

## **Recruitment Task Force Meeting Minutes**

November 11, 2010

Lindquist Machine

8:30 a.m.

### *Agenda*

Members present: Ernie Remondini, John Davis, Mark Hatzenbeller, Connie Heise and Ann Franz

#### **Topic 1: Gannett Virtual Job Fair/Career Builder ad results**

There have been 1,255 times that the Alliance's ad came up in a job search over the past month. 115 of those searches have had the job seeker than visit our website. The committee was pleased with the results so far.

#### **Topic 2: Recruitment of new members (recruitment piece)**

Ann met with Jeff Koss from Koss Industrial and Barb Altschwager from BelGioioso Cheese. She asked if anyone from the committee could follow-up with them about the benefits of membership. John said that he would follow up on Belmark and JD with Romo. Ernie informed the committee that Terry Eiting has moved to R & A Co., which was one of the companies he was recruiting for membership. Ernie suggested contacting Terry in the next few months about membership.

#### **Topic 3: Manufacturing Awards of Distinction follow-up**

Ann sent an email to all of the Manufacturing Awards of Distinction winners. Ernie will check with Mark for a contact with WS Packaging.

#### **Topic 4: Membership engagement**

Ann did an analysis of the number of Alliance members that are active on a task force or attend a General Membership meeting. She found that about one-third of the membership is active participants. One issue that may be causing members not to attend meetings is the driving distance to get to the meetings. Mark asked, "What is the value proposition for going to the General Membership meeting when one considers the drive and the time taken away from the office?" One opportunity the taskforce would like to pursue is researching web conferencing software like Webex, so members can attend meetings without having to drive.

The committee would like to have a survey directed at the membership that asks them why they joined the Alliance. In the survey, we would list the benefits that the Alliance has and have the member identify which ones they value. This will help the recruitment task force with formulating a value proposition for future recruitment, including updating the recruitment brochure.

In addition to the survey, the taskforce would like a list compiled of all of the members, including contact information for the CEO/President, HR manager and Director of Operations. All of these individuals should be contacted, so they are aware of the organization and invited to participate.

John feels companies that have 100-250 employees are a segment we should target. The benefits we offer have a greater impact on smaller than larger companies.

#### **Topic 4: Next steps**

**Next meeting: Thursday, January 13 at 8:30 a.m. at Laminations.**