

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Thursday, August 26, 2021 – 8:00 to 8:30 AM

ATTENDEES: John Giesfeldt-Durr Systems, Mary Kahler-HUI, Mike Kawleski-Georgia-Pacific, Toni Nigrelli-LaFleur-ISG, Lori O'Connor-Vye, Judy Price-UWGB, Carrie Rule-UWO-CCRS, Samuel Temple-The Geo Group, Jess Thiel-Insight, Justin Vajko-Dialog Design Co., Ann VandeHei-Zepnick Solutions, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

2022 ALL STARS MAGAZINE

NEWMA will be partnering with Insight Publications to create the *2022 All Stars* magazine. The 2021 magazine was reviewed for changes/updates.

- Instead of 'ALL STARS: LOOKING BACK, MOVING FORWARD' (page 3), there will be information about how a person can become an All Star.
- The industry 4.0 page will be updated with new images of employees and their careers.
- Pandemic information, as it relates to manufacturing, will be shared.
- The latest high demand careers and wage data will be included.
- Interview tips will discuss researching a company and the importance of showing enthusiasm/passion.

TALENT ATTRACTION – IDEAS TO ASSIST MEMBERS IN FINDING TALENT REGIONALLY & OUTSIDE WI

GREEN BAY GAMBLERS – TALENT SEARCH INITIATIVE – OCTOBER 2021 TO APRIL 2022

NEWMA is teaming up with the Green Bay Gamblers to create opportunities for member companies to reach manufacturing talent in the 25–40 age group, similar to the Wisconsin Timber Rattlers partnership. The following October 2021 to April 2022 sponsorships will be promoted.

\$750 Sponsorship

- ✓ Opportunity to directly engage with fans at the Resch Center by staffing a table at one game. Company swag giveaways are welcome.
- ✓ A ¼ page ad on the flyer given to attendees at all eight promotional games.
- ✓ Invite employees to a special discounted ticket game. Your company will be mentioned at the game and listed on the video board. Date TBD.
- ✓ Company logo featured on NEWMA's [Manufacturing.Careers](#) page, with a link to your company's careers web page.

Available Friday sponsorship dates, with games starting at 7:05 p.m.:

October 8 | January 7, 28 | February 4, 11, 18 | March 4 | April 1

\$250 Sponsorship

Your company's name and website listed on the insert of the manufacturing careers flyer given to attendees at all eight games.

Free for All Members

The full-page flyer, team store postcard, Gamblers' website and social media posts will direct recipients/viewers to [Manufacturing.Careers](#), where members' open positions and links to their hiring pages are listed.

NEWMA will be listed on the video board and mentioned during the game. A manufacturing careers postcard will be distributed at the team store for purchases made throughout the season. The Gamblers' community ticket program will allow members to pick organizations that can receive community tickets.

- ✓ **Ann will be emailing the membership next week to solicit sponsors for any of NEWMA's designated Green Bay Gamblers game days.**

NEWMA will again be partnering with the Wisconsin Timber Rattlers to host some of their 2022 games, due to the success of this year's talent search initiative.

RESTROOM ADS – TALENT SEARCH INITIATIVE – AUGUST TO OCTOBER 2021

With local community-based advertising, NEWMA will reach a captive audience in an effort to fill members' open positions. Restroom ads are posted in 41 different locations. Since the start of this campaign, there has been an uptick of visits to the NEWMA website. **Please let Ann know if you see any of the restroom ads.**

FOX 11 / CW PROMO

Fox 11 is working on a promotion that would televise 15 second commercials spotlighting job openings at a company, for over a period of 2-4 weeks. The commercials will be televised on WLUK and CW networks during October (manufacturing month). Participating companies will have the credit report waived. In turn, Fox 11 will donate \$1,000 to our scholarship fund. Ann is awaiting further promo details from Fox 11 / CW.

OTHER IDEAS TO RECRUIT TALENT REGIONALLY & BEYOND

The Greater Green Bay Chamber and Shawano County Chamber of Commerce are each hosting talent days. Lori O' Connor offered to include NEWMA in some of the event marketing.

Toni Nigrelli-LaFleur shared she recently had been hearing a local radio station ad that recruits Wisconsinites to the State of Maine to live and work. Wisconsin's workforce was being targeted persistently via the ad. This type of marketing could be done by NEWMA outside Wisconsin to recruit workers to our region.

Carrie Rule recently attended a luncheon where the presenter has been working on a new immigrant recruitment program due to the workforce shortage. For the past two years, their company has been having great success employing immigrants via a company located in California. There is also training to help these individuals adjust to the U.S. culture and lifestyle, in addition to helping them acquire housing. Due to its success, they are looking to expand the program. NEWMA member companies could partner on a similar recruitment initiative.

Ann shared that there is a local company having great success recruiting people to work for them from Puerto Rico. In addition, these new employees are already U.S. citizens. Should NEWMA receive the COVID related State grant funding, opportunities to recruit outside the U.S. could be further explored cooperatively.

NEWMA's Talent Task Force recently hosted a presentation on working with the local Somali population. See the [8/12/2021](#) Talent Task Force minutes to learn more.

Presenter: **Said Hassan, Executive Director, COMSA, said@comsusa.org**

Members are encouraged to contact Said if they would like to connect with the Somali population for their open positions.

- ✓ **To share any additional talent recruitment events or opportunities, members are encouraged to contact Ann.**

OCTOBER – MANUFACTURING MONTH EVENTS

- October 1 – Manufacturing First Virtual Kickoff Event for Manufacturing Month – *Employee attraction and retention strategies will be discussed. Virtual networking will be available after the panel discussion.*
- October 2 – Retirement Readiness Seminar
- October 5 – Get Real Math / Science Premiere at the Meyer Theatre

- October 7 – Marinette/Oconto Education & Industry Partnership Conference
- October 8 – NEWMA Featured at the Green Bay Gamblers Game
- October 12 – Virtual Boat Build for Middle School Students
- October 26 – ACP Partnerships Meeting at the KI Convention Center
- October 26 – Excellence Awards Dinner at the KI Convention Center
- October 27 – Manufacturing First Expo & Conference at the KI Convention Center

Ann is also working to schedule the North Coast Marine Manufacturing Alliance's (NCMMA) associate member meeting in October. This meeting provides NCMMA sponsor members the opportunity to promote their goods and services to the member boat builders – Fincantieri Marine Group, Cruisers Yachts, Burger Boat.

- ✓ **Members are encouraged to contact Ann if there are any additional items they would like to celebrate during October - manufacturing month.**

OTHER UPCOMING ALLIANCE EVENTS

- August 31 – Deadline for Manufacturers to Complete the K-12 Outreach Survey
- August 31 – Deadline to register for a booth for Internship Draft Day
- September – Industry 4.0 Study
- November 4 – Internship Draft Day at Lambeau Field

Ann will be reminding manufacturer members to respond to UWO's Vitality Index survey. Results will be published in December.

NEXT MEETING DATE/TIME/AGENDA

The next Communications Task Force Webex meeting is on Wednesday, September 22, 2021, 8:00 to 9:00 a.m.

Agenda:

- ✓ 2022 All Stars Magazine
- ✓ Talent Attraction
- ✓ October – Manufacturing Month
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Agenda