

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE – MS TEAMS MEETING MINUTES
April 20, 2022 – 8:00 AM

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

2022 INITIATIVES

- **Wisconsin Timber Rattlers** - NEWMA sponsors are being featured on rally towels distributed to fans, instead of the printed handouts. Sponsorships have doubled compared to last year. Almost all the 2021 company sponsors are participating again this year. NEWMA's first game took place yesterday, 4/19, and was sponsored by Amcor and Ducommun.
- **2022 Taps + Tours Business After Hours Events** – The inaugural event took place yesterday, 4/19, at Valley Packaging Industries (VPI), with roughly 70 attendees. Upcoming events: Amcor – June, STRYKER – August, U.S. Oil – October. An additional Taps + Tours event may be scheduled for December.
- **President's Cup Scholarship Golf Scramble** - June 1 at Blackwolf Run – This year represents the largest number of sponsorships since its inception. Approximately \$40,000 will be netted for the scholarship fund.
- **2023 All Stars** – Shorter, one minute videos, instead of three minutes, will be filmed. Nomination forms will be reviewed at the next meeting and sent to the membership in early June for voting.

ALL STAR FOCUS GROUP

The focus group session was held at Atomic Research, for two hours, on April 12. Seven NEWMA member employees participated from ATI, Fincantieri Ace Marine, Fox Valley Metal-Tech, Heartland Label Printers, Plexus and TIDI Products. Participants work in production and are All Stars / high performers. Half of them did not go directly into manufacturing. Mike Kawleski shared that the participant feedback was entertaining, fascinating, and eye opening. A full report will be shared at the next Communications Task Force meeting.

Initial takeaways:

- Money is a big driver for choosing a manufacturing career instead of another industry sector job.
- College debt was a concern. Manufacturing offers good paying jobs, often without college debt.
- There was a stigma when they were in high school that you had to go to college to succeed.
- They feel they can be their 'authentic self' while working in manufacturing. Casual dress that includes wearing jeans is preferred.
- Working hourly instead of being salaried is preferred, so you are paid for your work. Some saw their parents stressed about having to take work home and continually think about it.
- The lack of connection between the office and production staff is an issue. There is no comingling.
- Their preferred work is hands-on, rewarding, involves problem solving, and allows you to see what you made and its impact. They want to feel supported. Not sitting at a desk / cubicle is desired.
- Companies would be more successful if they provided job candidates with a plant tour so they can see the work environment.
- Media to successfully promote manufacturing includes TikTok, Instagram, YouTube, and Spotify. Utilizing Pandora is considered more successful to attract older candidates.
- Manufacturing career ads should state wages and include wearing casual clothing like jeans, a fun environment, tuition reimbursement, steady schedule, and career advancement.
- This age group may listen to the radio while in their vehicle.

John Giesfeldt attended the focus group and suggested high schools offer an intro to industrial math class. Having this option would make manufacturing appear more viable. Ann and Kelli Karpinski shared that they are

aware of significant increased enrollments at many high school tech ed departments. Lori O'Connor suggested companies consider the focus group information when interacting with students at the Manufacturing First Expo & Conference. This would allow company reps to better connect with the students.

TALENT RECRUITMENT STRATEGIES

NEWMA MINUTE RADIO PROMO

At the last Communications Task Force meeting, it was decided to promote Alliance member positions on radio stations. In working with WIXX & Y100, we created a program called the NEWMA Minute. Each week an Alliance member company is featured in a one-minute news spot that is aired 20 times during the week between the two stations. Member cost is \$1,400, which is a discounted rate, and has seen significant interest.

In mid-March, spots ran to introduce the feature. The radio spots started airing in April and are sold out through August. The call to action is to go to www.manufacturing.careers, directing listeners to the unique web page that has links to the company sponsors. In just two weeks, 190 people visited the website, due to the radio spots. Ann will send another email in May about the promotion, in which companies can be featured in the September – November timeframe.

OTHER TALENT RECRUITMENT STRATEGIES

Members brainstormed other ways to promote member jobs. Suggestions included:

- Spotify for a targeted market.
- Billboards.
- City bus ads and bus stop promotional signs.
- Geofencing and elevator advertising at colleges to promote Internship Draft Day.
- Company contests could offer K-12 students the opportunity to create something out of paper, metal, etc. Finalists could be invited onsite. These contests can create company awareness.
- Job fairs for high school seniors not going to a college in the fall.
- What items / activities, including ACP, can we provide to the schools? The K-12 Task Force is creating an employability skills video for teachers to share with their students. How do we get more utilization of the *All Star* magazines and videos into the schools?

Pam will research the recruitment opportunities / costs and report back at the next Communications Task Force meeting.

UPCOMING NEWMA EVENTS

April 27 - You Can Make It Career Expo – at Lombardi Middle School

May 20 - Industry 4.0 Business & Faculty Roundtable

May 18 – Real Estate Webinar

June 1 – President's Cup Scholarship Golf Fundraiser at Blackwolf Run

June 9 - NEWMA Quarterly Membership Meeting at Lambeau Field

The next Communications Task Force MS Teams meeting is scheduled for 5/18/2022, 8:00 a.m.

- ✓ 2022 Initiatives
- ✓ 2023 All Stars
- ✓ Talent Recruitment Strategies
- ✓ Upcoming NEWMA Events
- ✓ Next Meeting Date/Time/Agenda