the Summit, the dinner could possibly include their keynote speaker. 39 All Stars were nominated, with 12 winners selected. Members agreed to invite all nominees to the dinner and will continue to work out the event details.

All Stars filming will be done in September/October with the magazine coming out in January 2021. Because companies are limiting visitors, Alex is looking to have the 2021 All Star winners come to one location, possibly NWTC's Startup Hub, to film the interviews. Mike Kawleski suggested, for identification purposes, the clothing worn for the interview filming should also be worn on the floor.

EXCELLENCE IN MANUFACTURING/K-12 PARTNERSHIPS AWARDS – 10/1/2020

The Excellence in Manufacturing/K-12 Partnerships Awards will be held on October 1 at Ariens Co.'s Stone Prairie venue, 5:00 to 7:30 p.m. Due to COVID, the number of attendees will be limited and will not feature the 2021 All Stars, as they will be celebrated the following March.

13 companies/schools are being recognized. Therefore, 13 \$1,000 sponsorships are being sought. Pam Blazei, NEWMA's marketing coordinator, is creating a publication that will feature a full-page ad for each sponsor. The publication will have thousands of recipients including; Alliance members, private/public school teachers, counselors and administrators. Sponsors will also receive two free tickets to the event. Sponsorship proceeds will be added to the scholarship fund. In addition, there will be a \$250 sponsor level that will have the company's logo in the publication. The sponsorship is in lieu of not holding an auction at the dinner, as was done in previous years.

RECAP: PRESIDENT'S CUP SCHOLARSHIP GOLF OUTING – BLACKWOLF RUN – KOHLER, WI – 8/5/2020

Ann shared that the golf outing worked out well, with beautiful weather. The event should net at least \$40,000 for the scholarship fund. There were no cancellations. 2021's President's Cup is scheduled for Wednesday, June 2.

MANUFACTURING FIRST VIRTUAL EXPO & CONFERENCE (MFEC) – OCTOBER 20-23, 2020

AGENDA & Information – Ann will notify members when registration kicks off on September 1, if not sooner. Each day's agenda will include a noon keynote speaker(s) and breakout sessions at 2:00 and 3:00 p.m. Exhibitor one-on-one meetings will be scheduled for Wednesday and Thursday from 10:00 a.m. – noon. A CEO roundtable will be held on Thursday at noon. Featured keynote speakers are Daniel Burrus, futurist, and Tim & Gretchen Gilbertson, founders of Seura. The use of AI technology will allow the event to be more interactive. A virtual reception with breakout rooms was discussed. Promotional rewards will be featured.

On Friday, 10/23, from 10:00 a.m. – noon, the MFEC career exploration event will be held. High school students will have the opportunity to learn virtually about various careers.

Because October is Manufacturing Month, Ann asked for additional ideas to highlight manufacturing. Suggestions included:

- Hold a press conference.
- Enhance social media outlets.
- Create a template with a unified message that employers can use on their social media platforms.
- Focus on the safety and dependability of manufacturing jobs. Include related images.
- Show what schools are doing to enhance manufacturing education awareness.
- Have CEOs talk to kids about the value of manufacturing careers.
- Create inspirational messaging for adults and K-12.

Pam will formulate some concepts and share them with the group. Members will continue to build on these concepts.

2021 VITALITY INDEX STUDY

Members discussed adding a COVID question such as, *'Has your organization changed or modified its products or services being sold in response to the pandemic?'*. Survey questions will be finalized at the 9/16 meeting.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Communications Task Force WebEx meeting is on Wednesday, September 16, 2020, 8:00 to 9:00 a.m. Agenda:

- ✓ Millennial Marketing / Employer of Choice Program
- ✓ 2021 All Stars
- ✓ October is Manufacturing Month Promotion
- ✓ Manufacturing First Expo & Conference
- ✓ 2021 Vitality Index Study
- ✓ Next Meeting Date/Time/Agenda