

**NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Bay Lakes Council – Appleton, WI
Friday, September 16, 2016 – 8:30 to 10:00 AM**

ATTENDEES: Keith Anderson-Masters Gallery Foods, Lynn Aprill-CESA 8, Lucas Becks-Becks Quality Cabinets, Peter Behnke-CESA 8, Doug Bengson-Schenck, Andy Bushmaker-KI, Rashad Cobb-Boys & Girls Club, Joe Draves-NWTC, Connie Heise-Nature’s Way, Molly Hyde-Becks Quality Cabinets, John Knickerbocker-CESA 8, Ashley Knutson-G.B. Chamber, Aaron Kocha-Bay Lakes Council, Sondra LaCoy-Nercon, Bobbi Miller-FVWDB, Shannon Niccum-Nestle, Stacy Norman-GBAPS Elmore, Lori Peacock-GBAPS, Ben Peterson-Valley Christian School, Jennifer Rauscher-Plymouth School District, Scott Stephens-GPS Education Partners, Ann Franz-NEWMA, Debbie Thompson-NEWMA

Aaron Kocha, Bay Lakes Council, gave a brief overview on the [Exploring](#) program.

GREEN BAY CHAMBER’S ‘FIND YOUR INSPIRATION’ EVENT – 10/13/2016

This is the event’s second year. Almost every Brown County 8th grader will be attending. Students will have access to a mobile app so they can prepare in advance. Each student will also receive an *All Stars* magazine. Approximately 85 businesses will be exhibiting. A meeting will be held next week to finalize details.

Member companies participating include; Becks Quality Cabinets, LAB Midwest, Nercon Eng. & Mfg, N.E.W. Plastics, NWTC, Unlimited Services of Wisconsin, Inc., Wisconsin Technical Education Association.

Occupations to be spotlighted include the following.

Assembler	Carpenter/Cabinet Builder	CNC Programming	Electro-Mechanical
Engineering	Heavy Equipment Operation	Industrial Automation Technician	Industrial Automation Technician
Robotic Programming	Welding	Tech Ed Teacher	-

GET REAL MATH (GRM) UPDATE – 10/4/2016

140 people have registered. Ann secured a photographer to take pictures as attendees walk down the red carpet, beginning at the 5:30 p.m. reception. The pictures will be posted on NEWMA’s Facebook page. Attendees will be asked to proceed to the auditorium at 6:30 p.m.

The program will begin at 6:40 p.m. Pete Petoniak, Fox 11 newscaster, will serve as the emcee and announce each presenter. Dr. Evers will be in attendance and speaking for five minutes at the start of the Premiere. Each company rep will speak for five minutes regarding their company, their careers emphasizing math, and the importance of partnering with education. Their video will then be played. Three of the new math videos will be debuted. Andy Bushmaker will talk about the K/12 Task Force and then show one of the All Star videos. The evening will conclude with an invitation to be on the math council and the drawings.

Volunteers will be needed to help with the registration process from 5:00 to 6:30 p.m. Members are encouraged to contact Ann if they can assist.

Since the last meeting, BPM Inc. confirmed they will sponsor one \$500 award to a tech ed department. Miller Electric is donating a Millermatic 141 MIG welder.

Sondra LaCoy, Nercon Eng. & Mfg., Inc., shared they prepared a script for their GRM video. The videographer set everything up and made their participants feel at ease. The process created a good buzz amongst employees, in addition to the Oconto School District being excited about their participation. Ann shared that three companies have expressed interest in filming videos for 2017.

PARENT SURVEY ON MANUFACTURING

See the **attached survey questions**. Members are finalizing the schools that will be participating. Approximately 50 schools will be administering the survey, with responses closing by the end of November. All responses will be anonymous. Ann will be sending the survey link next week.

MANUFACTURER K-12 OUTREACH SURVEY

The survey will gauge manufacturer K/12 involvement. The survey will be administered in January. Results, with a call to action, will be shared at the March full membership meeting. A follow-up survey will be sent every two years.

REQUEST FOR EXCELLENCE AWARDS AUCTION ITEMS – 10/19/2016

The goal is for a total of \$18,000 in auction items' value. Currently, a total of \$10,000 in value has been donated. Student projects are very popular. Funds generated from the auction will be used for scholarships. **Members are encouraged to contact Ann with any donations.**

MANUFACTURING FIRST EXPO & CONFERENCE – 10/19 & 20/2016

Day 2 will host 500+ high school students at the event. Chaperones are needed. **Members are encouraged to contact Ann if they can volunteer from 8:30 to 11:00 a.m. on Thursday, October 20.** Ann will be notifying members who will be having an exhibit booth to encourage them to bring staff that can discuss their career opportunities with the high school students on day 2.

PARENTS BRAINSTORMING

The following are ideas/suggestions and current happenings for connecting with parents.

- ACP allows for more opportunities to work with schools and provide career information. It can be difficult to get parents to attend parent/teacher conferences.
- Get kids hooked early. Brain and creativity development starts in the early years.
- Invite students and parents to a manufacturing facility for a tour and career information session. Sargento is hosting an event on October 10 for students. They also invited parents to spend lunch with their child, providing an opportunity to connect with parents/guardians.
- Offer a K/12 career planning night.
- Offer a session where manufacturing careers are discussed in general.
- Teach the entrepreneurial side of business. Provide a day of rotating tours to smaller companies.
- Have a parent night that is intended to provide information while getting parents' mandatory consent for their child to participate. Make known any parent volunteer opportunities. Often parents are unaware they have an opportunity to get involved. Project G.R.I.L.L. provides a parent night. In turn, they have gotten numerous parents involved.
- Eight high schools are involved with Project G.R.I.L.L. Students get to work with a company, in addition to touring two other companies. Parents are invited to tour the manufacturing sites, as well.
- Provide a family fun night that includes career messaging.
- Provide a STEM night, with the goal being to provide opportunities throughout the day and after school.
- Network through the high schools and their feeder schools.
- Through ACP, schools want to create a culture for students and parents. GBAPS will rely heavily on Career Cruising. The student will invite their parent/guardian to review their ACP. Schools often struggle to get parents involved. Career Cruising allows students to look at 1,000s of careers (including videos), colleges, and financial aid. Career Cruising supports ACP.
- Have the NEWMA All Star videos on the Career Cruising website.
- DPI came out with a gender based STEM occupations grant. Up through 9th grade, parents provide the biggest role in determining their child's desired occupation. Mother/daughter workshops will be held at Bay Link. GBAPS will also partner with Big Brothers Big Sisters to work on career exploration. Access and equity for all parents will be part of the process.
- NWTC will be partnering further with schools through the NSF grant. They will reach-out throughout the district, providing mobile labs, if needed, and have offered to participate at parent/teacher conferences.

- The NSF grant survey indicated that parents working in manufacturing may not be good advocates for encouraging their child to pursue a manufacturing career.
- KI provided a tour that included their employees and their family members. A lot of good conversations took place, helping create the awareness piece.
- Provide information on the variety and statistics on manufacturing careers for parents.
- Create a collage with the faces of people who work in a variety of manufacturing jobs.
- Word of mouth and networking can be positive for manufacturing. Develop branding.
- Companies need to provide their employees with a healthy, collaborative culture.
- Employees have fears of downsizing and may feel disconnected from their job. Lack of a degree can fuel this fear. Training keeps employees fresh and engaged.
- Businesses should provide an ACP for their employees. Career planning does not stop when hired.
- Provide an internal, company career fair so employees can learn about other departments and opportunities.
- Employees may not be content in their job and have difficulty seeing a bigger purpose.
- Sometimes parents are not aware they are actually working in manufacturing, necessitating the need to promote the awareness piece.

A task force will be working on these issues.

NEXT MEETING DATE/LOCATION/AGENDA

The next **K-12 Task Force meeting** will be on **Friday, November 18, KI - Manitowoc, 8:30 to 10:00 a.m.** Agenda items include the following.

- Find Your Inspiration – Follow-up
- Get Real Math Premiere – Follow-up
- Manufacturing Parent Survey
- Manufacturer K/12 Outreach Survey
- Excellence in Manufacturing-K/12 Partnerships Awards – Follow-up
- Manufacturing First Expo & Conference – Follow-up
- Connecting Parents/Students with Manufacturing Career Opportunities