

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE | MS TEAMS MEETING MINUTES
January 17, 2024 | 8:30 AM

ATTENDEES: Pam Blazei-NEWMA, Kate Bruns-Insight Publications, Tonya Dittman-The Village Companies, Megan Dorsch-NorthCoast Media Group, Ann Franz-NEWMA, John Giesfeldt-Fincantieri Marine Group, Kelli Karpinski-MPTC, Jada Leonard-U.S. Lubricants, Heather Marconi-HART Design & Mfg., Lori O'Connor-NWTC, Debbie Thompson-NWTC

RECAP: 2023 NEWMA COMMUNICATIONS TASK FORCE EVENTS & PROGRAMS

- President's Cup Scholarship Golf Scramble 6/7/2023 - \$49,000 was netted for scholarship fund, the most ever!
- Manufacturing First Expo & Conference 10/25/2023 – 1,150 Attendees, 219 Exhibitors, 270 High School Students
- Wisconsin Timber Rattlers – There were 17 game day sponsorships. Distributed 5,000 promotional rally towels.
- NEWMA Minute – Continued with radio ad sponsorships.
- Taps + Tours Business After Hours - Companies featured were AriensCo, Lindquist Machine Corp., The Village Companies, and WIN Technology.
- 2024 All Stars
- 2024 Northeast Wisconsin Manufacturing Vitality Study Index
- October is Manufacturing Month Kickoff
- Promoted members' jobs on Green Bay, Fond du Lac, and Valley Transit bus ads.
- Sponsored two Oshkosh fall high school class reunions. Shared information about regional jobs.
- NEW Manufacturing Insights podcasts debuted in October.
- A Packer tailgate was hosted on 10/29/2023, with promotional can Koozie distribution.

2024 ACTIVITIES & PROGRAMS

- President's Cup Scholarship Golf Scramble 6/5/2024 – Two more manufacturing presidents are needed to golf.
- Manufacturing First Expo & Conference 10/30/2024
- Wisconsin Timber Rattlers Sponsorships – New for 2024, can Koozies will feature the game day sponsor's logo(s). Past sponsors will be contacted in early February for renewal, \$800 per game. Any remaining sponsorships will be communicated to the full manufacturing membership. Ten home games will be sponsored, with 500 can Koozies distributed per game. 1 to 2 sponsors are needed per game.
- 2025 All Stars – The magazine's center spread will be updated, possibly spotlighting employability skills.
- 2025 Northeast Wisconsin Manufacturing Vitality Study Index – Will review for tweaks in summer.
- Monthly Webinars - Talent Recruitment & Retention – Looking for content ideas.
- Speakers are needed for the March 6 membership meeting.
- Taps + Tours Business After Hours – Host companies are needed.
- Kickoff to October is Manufacturing Month – Ideas are needed for this year's kickoff.
- NEW Manufacturing Insights Podcasts – Potential guests and podcast promotion were discussed. Adding a pic of the guest(s) instead of the logo may encourage listening. Provide information for younger audiences.
- Packer Home Game Tailgates for Talent Recruitment
- Packer Bar Coasters – NEWMA is working with the Greater Green Bay Chamber to recruit people from outside the region to move here to work / live. The coasters will be distributed at Packer bars for the upcoming season. The Chamber received a grant to fund this initiative.
- Lunch & Learns – Topics could be understanding Gen Z or how companies are connecting with people who speak a different language. These topics could also be featured on one of the podcasts.
- College Focus Group
- Recruitment strategies: NEWMA Minute, bus ads, possibly race track ads, etc.
 - Contact Ann if you are interested in sponsoring the NEWMA Minute. March dates are available.
 - NEWMA is sponsoring two Green Bay and Valley Transit buses from February – July 2024.

- Pam shared ad rates to have NEWMA's manufacturing.careers webpage featured with sponsor logos on race track signage.

Race Track	Cost	Attendance (# Persons)
141 Speedway (Maribel)	\$1,500	63,800 / Year
Shawano Speedway	\$1,000	60,000 / Year + Fair Events
WIR – Wisconsin International Raceway (Kaukauna)	\$2,000	53,000 / Year
Plymouth Dirt Track	\$1,800	37,800 / Year
Outagamie County Speedway	\$1,700	32,300 / Year + Fair Events
Totals: Cost & Attendance	\$8,000	246,900

Members expressed interest in moving forward with this initiative. Pam will look into the cost of sponsoring a racecar, hosting a table, in addition to other higher attendance racetracks / events (Manawa Rodeo, Shawano County Fair). Sponsors could distribute promotional can Koozies. Contact Pam Blazei with any additional ideas.

ADDITIONAL NEW FOR 2024 TALENT RECRUITMENT STRATEGIES

- \$65,000 will be awarded in college scholarships for 2024.
- For the next Packer season, NEWMA will sponsor radio ads during Packer game breaks, driving listeners to the manufacturing.careers webpage.
- NEWMA is sponsoring the March 23, 2024 Green Bay Blizzard game. 100 tickets will be purchased for tech ed teachers and their students to attend the game for free. Remaining ticket sales will have \$5 each donated to NEWMA's scholarship fund. All Stars will also be offered a free ticket. Halftime could feature some sort of tribute to the attending All Stars. *All Stars* magazines will be distributed to fans as they leave the stadium.

COLLEGE INTERN FOCUS GROUP - SUMMER 2024 EVENT

A facilitator is being sought for the mid-July focus group. Two focus groups, one for production interns and the other for professional engineering interns, will be hosted for 8-12 participants, ages 23 and younger. The event will be held during working hours, with gift card(s) and / or event tickets offered to each participant. A venue will be determined. Questions could include:

- What attracted you to your career and manufacturing?
- What factors determine if you will accept a job offer and remain in the position?
- What advice would you give students looking for an internship?

UPCOMING NEWMA EVENTS

February 13 – Lunch & Learn, Presented by ErgoFactor

February 15 & 16 – Mind Trekkers at NWTC's Green Bay Campus

February 17 – SeaPerch Underwater Robotics Competition at Ashwaubenon Community Pool

March 6 - Quarterly Full Membership Meeting

March 20 - NEWMA & Microsoft AI Event at FVTC

NEXT MEETING

The next Communications Task Force MS Teams meeting will be on February 21, 2024, 8:30 a.m.