

**NEW Manufacturing Alliance  
Communications Task Force Meeting Minutes  
at Discover Green Bay | April 17, 2024 | 8:30 AM**

**ATTENDEES:** Kate Bruns-Insight Publications, Tonya Dittman-The Village Companies, Megan Dorsch-NorthCoast Media, Ann Franz-NEWMA, John Giesfeldt-Fincantieri Marine Group, DJ Kast-Shift Visuals, Cameron Teske-Discover Green Bay, Debbie Thompson-NWTC

**2025 NFL DRAFT | GREEN BAY, WI | APRIL 24 – 26, 2025**

Cameron Teske, of Discover Green Bay, gave an event overview. Currently, the NFL is focused on Detroit's upcoming NFL Draft. Starting in late May, the NFL will focus more on Green Bay's Draft. The best way to stay updated is by visiting [greenbay.com/draft2025](https://greenbay.com/draft2025).

250,000 people are anticipated to attend Green Bay's Draft. Three million square feet that encompasses Tiletown and Lambeau Field will be enclosed in chain link fencing for the main events. Brown County has 5,000 hotel rooms. Oshkosh, Appleton, and Milwaukee are other major areas fans will be staying to attend the Draft. Fans will begin coming to the area on Wednesday, with Thursday being the biggest day and the official start of the Draft.

This is an inspirational, family friendly event and includes NFL Play 60 activities. There will be various exhibits (jerseys, super bowl rings, alumni, etc.). Emcees and a band(s) will entertain the fans. The location of the main stage has not yet been determined.

Members would like to promote NEWMA member jobs in conjunction with the 2025 Draft. Every visitor is considered a potential resident. A great impression of the area will be the focus so ultimately visitors will consider moving to the region. Discover Green Bay's sales team is in the process of selling content for their 2025 Destination Guide. NEWMA could purchase space to provide messaging, making fans aware of the industry opportunities, including the many innovative global headquarters. Coasters could be distributed with the QR code that connects visitors to the [manufacturing.careers](https://manufacturing.careers) web page.

The NFL Network will be televising the Draft. They will be producing and airing local stories and global TV commercials. Visitors will be encouraged to return to the area during other seasons. More to come.

**TALENT RECRUITMENT STRATEGIES**

- **Wisconsin Timber Rattlers** – 2024 sponsorships are sold out, with the exception of the April dates. Can coolers, with a QR code linked to the [manufacturing.careers](https://manufacturing.careers) web page, will be distributed to fans.
- **Racetrack Promos** – 2024 sponsorships are sold out. 141 Speedway, Shawano Speedway, Outagamie Co. Speedway, and Wisconsin International Raceway (WIR) will be promoting NEWMA jobs.
- **County Videos** – The Shawano and Oconto County videos, featuring their local products and careers, will be filmed in June.
- **NEWMA Minute** – Radio ads will be recorded on April 24. There are still some remaining spots at \$1400 each.

**Insights Podcasts** – The [podcasts](#) are linked on NEWMA's website. Upcoming podcasts will feature NWTC's new president Kristen Raney and Sachin Shivaram of Wisconsin Aluminum Foundry. Future IOM covers will be hosted on the podcasts and could include STEM careers and recruiting / retaining veterans. September could host a podcast to discuss the tech ed teacher shortage. A *best of* podcast could also be produced.

Awareness is needed to increase podcast viewership.

- Members will be asked to promote the podcasts through their social media channels.
- WMEP and WMC may offer opportunities to increase viewership.
- The podcasts could also be produced as videos.

- A contest could be piloted with the winner being the company with the most NEWMA podcast downloads. Individual company QR codes could track the downloads.

#### **PLAN: COLLEGE INTERN FOCUS GROUPS – JULY 2024**

Potential dates are July 16, 17, and 18 to host the focus group discussions. Two focus groups (production & engineering), with 10-12 interns/All Stars per group, will be hosted for participants ages 19 to 24. Gift card(s) and / or event tickets will be offered to each participant. A lunch and learn will be held to share the results with the membership. Focus group questions will allow for more specific responses.

- *How did you find out about your current job?*
- *How do people your age go about looking for jobs?*
- *What attracted you to your career path and manufacturing?*
- *What factors determine if you will accept a job offer?*
- *What factors are making you remain in your position?*
- *What advice would you give students looking for an internship?*
- *Where do people your age like spending their free time?*
- *How do organizers get students interested in Internship Draft Day (IDD)?*

**Next Steps** – Megan Dorsch will check the dates with her contact who may be able to serve as the facilitator. Ann will formulate a list of IDD companies with interns and/or All Stars that could participate. Recruitment will begin in early June.

#### **RECAP: 2024 ALL STARS AT THE GREEN BAY BLIZZARD GAME | MARCH 23, 2024**

Five of the twelve 2024 All Stars attended the March 27 Green Bay Blizzard game. The All Stars went on the field at the end of the first quarter to be recognized. It was an exciting celebration for the award winners, being recognized for their dedication and work ethic. 100 game day tickets were purchased to host tech ed teachers, All Stars, and their guests. Members would like to continue this initiative.

#### **PLAN: 2025 ALL STARS**

June 4 will be the kickoff to nominate for the 2025 All Stars. The deadline to nominate is July 9, 2024. The Communications Task Force will vote for the 2025 All Stars at their July meeting.

NEWMA's longtime videographer is no longer able to take the photos/videos for the magazine. Shift Visuals, a new associate member organization, will be taking and producing the 2025 All Star photos and videos.

#### **UPCOMING NEWMA EVENTS & PROGRAMMING**

**April 23** - Hiring & Retaining Correctional System/Justice Served Individuals, 12:00 to 1:00 PM, [REGISTER](#)

**April 25** - Brown County 12<sup>th</sup> Grade Student Job Fair at NWTC's Green Bay Campus

**May 1** - Future of Work: Mental Health in the Workplace at FVTC, 8:00 AM to 12:00 PM, [REGISTER](#)

**May 30** - Industry 4.0 Tours & Dialogue for College Faculty at Johnsonville's Tailgate Village, 1:15 to 3:00 PM

**June 5** – President's Cup Scholarship Golf Scramble at Blackwolf Run

**June 6** - Quarterly Membership Meeting at Lambeau Field - 4<sup>th</sup> Floor, 1:15 to 3:00 PM

#### **NEXT MEETING**

The next Communications Task Force meeting will be on May 29, 2024, 8:30 a.m., at Shift Visuals in Green Bay.