

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE – MS TEAMS MEETING MINUTES
August 17, 2022 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, Megan Dorsch-NorthCoast Media Group, John Giesfeldt, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Chris Ledvina-UWGB, Lori O'Connor-Vye, Jennifer Odette-DAYTA Marketing, Mike Schlagenhauser-Acuity, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

2023 ALL STARS MAGAZINE

A 2023 All Star winner resigned from their company. Clayton Reindl, a welding engineer at Samuel Pressure Vessel Group, has been awarded their place. All Star filming begins August 29 through September 7, 2022.

This will be the 15th year of the *All Stars* publication. A 'Where are they now?' article will be featured. Members are encouraged to contact Ann with any compelling career stories regarding past All Star winners. Ann will be following up with past All Stars featured on the magazine's covers.

ALL STAR FOCUS GROUP STUDY

The study resulted in getting some publicity and the sharing of pertinent information. A Lunch & Learn, based on the study's results, is being planned for January 2023. The *2023 All Stars* magazine will debut in January.

Members reviewed the study's findings and discussed content that can be further shared at January's Lunch & Learn. Potential talking points include:

- Push & pull factors (influencers) for choosing a manufacturing career.
- What makes a person a good fit for working in manufacturing.
- Effective recruitment strategies. How they job seek.
- The drivers that keep them at their company.
- Engagement attributes and motivators.
- Generational differences.
- Marketing messaging and social media outlets used.

Ann will follow-up with Atomic Research to see if they can provide a summary of the report at January's Lunch & Learn. Lori O'connor (Vye) and Megan Dorsch (NorthCoast Media) will collaborate to provide additional marketing information at the event. Promotion for the Lunch & Learn will begin in November.

TALENT RECRUITMENT STRATEGIES

TikTok – Maria Gonzalez, NEWMA's talent coordinator, is leading this initiative with her fun, creative ideas. Maria has been producing recruitment TikTok videos in English and Spanish, allowing for a large audience.

NEWMA Minute weekly radio ads continue to be successful, leading many people to NEWMA's manufacturing.careers web page. One company is featured each week. Since starting this initiative, the manufacturing.careers web page has seen a 300% increase in viewers. Several companies have renewed their radio promo sponsorships.

Wisconsin Timber Rattler talent recruitment has also been very successful, selling out immediately. Thousands of NEWMA sponsored rally towels have been distributed, also leading many people to the manufacturing.careers web page.

City Bus Ads - Pam Blazei shared that 'queen size' (curb side) bus advertisements are \$200 per month plus the artwork creation fee. Inside the bus are 11 x 17 advertising cards. Companies could sponsor their logo, in addition to a QR code, on the bus ads. Their company and website will be linked on the manufacturing.careers web page, along with NEWMA Minute sponsors. Beginning in mid-October, the ads will run for three months in

the Fox Valley and Green Bay areas. Results will be discussed to determine if members would like to continue with this recruitment strategy. Pam is waiting to hear back from the bus company reps for next steps.

Talent Recruitment – Puerto Rico

Maria Gonzalez will be traveling to Puerto Rico on vacation next week. She will be connecting with colleges and staffing agencies. Fincantieri Marine Group has had great success recruiting people from Puerto Rico to move to this area to work at FMG. In spring 2023, NEWMA may schedule a recruitment trip to Puerto Rico.

Milwaukee is another area that is being considered for talent recruitment, as they have a higher unemployment rate than the Green Bay area. Milwaukee's spring sportsman show could be targeted, in addition to some of their other high profile events.

Other Talent Recruitment Opportunities

Members discussed other people / events that can be targeted for talent recruitment.

- High school five and ten year class reunions – Conduct an incentivized pilot with ten schools.
- College alumni
- Student organizations

Ann will contact some target schools to conduct research and see if they have an alumni contact who coordinates reunions.

UPCOMING NEWMA EVENTS

- August 17 – Taps & Tours Business After Hours at STRYKER, Appleton, WI
- September 30 – Kickoff to Manufacturing Month Webinar 8:30 to 9:30 AM
- October 4 – Get Real Math & Science Premiere
- October 5 – Taps & Tours Business After Hours at U.S. Oil
- October 25 – ACP Partnerships Meeting
- October 25 – Excellence Awards Dinner & Program
- October 26 – Manufacturing First Expo & Conference

NEXT MEETING

The next Communications Task Force meeting is scheduled for September 21, 2022, 8:00 to 9:00 a.m. We will meet virtually, via MS Teams.

- ✓ 2023 All Stars Magazine Planning
- ✓ All Star Focus Group Results - Lunch & Learn
- ✓ Talent Recruitment Strategies
- ✓ Upcoming NEWMA Events
- ✓ Next Meeting Date/Time/Agenda