

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, September 16, 2020 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, Mindie Boynton-MPTC, Chris Downs-New Resources Consulting, Patty Hendrickson-MidAmerican Building Services, Scott Herron-New Resources Consulting, Mike Kawleski-Georgia-Pacific, Adam Kraus-Imaginasium, Carly Kroll-New Resources Consulting, Joe Lancour-Brand Advantage Group, Lori O'Connor-Leighton Interactive, Judy Price-UWGB, Georgia Roeming-The Geo Group, Carrie Rule-UWO, Jessica Thiel-Insight, Pam Blazer-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

DELL STUDY 'ATTRACTING YOUNG TALENT TO MANUFACTURING', NEW RESOURCES & RECRUITMENT OF THE HOSPITALITY SECTOR

Carly Kroll and Scott Herron presented for New Resources Consulting, a Wisconsin based organization that connects people with technology solutions. Today's presentation was a condensed version of one of their larger training programs. For more information, contact [Scott Herron](#), via email or **phone (920) 585 6302**.

Manufacturing offers a lot of opportunity for growth, high tech tools, high pay and meaningful work. Competitive compensation and a stable work environment are typical.

59% of millennials responded in a Gallup report that opportunities to learn and grow are **extremely important** to them when applying for a job. This highlights the importance of providing learning and development programs.

- Promote tuition reimbursement policies and on-the-job training.
- Provide a means of certification for going from good to great in the same role.
- Allow participation in conferences and professional organizations.

A recent Dell study shows that Millennials are more likely to stay at a job if they feel the technology is cutting edge and leave if they feel the technology is substandard.

- Promote the ideas of digitization.
- Emphasize innovation as a main key word.
- Highlight tools like AI, AR, IoT and Autonomous Robots.

Professional growth, flexibility, leadership and work culture are important considerations. Millennials want a fulfilling career where they can make a difference and give back to the community.

Professional Growth

78% of employees would remain longer with an employer that provides a clear career path. Identify and support two skills that will help them improve their career. Employers should also provide hands-on experience, shadowing opportunities and on-demand training services.

Flexibility

Nearly 6 in 10 (57%) of millennials say work-life balance and personal well-being in a job is very important to them. Employers need to be able to trust workers to do their jobs so they can allow flexible schedules. Not trusting employees results in over exhausting staff and causing turnover. Overworked employees produce lower-quality work and may become depressed.

Leadership - Mentorship & Coaching Style

- Understand strengths.
- Get people in the right position.
- Help staff achieve success.
- Recognize staff.

Work Culture Community Considerations

- Environment
- People
- Culture

Diversity & Inclusion

- Support as a Part of Culture – Inclusive culture organizations outperform peers by 80%.
- Corporate Social Responsibility – How does your organization respond?

Messaging

- Have your website be genuine, captivating, inclusive and welcoming.
- Make your website mobile friendly. Some job seekers may not have access to a computer and only utilize their phone.
- Showcase world class technologies and robotics.
- Share how your organization gives back to the community.
- Focus on rebranding the image of manufacturing.
- Use key terms like innovative, flexible, supportive and growth.
- Share staff stories to help humanize the company.
- Utilize multiple job boards like LinkedIn and Indeed.
- Take advantage of contacts within your employees' network. Offer referral bonuses.

Ann suggested creating a graphic that includes a career pathway, growth and technology opportunities, etc. How can we take what has been learned so far and package it? Carly will send Ann LinkedIn information that shows what skills hospitality workers already have and how those skills can translate to manufacturing careers. This allows potential candidates to have more confidence and not feel like they are starting from scratch.

EMPLOYER OF CHOICE / COMPANY BRANDING SEMINAR IN JUNE 2021

Plans are to have Communications Task Force members lead the June 2021 full membership meeting. Ann has available funds to host a national speaker, in addition to having a few Task Force members present. Adam suggested looking into having Chris Czarnak, CEO of Career Search Group in Appleton, present on what it takes to create a successful recruiting campaign. Ann shared that there will likely be a huge need for effective recruitment strategies. Lori O'Connor suggested discussing understanding a candidate's persona. What makes them a good employee and how to attract that right type of employee. Tactics and strategies for hiring, featuring real world local data was suggested by Adam Kraus. The focus would be on effective execution, without wasting dollars.

Topics will be outlined so as to not overlap content. Before the next meeting, Lori and Adam will write a paragraph on what they feel their organization could present at the membership meeting.

2021 ALL STARS

The 2021 All Star interview videos were concluded last Friday at NWTC. Onsite taping will take place over the next couple of months. The *2021 All Stars* magazine will be published in January.

Members are tentatively planning to honor the 2021 All Stars in March; however, this may change. It is hoped that by December or January there will be more clarity for planning purposes.

OCTOBER IS MANUFACTURING MONTH & 2021 PUBLIC OUTREACH EVENT

[Ann](#) and [Pam](#) created a logo, in addition to Manufacturing Month social media content. Members are welcome to post any of the content with the new logo.

✓ October 1 – Excellence in Mfg. / K-12 Partnerships Awards – Stone Prairie – Brillion, WI

- ✓ October 20 to 22 – [Manufacturing First Expo & Conference](#) – *Dues paying members need to register by September 30 to receive a free booth and four free admission tickets (\$725 value).*
- ✓ October 23 – Virtual Career Exploration for High School Students
- ✓ October Wednesdays & Fridays will feature school career speakers (virtual).
- ✓ During October there will be two virtual educator meetings. One of the meetings will host math and science teachers, while the other will host school administrators and counselors.
- ✓ November 10 – Internship Draft Day – Virtual Interviews with Live Programming from Lambeau Field

2021 Public Outreach Event

Georgia Roeming suggested having manufacturer members host a public event to celebrate regional manufacturing. Manufacturing facilities could host tours, provide incentives, while educating the public about their industry. This event can also help change any negative perceptions about manufacturing. The potential October 2021 event will continue to be discussed.

2021 VITALITY INDEX STUDY

This is the 11th year of the Study. It continues to be a frequently referenced document and is considered an authority. Organizers recently met and discussed the survey questions and timeline. Three additional COVID related questions will be asked. Due to COVID, did your organization:

- Have to hire or layoff employees from March to September?
- Create or modify a product(s)?
- Have to locate a new supplier(s)?

Emails and calls will begin in early October. The survey will be conducted by phone; however, a link to the survey will be available by request.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Communications Task Force WebEx meeting is on Wednesday, November 18, 2020, 8:00 to 9:00 a.m. Agenda:

- ✓ RECAP: Recent Manufacturing Events
- ✓ Millennial Marketing / Employer of Choice Program
- ✓ 2021 All Stars
- ✓ 2021 Public Outreach Event
- ✓ 2021 Vitality Index Study
- ✓ Next Meeting Date/Time/Agenda