

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, November 17, 2021 – 8:00 to 8:50 AM

ATTENDEES: Kate Bruns-Insight Publications, Megan Dorsch-NorthCoast Media Group, John Giesfeldt-Durr Systems, Mary Kahler-HUI, Mike Kawleski-Georgia-Pacific, Jason Lasky-Sadoff Iron & Metal, Toni Nigrelli-LaFleur-ISG, Carrie Rule-UWO-CCRS, Ann Franz-NEWMA, Debbie Thompson-NWTC

2022 ALL STARS

NEWMA has been working with Insight Publications to produce the *2022 All Stars* magazine. The magazine will be ready for distribution in early January. Members discussed the magazine's past distribution, in addition to some new distribution opportunities.

- The publication is featured as an annual insert of an *Insight on Manufacturing* magazine.
 - Provide companies with copies when they conduct K-12 outreach.
 - The magazine is distributed at targeted K-12 Chamber events.
 - The Job Centers receive copies for distribution.
 - Skills USA – Sponsor an event that would allow distribution.
 - The Alliance has partnered with 4H for virtual boat builds. 4H will be contacted for possible distribution, as well as FFA.
 - ACP Planning – Provide a link to the publication on DPI's website.
 - Host a school counselor's event that would include magazine distribution.
 - Ann will send a link to her regional educator contacts in January, in addition to offering free printed copies.
 - Distribute the magazine in conjunction with any Get Real Math & Science video promotions.
- ✓ **Members are asked to bring any *All Stars* magazine distribution ideas to the next meeting.**

2022 NORTHEAST WISCONSIN MANUFACTURING VITALITY STUDY INDEX – CARRIE RULE

This is the 12th year of the Manufacturing Vitality Index has been done in partnership with UW-Oshkosh. The study went well and is wrapping up this week, with approximately 140 company respondents. Carrie will be sending Ann the results by the end of this week. Ann will setup a time for members to review the results, in addition to following up with Vye for creation of the report's visuals. Results will be announced at the 12/16/2021 quarterly membership meeting. Topics covered include financial health, growth, expansion and modernization, recruitment, and skills shortage.

- ✓ **Members are asked to consider ways the study can be distributed to further its audience.**

RECAP: OCTOBER - MANUFACTURING MONTH

- October 1 – Manufacturing Month Virtual Kickoff – The inaugural kickoff included a panel session and networking.
- October 5 – Get Real Math / Science Premiere at the Meyer Theatre – 130 Registrants
- October 7 – Marinette Area Education & Business Day
- October 8 – Talent Search at the Green Bay Gamblers Game
- October 12 – Virtual Boat Build – 51 Student Participants
- October 20 – NEWMA Membership One-on-One Meetings – Hosted a virtual meet and greet.
- October 20 – Taps & Tours at Elevate97 – This was NEWMA's first ever business after hours event. This will be a new quarterly activity.
- October 23 – WFRV Sunday Newsmakers
- October 26 – ACP Partnerships Meeting at the KI Convention Center – 64 Registrants
- October 26 – Excellence Awards Dinner at the KI Convention Center – 214 Registrants
- October 27 – Manufacturing First Expo & Conference at the KI Convention Center – 878 Attendees, 170+ Exhibitors, 124 High School Students
- November 4 – Internship Draft Day at Lambeau Field – 46 Employers, 100+ Student Registrants

The 2022 Excellence Awards and Manufacturing First Conference will be held at the Resch Expo in Ashwaubenon, on October 25 & 26. The new venue will allow for more exhibitors and larger exhibits.

Potential Manufacturing First Conference keynote speakers were discussed. A \$15,000 budget is allotted for the keynote, with effective leadership generally their main focus. Toni Nigrelli-LaFleur suggested Denise Thomas, effective communication coach, as a potential keynote. Simon Sinek, leadership expert, was also suggested. A final decision on the keynote speaker will be made in March 2022. A manufacturer member is also asked to speak at the Manufacturing First Conference. Miller Electric, Nueske Meats, Sargento Foods, and Belmark leaders were suggested as potential speakers.

- ✓ **Members are encouraged to contact Ann with any additional ideas for keynote or manufacturer speakers for the 2022 Manufacturing First Conference.**

FINDING TALENT VIA GEOFENCING & OTHER STRATEGIES

Ann commended members for the work that has been done to promote talent recruitment. The Wisconsin Timber Rattlers and Green Bay Gamblers partnerships have resulted in significant increases in traffic to the NEWMA website's manufacturing.careers webpage. Companies that have served as game day sponsors have found a lot of value in these opportunities.

Ann asked members to think of the next great potential opportunities for talent recruitment.

- Podcasts / Streaming
- Partner with a local radio station such as WIXX for five minutes of live morning airtime, featuring a different company/community each week. It was noted that radio is not as popular with younger people as it once was, as podcasts / streaming has gained popularity.
- TikTok
- Produce informal, 60 second videos about an aspect of someone's day while working at a company. Include workers who are representative of the targeted audience. These types of videos have become increasingly popular. NEWMA would feature All Stars.
- Geofencing – Ann discussed possibly doing a pilot in conjunction with a sporting event.

Ann partnered with New North to write for a \$1.2 million dollar grant, over three years, to promote and engage job seekers. Potential training includes entry level job boot camps, incumbent worker, mentorship, leadership succession, and virtual service technician trainings. Grant recipients will be announced in the next couple of weeks. If awarded, the Communications Task Force would help develop the grant programming.

UPCOMING ALLIANCE EVENTS

- December 16, 2021 - Quarterly Membership Meeting, at FVTC's DJ Bordini Center (virtual or in person), 8:30 to 10:30 AM
- January 7 & 28, 2022 - Talent Search at Green Bay Gamblers Games, Game Start Time 7:05 PM

NEXT MEETING

The next Communications Task Force Webex meeting is on Wednesday, January 19, 2022, 8:00 to 9:00 a.m.

Agenda:

- ✓ 2022 All Stars Magazine
- ✓ 2022 Northeast WI Manufacturing Vitality Index
- ✓ Talent Recruitment Strategies
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Agenda