

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, February 16, 2022 – 8:00 to 9:00AM

ATTENDEES: Pete Bilski-McClone, Kate Bruns-Insight Publications, Megan Dorsch-NorthCoast Media Group, John Giesfeldt, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Lori O'Connor-Vye, Judy Price-UWGB, Jessica VanDenPlas- FyterTech Nonwovens, Pam Blazei-NEWMA, Ann Franz-NEWMA, Maria Gonzalez-NEWMA, Debbie Thompson-NWTC

2022 INITIATIVES

- President's Cup Scholarship Golf Scramble on June 1 – One \$3000 Gold Sponsorship is available. Ann is still recruiting for the following sponsorships: cocktail reception, beverage, breakfast, and one hole in one sponsorship.
- Manufacturing First Expo & Conference on October 26 – at the Resch Expo
- Wisconsin Timber Rattlers Sponsorships – Ann will be sending information to the full membership this week.
- Green Bay Gamblers – \$750 (Ann will discount it to \$250) sponsorships for March 4 & April 1 game dates are available.
- 2022 Taps + Tours Business After Hours Events – Valley Packaging Industries (VPI) - April 19
Amcor – June, STRYKER – August | A manufacturer host is needed for October's event.
- 2023 All Stars
- 2023 Northeast Wisconsin Manufacturing Vitality Study Index
- Monthly Talent Recruitment & Retention Webinars – The February 24 webinar is focused on Earn & Learn.
- Radio & Television Advertising Initiatives

PLAN ALL STAR FOCUS GROUP

Focus Group Goals

- Provide a good cross section of panelists who have been in their career for a while. They can share how they progressed and their experiences.
- Understand the drivers in choosing their career.
- What keeps them at their organization?
- What barriers have they had to overcome?
- Who influenced them in their career decision?
- Discuss career pathways.
- Learn how to best engage young people about manufacturing careers.
- Take participant comments, thoughts, and ideas and incorporate them into NEWMA and individual company marketing campaigns.

The focus group session is being planned for April 2022. Each panelist will be given \$50 to participate. The focus group venue will either be in-person and/or virtual attendance. The session may be recorded for post event viewing. The findings will be shared at the May Communications Task Force meeting.

Results will be shared at the June 9 quarterly full membership meeting at Lambeau Field. This meeting is being held in partnership with the New North Summit. A few of the All Stars can be asked to attend a panel session.

NEXT STEPS

- ✓ Megan Dorsch will follow-up with a potential facilitator and report back to the group at the 4/20/2022 Communications Task Force meeting.
- ✓ Members can submit potential focus group questions to Ann.

TALENT RECRUITMENT STRATEGIES VIA RADIO AND TELEVISION

Ann is waiting to hear back from WLUK about partnering on its 'Making a Difference' TV campaign.

Pam Blazei provided an update on the radio initiative. The majority of younger people listen to country stations. WNCY-FM and WIXX-FM offer potential spots for promotion of NEWMA jobs. Cost depends on the day/time/length/# of spots.

Listeners can be driven to the NEWMA 'Manufacturing. Careers' and 'Now Hiring' web pages. These pages direct them to individual company websites to learn more about their job offerings. A one minute daily ad each day will sound like an interview, not a commercial. Each day will have a different focus, but each one will drive the listener to the www.manufacturing.careers website.

Members agreed to move forward with this initiative starting March 2022. There will be no cost to companies for the first phase. Results will be evaluated, including website analytics, to determine if the Alliance will continue to move forward with this initiative. Ann and Pam will continue to work on content ideas.

NEXT STEPS

- ✓ Members are asked to share any thoughts or ideas for the radio spots with Ann.
- ✓ Ann and Pam will collaborate with the radio agency for recorded advertising on the two FM stations (WIXX & WNCY).
- ✓ PSAs will be researched.

UPCOMING NEWMA EVENTS

- February 24 Webinar: Earn & Learn - Noon to 1 p.m.
- March 2: Quarterly Full Membership Meeting – 8:30 to 10:00 AM, Attend In-person at FVTC or Virtually
- March 30: Webinar - CMMC Compliance for Defense Contractors
- April 5: You Can Make It Career Expo – Greenville/Hortonville Middle Schools
- April 19: Taps + Tours Business After Hours at Valley Packaging Industries
- April 27: You Can Make It Career Expo – at Lombardi Middle School

April 5 & 27 You Can Make It Career Expos - There will be six, 20 minute rotations in the morning and afternoon. Contact Ann if you are interested in hosting a hands-on activity for 6-8 students per rotation. Let her know if you are interested in a free exhibit booth.

The next Communications Task Force Webex meeting is on Wednesday, April 20, 2022, 8:00 to 9:00 a.m.

Agenda:

- ✓ Plan All Star Focus Group
- ✓ Talent Recruitment Strategies Via Radio & Television
- ✓ Upcoming NEWMA Events
- ✓ Next Meeting Date/Time/Agenda