

**N.E.W. Manufacturing Alliance**  
**Communication Task Force Meeting**  
January 12, 2011  
Northeast Wisconsin Technical College

*Minutes*

**Attendees:** Chris Linn, Casey Fryda, Jerry Murphy, Mike Kawleski, Tom Verboncouer, Jeff Sachse, Rick Berg, Bobbi Miller, and Ann Franz

**Topic 1: Manufacturing the Future Documentary**

Chris shared that Alex told him that the Alliance should feel free to use the documentary any way we want. Alex believes PBS will air it in the Spring, but no date has been set. The Alliance does not have to wait until after it is televised on PBS. The K-12 task force watched the documentary and in February was going to work on developing curriculum/learning lessons for the documentary. "Manufacturing Your Future" lends itself well to cutting the 58 minutes into shortened topic related sections (i.e., females in manufacturing, advanced technology). Casey shared that NWTC's digital degree program could assist with the editing of the documentary. It was determined that the Communications task force will work with the K-12 task force at the February 18 meeting on this project.

Chris suggested hosting an event where we invite educators (superintendents, principals, counselors, and teachers), Alliance members and media to view the documentary. Chris explained it will be important to have some materials that the educators can use after seeing the documentary. Instead of inviting all educators, the committee may want to target a few school districts. The Steering committee is suggesting that the taskforces work on targeting 5 school districts, instead of trying to reach out to every school district. We could also invite people that were featured in the documentary. Possible venues include NWTC (able to use the space for free) or the PAC (approximate cost \$1,000).

**Topic 2: Manufacturing Vitality Index**

The NEW Manufacturing Alliance funded a Manufacturing Vitality Survey with UW-Oshkosh. The telephone survey was conducted in November 2010. The survey sample was all northeast Wisconsin manufacturers that had 3 million dollars or more in sales and had at least 25 employees (total of 378). Of that sample, 179 companies completed the survey. The survey asked respondents' questions related to projected 2011 workforce needs, capital/modernization and business growth/sales.

The results illustrate that manufacturing is alive and well in northeast Wisconsin; however there is a skills gap with the workforce. Manufacturers are having difficulty finding the workforce they need and most likely this will get worse. This is primarily due to companies in our region are investing heavily on modernization that will require an even higher skill set.

There will be a press conference announcing the results of the survey on Feb. 3 at 10:30 a.m. at UW-Oshkosh in Reeve Union, Room 221. The press conference will also spotlight the Alliance as being the "Go to Place" for the media when they have questions about manufacturing. The event will include the following people:

**Confirmed presenters are:**

Jeff Pallini  
Chancellor Wells  
Jerry Murphy

**Invited:**

Paul Jadin – Ann will invite  
Dr. May (NEWERA chair) – Ann will invite  
Dr. Rafn – Ann will invite

In addition, the Communications and Steering committee members are also encouraged to attend the press conference, so they are available to speak to the media about the study. The committee will target the following media:

Insight Publications – Rick Berg confirmed  
Business News – Jerry Mader – Tom V. will personally invite  
Gannett – Rich Ryman

TV news media – Jim Golembeski will assist in personal invites

Other print and radio media

Chris will work on an Executive Summary that can be used to invite the media to the event. At the day of the event, a full report will be given to the media.

### **Topic 3: Strategic Plan Review**

The Steering committee would like input from the Communications task force on the Alliance's 2011-2013 plan. Due to the limited time available at today's meeting, this has been tabled for a future meeting.

### **Topic 4: Other business**

Jerry shared that he had a conversation with Mike Klonsinski with WMEP. He is now the Deputy Secretary for the Wisconsin Department of Commerce. He would like to see the Alliance and WMEP work more closely together. Jerry suggested at the next Steering committee that there is discussion on how the Alliance could strategically think about its relationship with WMEP and then invite Mike to a future meeting.

Casey would like to see our committee survey young adults currently attending a technical college for a manufacturing related degree on why they chose this field of study. Several years ago a similar study was conducted by the Alliance and this information has been invaluable to the college in their marketing campaigns.

Ann shared that the NEW Manufacturing Alliance's Linked In group is activated. She invited Alliance members to join. There were 59 people that joined within 24 hours of the invite. Some of the group members are not member companies. This may be a good recruitment tool for the Recruitment task force.

### **Topic 5: Next Steps**

**Next meeting, Friday, February 18 at 8:30 a.m. (location to be determined – in the Appleton area)**