

**NEW Manufacturing Alliance**  
**COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES**  
**Wednesday, January 19, 2022 – 8:00 to 9:00AM**

**ATTENDEES:** Pete Bilski-McClone, Kate Bruns-Insight Publications, John Giesfeldt-Durr Systems, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Lori O'Connor-Vye, Judy Price-UWGB, Carrie Rule-UWO-CCRS, Jessica VanDenPlas-FyterTech Nonwovens, Pam Blazei-NEWMA, Ann Franz-NEWMA, Maria Gonzalez-NEWMA, Debbie Thompson-NWTC

**RECAP: 2021 NEWMA ANNUAL EVENTS**

- 6/2/2021 - President's Cup Scholarship Golf Scramble raised over \$40,000 for NEWMA's scholarship fund.
- 10/27/2021 - Manufacturing First Expo & Conference featured over 900 attendees and 170+ exhibitors.
- June 2021 – NEWMA's 15 Year Anniversary Celebration & Magazine – There were over 200 registrants for the June event, with \$18,000 raised for the Alliance's scholarship fund.
- Wisconsin Timber Rattlers Sponsorship for Promotion of Member Open Positions – This inaugural initiative sponsored every Tuesday home game's Bang for Your Buck night. NEWMA game day sponsors hosted a table as fans entered the stadium. Career flyers were given to fans as they left the games featuring sponsors' job ads. Featured sponsorships sold out and companies that participated responded that they found great value in this initiative. Jessica's company participated in the sponsorship and reported they had 10-15 people register on their website and three people were hired.
- Green Bay Gamblers Sponsorship for Promotion of Member Open Positions – This is another inaugural initiative that began in 2021, sponsoring some Friday night home games. There has been a strong response, with more companies sponsoring a table than with the WI Timber Rattlers. Two sponsorships are still available, one each for March and April 2022.
- Fox 11 'Join Our Team' Hiring Campaign – NEWMA partnered with Fox 11 in the fall of 2018 and 2019. Member sponsors received a discounted ad. This past fall, the campaign had more ad placements, with the NEWMA logo featured with each company sponsored ad.
- 10/20/2021 – Inaugural Taps + Tours Event at Elevate97
- 2022 All Stars
- 2022 Northeast Wisconsin Manufacturing Vitality Study Index
- Pam Blazei continues to do a great job with the social media initiatives.

**2022 ACTIVITIES**

- 6/1/2022 - President's Cup Scholarship Golf Scramble at Blackwolf Run – 30 of the 36 slots president slots have already been reserved. When all of the slots have been reserved, Ann will contact past sponsors. She will begin promoting the other sponsorships on March 1 to the full membership.
- 10/26/2022 - Manufacturing First Expo & Conference – October is Manufacturing Month and Cybersecurity Month. A renowned cybersecurity keynote speaker has been secured.
- Wisconsin Timber Rattlers Sponsorship
- Green Bay Gamblers sponsorship – There are 2 sponsorships open in March & April. Contact Ann for details.
- 2023 All Stars
- 2023 Northeast Wisconsin Manufacturing Vitality Study Index
- Monthly Talent Recruitment & Retention Webinars – (In partnership with NEWMA's Talent Task Force) Members are encouraged to contact Ann to share any content speaker recommendations.
- 2022 Taps + Tours Business After Hours Events – Each event is hosted by a manufacturer member and features networking and a company tour. Ann will be sending information to the membership.
- Continue using testimonials to highlight things like the scholarship fund recipients.
- Host a cost effective kickoff event for Manufacturing Month.

- Showcase manufacturing careers - why young people enjoy their career and living in Wisconsin.
- Continue to focus on how the Alliance can help companies find talent.

### TALENT RECRUITMENT STRATEGIES

- Podcasts / Streaming – Should we start a podcast and, if so, how will we get job seekers to listen to the podcast?
- Partner with a local radio or TV station for five minutes of live morning or afternoon airtime, featuring a different company / community each week. Showcase what is made in the region and the job opportunities. Showcase the global impact local manufacturers are making with their products. The radio spot could be named *'Northeast Wisconsin Manufacturers Make a Difference'*. Ann and Pam will research a few radio stations that could be utilized. Ann will also contact Fox 11 for their feedback.
- TikTok
  - Humor helps draw people in.
  - YouTube is appealing. College radio stations feature podcasts.
  - Internship students, especially those that are charismatic, can help create content and messaging.
  - Who are their influencers? Where do young people go for information? Understand why they would make a career change.

A small focus group of All Stars can provide information about what brought them and keeps them in their manufacturing career. At the 2/16/2022 Communications Task Force meeting, members will discuss participant questions. Sharing the questions in advance could help the All Stars prepare more thoughtful answers. Messaging will be created based on their answers. An engaging facilitator is also important. Ann will contact the companies to schedule a focus group date.

### QUARTERLY FULL MEMBERSHIP MEETING

Wednesday, March 2, 2022 | 8:30 to 10:00 AM | TBD: Virtual or In-person Format

### NEXT TASKFORCE MEETING

The next Communications Task Force Webex meeting is on Wednesday, February 16, 2022, 8:00 to 9:00 a.m.

Agenda:

- ✓ 2022 Initiatives
- ✓ Planning: Focus Group of Past All Stars
- ✓ Talent Recruitment Strategies
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Agenda