

Notes from ACERS Manufacturing Division Board / Committee Meetings
Organizational Growth Committee
Cleveland
4/26/16

- 200+ ACERS members were converted from Whitewares Division
- Roughly 280 total members in Manufacturing Division
- How do we compare with other divisions
 - Refractories
 - Structural clay
- What are our retention targets?
- Not well known that corporate members can join multiple divisions
- Regular members can only join one division for free and must pay \$10 for additional divisions
 - Discussion about changing this to 2 free divisions with regular membership
 - Manufacturing Division propose this change to ACERS
 - This will also avoid perceived competition with other divisions
 - Allow for growth
 - Add benefits to membership
- ACERS Corporate membership has grown recently
 - Ceramic Expo has drawn more corporations
 - Primary recruiting happens through meetings
 - ACERS believes that Manufacturing Division will help to increase corporate membership
- Materials Advantage – University student membership mechanism
 - Discussion about possible Manufacturing Division recruiting strategies.
 - Scholarships
 - Convince students that manufacturing is a good career choice – manufacturing is cool
 - Work with Keramos
 - Have Manufacturing Division representatives visit Keramos Chapters
 - Give students the ability to be found
 - There is a clear knowledge gap in industry related to aging workforce
- Three opportunities for Manufacturing Division growth
 - Corporate membership
 - Promote through programming
 - Student membership
 - Keramos
 - Job postings
 - Scholarship
 - Regular membership
 - Promote through ability to join more than 1 division
- ACERS views Ceramic Expo as the home of the Manufacturing Division