

NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
KI – Green Bay, WI
Friday, February 20, 2015, 8:30 – 10:00 a.m.

ATTENDEES: Polly Abts-LTC, Allyson Baue-GPS, Andy Bushmaker-KI, Kari Christoph-A to Z Machine Co., Rod Dax-Tweet Garot Mechanical, Inc. Mary Jo Harrison-Tweet Garot Mechanical, Inc. Derek Lineberry-Sargento Foods Inc., Shannon Niccum-Nestle, Stacy Norman-GBAPS-Elmore, Oran Nehls-Denmark High School, Ann Franz-NEWMA, Debbie Thompson-NWTC

EMPLOYABILITY SKILLS TRAINING

KI and Denmark High School teamed up to have students work on a solution to chair stress fractures. Students divided into two groups, with each group developing a possible solution. Oran shared that this real-life experience was a great exercise for students; and they all enjoyed being a part of it. One of their solutions is in the process of being cost justified for possible implementation. Regardless of whether or not either of their concepts is implemented, Oran said this has been a great student, real-life work experience. The experiences learned between KI and Denmark High School served as the baseline of the development of the employability skills hands-on training program.

The Alliance’s Employability Skills program will have the following components:

- A manufacturer will identify a project based problem.
- The program will be for one semester.

The training module topics will include the following:

1. Effective Communications
2. How to Work on a Team
3. Critical Thinking & Problem Solving

The goal is to have the modules be delivered in 10 – 30 minutes. The taskforce reviewed training module from Georgia-Pacific on Effective Communications. In addition, the committee reviewed the Alliance’s Leadership Academy’s Critical Thinking Skills module. Polly offered to research some LTC team building materials for the next subcommittee meeting. Ann will get permission to share the Bay Area Workforce Development Board’s “YESS” program materials. Andy reported that KI offered a leadership class that included self-assessment and will share relevant materials from the class.

The company will go to the school on 4 occasions in one semester:

1. First meeting will present the project based problem that needs to be solved, along with a lesson on problem solving/critical thinking skills.
2. Second meeting is an update on how the students are doing on solving the problem, along with a lesson on how to work on team.
3. Third meeting is an update on how the students are doing on solving the problem, along with a lesson on effective communications.
4. Final meeting is a presentation by the students on their solution to the problem.

Timeline:

- February 2015-July 2015 work on developing the curriculum.
- May 2015 identify schools to participate in the pilot.
- Fall 2015 pilot the project with manufacturers that are members of the K-12 taskforce.
- March 2016 present the program at the General Membership meeting.

The goal is to have the training on the NEWMA website for the fall 2015 school year, with the training showcased at the March 2016 NEWMA general membership meeting.

INTERNATIONAL TECHNOLOGY & ENGINEERING EDUCATORS ASSOCIATION CONFERENCE (ITEEA)

On March 26-28 the International Technology and Engineering Educators Association **ITEEA** will be hosting a conference in Milwaukee at the Wisconsin Convention Center. Thousands of people, mostly educators, are expected to attend.

Please contact Ann if you are able to staff the NEWMA booth on March 26 and/or 27. Volunteers will be given free admission and a t-shirt to be worn at the event.

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)

The MFEC is scheduled for October 21 and 22, 2015 at the KI. 500 students will be bussed in for one of the morning sessions. The student itinerary is as follows.

8:30 to 10:00 a.m. – Students will be meeting with company representatives to discuss careers.

10:00 to 10:30 a.m. – Ryan Estis, dynamic international speaker, will talk to students about passion and purpose.

10:30 to 10:45 a.m. – Bill Bartnik, Sargento Foods Inc., will provide real-life career information.

STEM SUSTAINING MOVEMENT CONFERENCE OUTCOMES – STACY NORMAN

A national STEM conference was held last October in Washington, DC. Stacy shared that the conference was eye opening, with a lot of discussion on supporting educators, as STEM requires highly trained skill sets. As a result, GBAPS plans to target three of their schools, including Elmore, to teach manufacturing, engineering, and environmental science. Providing access to students, especially the underprivileged, and building relationships with the community was considered very important.

An educator from Connecticut shared that their middle school held a Saturday “STEM Fest”. This turned into a huge, successful event, shutting down city streets and requiring police patrol. Stacy is part of a committee that is connecting with Milwaukee, in an effort to have a similar event take place locally.

GANNETT AD ANALYTICS

The cost of the ½ page, January 3, 2015 insert ad was \$4,500. Gannett surveyed their readership regarding the ad. 159 readers completed the survey. The ad scored at or above the national average in each category. In addition, Ann researched the analytics for the Alliance’s website for the week the ad ran, compared to the previous year. The results were significant, with greater viewership (751 compared to the previous year of 434). 164 users viewed the job openings section of the website, compared to the previous year of zero viewers. Because results were very favorable, with a good return on investment, a future ad will be considered.

NEXT STEPS AND NEXT MEETINGS

The next NEWMA K-12 task force meeting will be on Friday, April 17, 2015 at Lakeshore Technical College.

The Employability Skills subcommittee will meet on Friday, March 20 from 9:00 to 10:30 a.m. at KI. Members are encouraged to contact Ann if they are interested in attending.

The Full Membership meeting is on Thursday, March 5 from 12:00 to 2:00 p.m. at the FVTC Bordini Center in Appleton. There will be a special presentation from William Strauss, senior economist for the Federal Reserve Bank – Chicago. Mr. Strauss will be presenting on macro and regional outlook and trends for manufacturing. In addition, the meeting will include presentations from Plexus and N.E.W. Plastics leaders regarding the training programs developed through the Fast Forward Grant. A complimentary lunch will be provided. **Please let Ann know as soon as possible if you are planning on attending the meeting, in order to have an accurate lunch count.**