

NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Nature's Way – Green Bay, WI
Friday, July 15, 2016 – 8:30 to 10:00 AM

ATTENDEES: Keith Anderson-Masters Gallery Foods, Allison Baue-ERC, Lucas Becks-Becks Quality Cabinets, Peter Behnke-CESA 8, Tim Beno-Hometown Bank, Andy Bushmaker-KI, Amy Goerlinger-Walker Forge, Frank Hacker-Rockline Industries, Connie Heise-Nature's Way, Molly Hyde-Becks Quality Cabinets, Ashley Knutson-G.B. Chamber, Michele Martin-Bemis Company, Dave McCarthy-GPS Education Partners, Bobbi Miller-FVWDB, Oran Nehls-Denmark H.S., Shannon Niccum-Nestle, Lori Peacock-GBAPS, Andy Preissner-Ariens Company, Andrew Rinke-FVTC, Jodi Wellhoefer-Outlook Group Corp., Ann Franz-NEWMA, Debbie Thompson-NEWMA

NATURE'S WAY TOUR

Members had the opportunity to tour Nature's Way.

GET REAL MATH UPDATE

Over the last three weeks, video shoots were completed for the next nine GRM videos. The filming went well and will be a great addition to highlight workplace math applications. The new videos and lesson plans will be online in October. EMT International, Georgia-Pacific, and Nercon Eng. & Mfg. each produced three new videos at a cost of \$2,000 per company. Member companies will be asked to participate again next year.

The **Get Real Math Movie Premiere** will be held on October 4, 2016 at the Meyer Theatre in Green Bay. Last year's event was well-attended, with many math and tech ed teachers in attendance. Sponsors will be sought for the \$1,500 cocktail reception and \$500 cash awards for math/tech ed departments awarded at the event. The Premiere will be planned over the next few months.

NEWMA had interviews scheduled with *Quality Digest*, *Plastics Today* and *Bloomberg*, as they are interested in learning more about the math videos and K-12 outreach.

PARENT SURVEY ON MANUFACTURING

The electronic survey will be administered in October by volunteer schools and will gauge parents' perspective of manufacturing careers. The survey will be promoted during manufacturing month as a selling point to participate. Actions will be taken based on survey results. The survey will be administered again in the future to see if NEWMA's efforts are positively changing any parent negative perceptions.

Attendees reviewed the SME survey draft that utilizes the national survey as its basis. Questions will be brief and to the point. The survey will be an agenda topic at the August meeting. Discussions included the following.

- Parent financial status will not be asked.
- The name of the school will not be asked; however, the students' grade level will be requested.
- The option to not answer will be provided where appropriate.
- It was suggested to ask parents their education completion level.
- Schools are needed to communicate and send the survey link to parents.

MANUFACTURER K-12 OUTREACH SURVEY

The purpose of the survey is to gauge the number of NEWMA companies involved in K-12 outreach. Opportunities for engagement will be communicated. Based on survey results, an action plan will be developed. A follow-up survey will be administered to determine the impact of the subcommittee's promotional efforts in this regard. The survey will be an agenda topic at the August meeting. Discussions included the following.

- Determine the overall goals of the survey.
- Utilize time frames for questions.
- Use "Other" or give the option to not answer a question where appropriate.
- Separate the survey by elementary, middle, and high school responses. Specific schools will not be listed.
- Establish who the manufacturers are that are serving as classroom speakers and the careers they are representing.

TECH ED TEACHER SOLUTIONS SUBCOMMITTEE

Far more tech ed teacher openings exist than candidates. Members met May 31 to discuss solutions to this crisis and will meet again in early August. Currently, only three Wisconsin colleges offer tech ed certification.

NEWMA will provide up to \$8,000 in financial sponsorship to help teachers who are interested in becoming certified to teach tech ed. LTC, FVTC and NWTC will each receive four \$250 scholarships. UWO will receive six \$500 scholarships. The LTC and Lakeland College partnership will receive two \$1,000 scholarships. There was discussion by the subcommittee of potential local partnerships between tech and four year colleges providing certification.

TASK FORCE EXPANSION

Due to large participant numbers and the need for more focused groups, the following new subcommittees are being formed.

K/16 Task Force Subcommittees	Talent Task Force Subcommittees
ACP/Curriculum	Talent Recruitment
Tech Ed Teacher Shortage	Incumbent Worker Training/Grants
Get Real Math	Retired Worker Issues

Members will have the opportunity to learn more about the new subcommittees, before deciding where they would like to dedicate their time. Ann will send a Doodle poll to determine the meeting day/time that works best for potential members.

GREATER GREEN BAY CHAMBER'S 'FIND YOUR INSPIRATION' EVENT

Last year the Chamber piloted the **Find Your Inspiration** event. The goal of the event is to inspire students to see where they may have an interest. This will help determine what classes they need to take in high school to help accomplish their career goals. Students were rotated at the event to get exposure to the various careers.

This year's event will be held on October 13, 7:00 a.m. to 3:00 p.m., at the KI and will also feature 1,700 sq. ft. dedicated to a NEW Manufacturing Alliance zone. The event will have over 3,000 8th grade students attend the program. Layout will be determined at the August K/12 meeting. Members will collaborate to design the space. Each student will be given an *All Stars* magazine. For further information, visit titletown.org/fyi or contact Ashley Knutson, youth career development manager, at 920-593-3404 or aknutson@titletown.org.

NEXT MEETING DATE/LOCATION/AGENDA

The next K-12 meeting will be held on **Friday, August 19, 9:00 to 10:30 a.m. at KI.** Please note the later start time.

Agenda items include the following.

- Find Your Inspiration Event Planning
- Get Real Math
- Parent Survey on Manufacturing
- Manufacturer-K/12 Outreach Survey
- Tech Ed Teacher Solutions Subcommittee Update
- Task Force Expansion Update