

NEW Manufacturing Alliance
Board of Directors Meeting
May 3, 2023
2 p.m. – 3:30 p.m.
Voith
Minutes

Attendees: Jeff Anderson, Brandon Beard, Jeff Berg, Ron Buchinger, Josh Delforge, Jeff Michels, John Nundahl, Michael Sandry, Bryan Peters, Barb LaMue and Ann Franz

Topic 1: Taskforce updates

Talent taskforce – On May 23rd, we will cohost the Future of Work – Childcare Summit at the Green Bay Botanical Gardens from 8:30 a.m. – 10:30 a.m. U.S. Venture will help sponsor the event. The taskforce has spent the past year discussing the issue of childcare. The event will share state and national best practices, plus have time to have roundtable discussions on what can be done to change the current problem. Each year, the Alliance with the help of this taskforce will determine a hot topic to discuss in this type of format.

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.

The taskforce has provided feedback and improvements to a new front line leadership training from St. Norbert College. The trainer is with Systems Control and has years of operations management in manufacturing.

This program offers an in-depth learning experience for front line leaders in manufacturing who seek to build their knowledge, skills, and abilities required for effective leadership. Modules will be on a every other week basis over 4-month period of time. Each 90 minute class will be virtual, however for those that cannot attend it will be recorded. There will be 3 of the 11 classes that will be in-person and a half day training. Training is tentative to start in September with Alliance member communication being sent out mid-late July.

The 11 training sessions will be on the following topics:

1. The Role of Leadership (including how to transition from employee to leader) – in person class
2. Leading Self and Others – Emotional Intelligence
3. Motivating & Engaging for Performance
4. Teamwork & Collaboration
5. Effective Communication and Feedback
6. Managing Conflict (including managing one’s own stress) – in person class
7. Managing Change
8. Training with Industry – On-boarding and developing your team
9. Leading Inclusivity – included is working with people of different generations
10. Managing Time and Priorities
11. Graduation – in person class

The cost of the training is \$1,500 per employee, which is a discounted rate for NEWMA members. If successful and interest, another cohort will begin in January 2024.

Communications – the kickoff to the Timber Rattlers promotion on Tuesday’s Bang for your Buck started on Opening Day on April 4. Both companies that sponsored the event were extremely satisfied with the results. One company reported giving away all 300 items they brought to the game. Brandon shared that the Timber Rattlers have the best benches in the league; it is his company that sells the benches to the stadium.

On June 1, will open All Star nominations for the 16th year. In the fall, Ann will be working with Insight Publications on a new podcast called, 'NEWMA *Insights*'. It will be a weekly, 15-20 minute podcasts. Member company activities, feature articles in Insight magazine and overview of upcoming NEWMA programs and events will be shared on the podcast.

K-12 – The following ten companies are participating in the video.

| | | |
|--|---|--|
| <ul style="list-style-type: none"> • Alliance Laundry Systems • Georgia-Pacific • Green Bay Packaging • Heartland Label Printers | <ul style="list-style-type: none"> • KI • LaForce • Marine Travelift, Inc. | <ul style="list-style-type: none"> • Nicolet Plastics • Packer Fastener • Sargento Foods Inc. |
|--|---|--|

The video will feature the top 10 tips to be successful in the workplace. The tips will be covered in the Wisconsin DPI Youth Apprenticeship's Employability Skills curriculum. The goal is to have many students utilize these resources, not only YA participants. The videos will be packaged in the following three parts.

- 11 minutes of video featuring a 1-minute tip from each of the ten companies.
- 33 minutes of video featuring 3-minutes of each company's tip / company info / what is made at each company.
- 3 minutes of video – Each company will have its own packaged 3-minute video.

Filming will take place in July with the video debut at the Get Real Math & Science Premiere in October. Educators can contact Ann if they are interested in contracting to write the video's lesson plan.

The NEWMA Excellence in Mfg./K-12 Partnerships Awards dinner will be held on October 24, 2023 at the Resch Expo. Nominations will open to the full membership on May 2, 2023. The deadline to nominate is June 9. K-12 Task Force members will judge the nominations at the July meeting. Sponsorships for the Award's dinner:

- K-12 category
- Manufacturer category – WEDC has confirmed their sponsorship from \$2,500 to \$7,000
- Community Partnership Award
- Tech Ed Teacher category

Tech ed teachers are having a good response from students enrolling in welding classes; however, machining classes are experiencing lower enrollment numbers. There was a request to have a machining careers video produced to help recruit students to enroll in these classes. This video will be a 2024 NEWMA work product.

Industry 4.0 –The 7th cohort of the Data Analytics class will conclude in late May. A record number of 85 participants from 39 different companies. NEWMA is offering a free Digital Literacy training in the month of May. The goal is to have at least 100 employees attend the training, however there is funding available for 200 participants. To date there are 92 employees enrolled from 16 different companies. Employees can either take the free 2 ½ hour training at the Goodwill in Menasha or a trainer will go directly to the company as long as there are 5 participants. Onsite training at the company's facility have been the most popular.

The taskforce and members of the Board are welcome to attend a tour of the **Microsoft Innovation Lab** located in Chicago is scheduled for **June 16th from 9 a.m. – 11:30 a.m.** Please let me know by May 16th, if you or other members of your company want to attend the tour.

STEM – Tech Ed Teacher conference focused on Aerospace will be held on June 14. The program will include a tour of EAA and ride in a plane. The afternoon will include a tour of Gulfstream. Ron shared that his company will have a tech ed teacher work for them over the summer. The taskforce will be working on the Mind Trekkers expo being held in February 2023. In addition, the taskforce is working with the Girl Scouts in hosting an event at AriensCo. Museum in October.

Topic 2: Hot topics: talent attraction, childcare, etc.

There were two hot topics that were discussed: ChatGPT/AI and LMS.

Brandon shared that he has been using ChatGPT and it has made a significant impact on how quickly he can write correspondence and create meaningful market research reports. The other members discussed their experience with this new technology and the concern about cybersecurity issues using this tool. The board would like to have a presentation on ChatGPT at its next Board meeting.

Jeff Berg is exploring Learning Management Systems (LMS) at his company. He wants to create micro learning training that can assist in onboarding and training new members. The LMS also manages the training of all employees. The Board added the value of having a LMS that would include tribal knowledge from 20+ year employees before they retire from the company. Some of the LMS systems use a QR code that links to a training video. One issue with this type of system is some companies do not allow for phones to be on the plant floor. Plus, there may be an issue in protecting intellectual property. Another option is utilizing VR equipment to help train employees. Board members are asked to share what LMS systems they are using as well as Ann will do some research. Mike shared that he will also research what some of his customers are using at their companies.

Topic 3: Discussion on new training initiatives and KPIs for NEWMA

Below are suggestions on KPIs from the Talent taskforce:

- Turnover (voluntary/involuntary)
- Retention (how long, what makes them stay)
- Onboarding (mentorship, best practices)
- Safety (days lost, injury reports)
- cyber security
- Community engagement (what makes the employees happy, benefits, best engagement options)
- Recruiting (from where; referral, job fair, Indeed, etc.)

The Board suggested looking at retention the first 6 months. In addition, percentage of fully staffed for both production and professional positions. The Talent taskforce will finalize and share with the Board when they meet in July.

Topic 4: Associate Membership application

The Board did not approve the in-kind Associate membership for Be Preemptive.

Topic 5: Upcoming NEWMA events & programs

- May 1: Kickoff to Digital Literacy Training
- May 18: NEWMA & US Venture Graduate Seniors Hiring Event at NWTC
- May 23: Future of Work – Childcare at the Green Bay Botanical Gardens
- June 7: President's Cup Scholarship Golf Scramble at Blackwolf Run
- June 8: NEWMA Quarterly Membership Meeting at Lambeau Field

Topic 6: Next steps and next meeting

The next Board will be held on August 2 at 2 p.m. at CPW in Neenah. There will be a tour after the meeting of the facility.