

**NEW Manufacturing Alliance**  
**COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES**  
**Wednesday, September 22, 2021 – 8:00 to 8:30 AM**

**ATTENDEES:** **Patty Hendrickson**-MidAmerican Building Services, **Kelli Karpinski**-MPTC, **Michael Newby**-LocaliQ, **Toni Nigrelli-LaFleur**-ISG, **Lori O'Connor**-Vye, **Carrie Rule**-UWO-CCRS, **Pam Blazei**-NEWMA, **Ann Franz**-NEWMA, **Debbie Thompson**-NWTC

**TALENT ATTRACTION**

**Geofencing Presenter: Michael Newby, LocaliQ**

Geofencing is a powerful location-based marketing strategy, targeting people based on their being located in a specific area. People within the space are targeted directly through their phones. Geofencing can dramatically increase the number of people who see your marketing ads. Ads, delivered via mobile apps or websites, can continue up to 30 days after a person leaves the area. For geofencing to work, phone location services must be turned on.

Geofencing for talent attraction was discussed. Locations could include events such as the Manufacturing First Conference, Internship Draft Day, Packer home games, job fairs, Oktoberfest, Kaukauna races, Green Bay Gamblers and WI Timber Rattlers games. In combination with other marketing strategies, geofencing could provide excellent results. Lori O'Connor has used geofencing and shared it works better when used as an additional tool of a bigger marketing campaign. Cost would depend on a number of factors, including the number of people within a given space. Comparisons could be made to determine its effectiveness.

There are legalities to be considered with using geofencing. For example, elementary schools cannot be targeted. This could also hold true for middle and high schools. Geofencing will continue to be discussed as an additional talent search marketing strategy.

**2021/2022 Green Bay Gamblers Talent Search**

So far, eleven companies are serving as \$750 game day sponsors, in addition to six \$250 sponsors. The first game is scheduled for October 8. The Wisconsin Timber Rattlers talent search initiative will be offered in 2022. Members will continue to research opportunities for talent recruitment.

**OCTOBER IS MANUFACTURING MONTH**

Pam shared a link to NEWMA's Manufacturing Month, [social media campaign](#). Members are encouraged to use this information to help promote manufacturing at their company.

October 1 – 8:30 to 10:30 a.m. - 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 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 20 – Taps + Tours Business After Hours at Elevate97

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

## 2022 NORTHEAST WI MANUFACTURING VITALITY INDEX

New North did a press release regarding the upcoming **Manufacturing Vitality Index** survey. Ann will also be sending a press release to the full media. Carrie reported students have been recruited to conduct the survey, with calls starting this week. Vye will create the executive summary. Results will be shared at the December quarterly membership meeting, being offered in-person or virtual.

## Industry 4.0 Study

The industry 4.0 survey will also be administered to manufacturer members soon. Current and future technology needs, skills and talents for northeast Wisconsin manufacturers are studied. Results help create new career and educational pathways. These survey results will also be shared at the December quarterly membership meeting.

## NEXT MEETING DATE/TIME/AGENDA

The next Communications Task Force Webex meeting is on Wednesday, November 17, 2021, 8:00 to 9:00 a.m.

Agenda:

- ✓ RECAP: Manufacturing Month Events & Internship Draft Day Initiatives
- ✓ Geofencing
- ✓ 2022 Northeast WI Manufacturing Vitality Index
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Agenda