

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE – MICROSOFT TEAMS MEETING MINUTES
September 21, 2022 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, Kate Bruns-Insight Publications, John Giesfeldt, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Jason Lasky-Sadoff E-Recycling and Iron & Metal, Chris Ledvina-UWGB, Nick Nighbor-InitiativeOne, Lori O'Connor-Vye, Jennifer Odette-DAYTA Marketing, Ann Franz-NEWMA, Debbie Thompson-NWTC

2023 ALL STARS MAGAZINE

All Star filming has concluded. The *2023 All Stars* magazine represents the 15-year anniversary of the publication, partnered with Insight Publications. There will be a *'Where are they now?'* centerfold featuring All Stars from each of the three 5-year increments. Selected All Stars will write an overview of their career progression. Their All Star photo will be included with each story. **Manufacturer members are encouraged to contact Ann with names of any compelling past All Star recipients.**

2023 NORTHEAST WI MANUFACTURING VITALITY INDEX

Ann has been collaborating with UW Oshkosh reps on the 13th annual Manufacturing Vitality Index. The same survey questions will be asked as last year. Vye will again be creating the published product.

Results will be shared at NEWMA's 12/16/2022 full membership meeting at UW Green Bay's STEM Innovation Center, 12:00 to 2:00 p.m. Guest speaker is Bob Chapman of Barry-Wehmiller. 200+ attendees are expected.

TALENT RECRUITMENT STRATEGIES

At the last meeting, members discussed sponsoring a few 10-year high school class reunions. Graduates who have left the area would be educated about area manufacturing careers. Ann will follow-up with the high school reunion contacts she received for Green Bay, Appleton, Pulaski, and Fox Valley Lutheran High School.

The NEWMA Minute and Wisconsin Timber Rattler promotions have increased visits to NEWMA's manufacturing.careers online page by 300%. The WIXX & Y100 promotions have had great sponsor feedback, with a number of companies purchasing additional radio sponsorships. Ann has radio sponsorships filled through February 2023. She will be recruiting for additional 2023 radio spots beginning in December.

City bus ads are another sponsorship opportunity in the works. Green Bay and Fox Cities public buses that go to the technical colleges will be targeted. Currently, these signage sponsorships are sold out, but will be purchased when they become available.

Other Talent Recruitment Opportunities

- International Community Festival, at the Kroc Community Center – Chris Ledvina will send Ann his contact information for this event.
- Appleton's Oktoberfest
- Host a recruitment / retention speaker.
- Green Bay & Appleton Farmers Markets

Ann will research costs for the various events.

PODCASTS

Nick Nighbor has been managing InitiativeOne's podcasts for the last couple of months and shared some insights. Nick produces a *weekly* podcast, which can be labor intensive. An intro, outro, and music are added. An action can be added at the end. Podcast clips allow for more content that can be pulled and shared on social

media. InitiativeOne's podcasts are used for multiple purposes. They help build relationships with organizations and can transform leaders.

Podcasts can be listened to, not like a YouTube video that usually involves sitting / watching. Anyone can do a podcast with minimal investment. A mic is needed, while the platforms are already established. Each podcast has established goals, with main angles. An understanding of the intended audience is needed.

NEWMA's partnership with Insight Publications could include hosting a joint podcast. Kate Bruns shared that the goals and audience of each podcast would need to align with NEWMA's mission. Topics can include events, vitality study, All Stars, stories, recruitment / retention. Stories will help grow the readership. Depending on the time and effort, members could begin with one podcast per month. Ann shared that in the Startup Hub building is a new recording studio that could be utilized for the podcasts. More evaluation is needed to determine if this initiative is worth its time, effort, and financial investment. Members are targeting to begin in 2023.

FOCUS GROUP LUNCH & LEARN – JANUARY 2023

Lori O'Connor will be reaching out to Megan Dorsch, of NorthCoast Media Group, to collaborate on the January 2023 Focus Group Lunch and Learn. More to come.

The next virtual Lunch and Learn is scheduled for November 2022, presented by Aspiro. Ann shared that she will be recruiting for organizations to offer virtual Lunch and Learns beginning in February 2023.

UPCOMING NEWMA EVENTS

- October 4 – Get Real Math & Science Premiere – Meyer Theatre
- October 5 – Taps & Tours Business After Hours - U.S. Lubricants, Combined Locks
- October 25 – ACP Partnerships Meeting – Resch Expo
- October 25 – Excellence Awards Dinner & Program – Resch Expo
- October 26 – Manufacturing First Expo & Conference - Student Event – Resch Expo
- November 3 – Internship Draft Day – Lambeau Field

NEXT MEETING

The next Communications Task Force Microsoft Teams meeting is scheduled for November 16, 2022, 8:00 to 9:00 a.m.