

**N.E.W. Manufacturing Alliance
Communication Task Force Meeting**

April 9, 2009
Bassett Mechanical
3 p.m.

Minutes

Attendees: Chris Linn, Casey Fryda, Jerry Murphy, Bobbi Miller, and Ann Franz

Topic 1: Goals for 2009

Chris Linn distributed a list of potential goals for 2009 to the task force members. Jerry Murphy said that some of the goals would benefit by the existing efforts of New North and that the Alliance should take advantage of the resources available through New North. For example, Jerry said that most regional TV stations have reached out to him and if something the Alliance is working on is unique (like the All Star publication); he can help promote the Alliance effort.

Jerry also recommended that the Alliance could tap into the New North LinkedIn blog to keep conversation going among members of that resource.

Another resource that could be shared from the New North would be to craft some questions in the Nicolet Pulse Survey that gives New North three questions each quarter. If there is a pressing question that the Alliance is working on, Jerry would be willing to pose that question on behalf of the Alliance.

Other topics discussed would be to host luncheons with editors of New North newspapers and get manufacturers to attend with a message that we would like to distribute.

It is important that Alliance members see the value of outreach efforts and become engaged in the process.

Topic 2: Website redesign

The RISE 2 grant allows the Alliance to enhance the website and the Communications Task Force has chosen Build My Own Site as the vendor for this effort. One of the changes will be to allow addition of two career clusters to the site including web outs. Other changes discussed were:

- Members discussed creating a new area in the site to allow for information exchange (such as a bulletin board or blog) and wondered how ‘static’ such an area would be on the site. Ideally, the area for information exchange would be very accessible from the home page or members and visitors to the site will most likely not utilize this tool.
- Titles for menu bars were discussed and will be reviewed with Build My Own Site staff. Members discussed how easy (or difficult) it would be to change items or un/re-activate menu items based upon site usage. These topics will need to be clarified by the programmers.
- All Alliance member information will now be housed in the “Manufacturer” menu tab to reduce confusion of where to look for content.
- A media kit should be created and housed on the website.
- Chris recommended clarifying meta tag use.
- Contact us info should be on each page.
- Ann will check the number of hits to date on the All Star publication. The publication photo will be moved out of the menu area and into the user content that can be more easily changed (so the 2010 publication can be posted when it’s created).

Topic 4: Next steps

Ann will schedule a meeting with Build My Own Site staff and contact other members for availability.