

NEW Manufacturing Alliance
Board of Directors Meeting
April 5, 2023
2 p.m. – 3:30 p.m.
Fincantieri Marine Group
Minutes

Attendees: Jan Allman, Ron Buchinger, Nicole Malson, Rick Recktenwald, John West and Ann Franz

Topic 1: NEWMA Board updates

Mike Willadsen with Plexus has left the company and will no longer be on the NEWMA Board.

Topic 2: Taskforce updates

Talent taskforce –On May 19th, the taskforce will host a hiring event for graduating high school seniors that are not going on to college in the fall. The event is in partnership with U.S. Venture. There are two events one in Brown County and the other in Outagamie/Winnebago Counties. In addition, on March 3rd NEWMA cohosted with DWD: Winning with Wisconsin Workforce symposium with 225 registered participants. DWD had similar events throughout the state, however our joint event had the largest attendance. There is a new chair, due to Kathy Koehler with Pioneer Metal retired. The new chair is Andy Preissner with Heartland Label Printers.

Communications – initial results from having 4 Green Bay busses with a NEWMA billboard on the back have been tremendous. The website on the billboard had an 85% increase in traffic since the bus campaign started. There will be 4 Appleton busses with a similar billboard starting in April. The President's Cup sponsorships are all sold. There was discussion to add a new feature to the event, in which we would auction to the highest 2 bidders their choice in which president they are able to golf with at the event. The taskforce is working on a pilot to sponsor 10 & 15 year high school reunions and offer information encouraging alumni to move back.

K-12 –There are 10 companies that have sponsored the NEWMA Employability Skills video that will cover the cost of the videos. There will be a 10 minute version and a 30 minute version spotlighting 10 employability skills. It will debut at the Get Real Math & Science Premiere. The NEWMA 'You Can Make It Career Expo' at Greenville Middle School was held on March 22, 2023. A total of 26 companies participated in the expo with 179 7th grad students from Greenville and 159 students from Hortonville Middle School. NEWMA facilitated plant tours for Green Bay School of Innovation at FyterTech, Packer Fastener and Velocity Machine on March 29 & 30. WEDC has increased their sponsorship of the Excellence Awards from \$2,500 to \$7,000.

Industry 4.0 –The 5th cohort of the NEWMA Project Management course concluded in March. There were 104 participants. In total there have been 494 that have participated in the training, since it was first offered in April 2022. The 7th cohort of the data analytics class is starting in April. A record number of 85 participants from 39 different companies. We continue to look for Industry 4.0 challenges that the solutions could be funded by the state/federal government.

STEM – There will be 3 Get Real Math & Science videos produced this year sponsored by EMT International, KI and Alliance Laundry Systems. NEWMA will be hosting in conjunction with WTEA a tech ed teacher event focused on aerospace on June 14. The event will include a tour of Gulfstream and flying in a plane at EAA. NEWMA is sponsoring the February 2024 Mind Trekkers event at NWTC. There will be over 3,000 middle school students participating in the all day event, which includes an additional day for parents to come and explore with their children. There will need to be 8 - \$5,000 sponsors for this interactive STEM exploratory event. Rick expressed interest in being one of the sponsors.

Solutions to the Fond du Lac Talent Shortage – What is Made & Careers in Fond du Lac County have been filmed with a fall debut. The tech ed department school tours at Fond du Lac and North Fond du Lac high schools on March 2, 2023 went very well with approximately 50 employers attending. NEWMA will also be sponsoring 3 summer Dock Spider baseball games.

Solutions to the Marinette Talent Shortage - What is Made & Careers in Marinette County have been filmed with a fall debut. On April 11th, 8th grade Marinette Middle School students will be touring JCI, Waupaca Foundry and Samuel Pressure Vessel Group.

NCMMA – SeaPerch competition was hosted on April 1 at Ashwaubenon Community Pool. There were 20 teams from Ashwaubenon, Clintonville, De Pere, Elkhart Lake, Green Bay, Gresham, Little Chute, Marinette and Washington Island. The top 2 winning teams were from Washington Island.

Topic 3: March 14 Recap & June 8 Quarterly Membership meetings

March 14th was the NEWMA Quarterly Membership meeting with 177 registered participants.

June 8th will be the next quarterly membership meeting at Lambeau Field in conjunction with the New North Summit. R & R Insurance and Express Employment are the sponsors of the meeting.

Topic 4: Discussion on new training initiatives and KPIs for NEWMA

The Board reviewed the proposed Front Line Leadership training offered by St. Norbert College. The training is being offered at a discount for NEWMA members. The curriculum was designed by manufacturing leaders and the Talent taskforce, in which there are 11 sessions. Sessions 1, 6 and 11 would be in-person, whereas the remaining classes will be a virtual live class. Participants will be individuals from multiple companies. The course will have a fall start date and run for 60-90 minutes every other week.

There has been a good response to the Alliance's new Digital Literacy training. The onsite training at the company's facility has been the most popular. The goal is to have 100 employees attend the training with enough funding for 200 participants.

Ann asked for ideas of other types of trainings manufacturing members need. The younger generation are very motivated with micro credentials/certificates. This may be a retention tool to keep employees from moving to another company. Topics of interest include: cybersecurity, Word, Excel, math, blueprint reading, conflict resolution, technical writing-work instruction/documentation, onboarding employees, train the trainer and how to be a mentor. Ann will review the topics available on LinkedIn Learning.

The Talent taskforce is working on identifying KPIs.

Topic 5: Hot topics: talent attraction, childcare, etc.

Once a year, NEWMA will offer a symposium called 'Future of Work,' which will address a hot topic issue. This year the topic will be the childcare crisis. The event will be held on May 23rd from 8:30 a.m. – 10:30 a.m. at the Green Bay Botanical Gardens. The program will feature industry and several communities' best practices on solving the childcare crisis. In addition, there will be time in the program for roundtable discussion. NEWMA is working with U.S. Venture and the Greater Fox Valley Child Care Alliance.

Topic 6: Next meeting on May 3, 2023 starting at 2 p.m. at Voith in Appleton