

**N.E.W. Manufacturing Alliance
Communications Task Force Meeting Minutes**

August 5, 2009
Bassett Mechanical
1pm
Minutes

Members present: Chris Linn, Ted Kemen, Ann Franz and Bobbi Miller

Topic 1: Changes to NEW Manufacturing Alliance website

Revisions to the NEW Manufacturing Alliance website have been made. The new site format is much more 'user-friendly' in regard to making content changes without needing to contract a computer programmer. Since the last meeting, the Industrial Maintenance Mechanic video has been added to the career pathway section of the site. Because of the ease in adding content, additional videos will be able to be added to the site as we move forward. The website blog has not been completed yet, but plans are being made to incorporate that tool and articles of interest will also be added to facilitate information sharing.

Ted inquired about the ability to track hits to the site and Ann said this is something she'll be discussing with the programmer. Ted said that he's used Google Analytics and it has worked well for him and is a tool that is available free.

Chris said that Bassett Mechanical currently has a NWTC marketing intern and he will ask the intern for his comments on the Alliance site.

Topic 2: 2010 All Star nominations

So far, Ann has received only two nominations for the 2010 All Star awards; however, the deadline is not until August 31 and last year the bulk of nominations were received at the end of the nomination period. For all Alliance members, please continue to forward applications.

Members brainstormed ideas for the 2010 All Star publication, ideas generated included the following:

- Wind energy spotlight article by New North
- Career pathway article
- Small article on, "What is New North?"
- STEM careers for women
- Finding / working with a mentor
- Job shadowing
- Change the apprenticeship article on page 10 and highlight the value of being and apprentice (earning wages while learning, tuition assistance, etc.)

Because UWO had some concerns about the content on page 10 of the 2009 All Star publication, it might be a good idea to contact them for a paid ad to discuss the types of degree programs offered at UWO to help support manufacturing.

As award winners are interviewed this year, we should also ask who served as a mentor in their career. This might be helpful in putting together the article on mentorship.

Chris reminded everyone about an article that Mike Nowak distributed in the past (about a man who repaired bikes and the reluctance of others to pursue careers that are centered around 'working with your hands') and Chris wondered if this person would be a good speaker for the general meeting after the Summit this year.

Ann mentioned that Emily DeRocco from the National Association of Manufacturers (NAM) contacted Ann and expressed interest in our website. Ms. DeRocco travels to Wisconsin on occasion and is possibly interested in connecting with the Alliance at sometime in the future. Members showed interest in having Ms. DeRocco as a speaker at an upcoming general membership meeting and Ann will continue to work with Ms. DeRocco to find a date that would work.

Topic 4: Next steps

Next meeting: Friday September 11 at 1pm at Bassett Mechanical; members will be judging nominations for the 2010 All Star awards.