

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

January 18, 2010
Bassett Mechanical
1 p.m.

Minutes

Attendees: Chris Linn, Casey Fryda, Jerry Murphy, Mary VanVonderen, Tom Verboncouer, Bobbi Miller, and Ann Franz

Topic 1: Recap activities task force worked on in 2009

Ann provided a brief overview of the 2009 activities and noted that most goals of the task force were met. Over 21,000 2009 All Star magazines were delivered to area schools, technical colleges, and job centers. The Alliance received more than 25 references in 2009. One area that we did not fully take advantage of was to write more editorials and this could be an area of improvement in 2010.

Topic 2: Goals and Activities for 2010

Distribute 2010 All Star Publication:

Distribution of the 2010 All Star publication has started. Insight Publication is getting 1,000 copies to each of the four technical colleges in the region. Member companies can request a supply of the publication to use for staff and K-12 outreach efforts. In addition, it is distributed at the middle/high school assembly programs. 5,000 inserts were included in the December issue of *Insight on Manufacturing*.

Create 2011 All Star Publication / supplement this with additional on-line or social media presence:

Members felt that we should plan to create a 2011 All Star publication. To keep the publication feeling ‘fresh,’ we should consider a new layout or ‘feel’ for the cover. As this topic was discussed, members felt it might be valuable to ask Alliance member companies how they’ve used the publication and how/if this award was valuable to employees who received an All Star award. Members discussed if the publication should be created annually or every other year in the future; Casey mentioned that there is data that shows students still like to have a hard copy of literature versus viewing it only on-line. One recommendation from the committee was to have more concentration on what a particular position is really like.

Another idea discussed would be to have an All Star social media presence. This could consist of having an All Star Twitter or having an on-line streaming video/chat for students. This is a something that will be discussed more as the year progresses, but if we know the future plans for this concept, it should be included in the 2011 All Star nomination form so employers and All Stars know to expect this in the future. Other suggestions for this topic included:

- Simply start by experimenting: have an All Star put a page up (using Facebook or Twitter) about being an All Star and invite kids to join and engage in conversation.

- Allow All Stars access to an All Star page and assign one person a month to update the info.
- In year one, try out one or more models and simply see what it becomes. Possibly have the 2010 mentor (Tim) connect with educators and reply within 24 hours. Ann will contact Tim to see if he's interested.

Ann said that there was recently a meeting to clarify the Alliance's relationship with the New North. At that meeting, Dr. Rafin said it would be terrific if Alliance members could give direction on the core skills that every manufacturing employee should have. Dr. Rafin is looking for some very concrete skills rather than simply a broad idea such as soft skills (Chris recommended that using an A3 problem solving tool is invaluable to get to the root cause of a problem and this would be an excellent tool to add to the list). When this idea has been developed by the K-12 task force, the Communications task force will be charged with getting this information out to member companies, educators, and others.

Continue to work with media to get positive view of manufacturing jobs:

Determine where some of the new jobs are coming from (new markets, companies with a 'wow' factor, cool technology, etc.) and share this with media outlets. Set a goal of being mentioned in the media 25 times and become a reference for media to turn to for new stories.

Topic 4: Next steps

Next meeting, Monday, February 15 1pm at Robinson Metals, 1740 Eisenhower Drive, DePere.