

NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Schenck – Appleton, WI
Friday, January 20, 2017 – 8:30 to 10:00 AM

ATTENDEES: Doug Bengson-Schenck, Andy Bushmaker-KI, Tracy Corrigan-NWTC, Joe Draves-NWTC, Frank Hacker-Rockline Industries, John Knickerbocker-CESA 8, Ashley Knutson-Greater G.B. Chamber, Kelly Mallmann-Heartland Label Printers, Bobbi Miller-FVWDB, Brooke Mueller-GBAPS, Stacy Norman-GBAPS Elmore, Andrew Rinke-FVTC, Ann Franz-NEWMA, Debbie Thompson-NEWMA

K-12 TASK FORCE CHAIRPERSON NEEDED

A new K-12 Task Force chairperson is needed. Andy Bushmaker has served in this role the last two years and will be chairing the new STEM Task Force. Duties include facilitating the K-12 Task Force meetings, in addition to serving as a spokesperson. Members working in manufacturing are encouraged to contact Ann if interested.

REVIEW 2016 ACTIVITIES

- Excellence in Manufacturing/K-12 Partnerships Awards had 383 attendees and raised \$30,650 in scholarships. 2015 had 360 attendees and raised \$12,000 for scholarships.
- MFEC had over 1,850 registered attendees (including 600 high school students).
- Nine new Get Real Math (GRM) videos were produced. GRM will be under the direction of the new STEM Task Force.
- Almost 300 people attended the GRM Video Premiere on October 4, 2016. 60 school districts were represented, from Slinger to Marinette.
- NEWMA had an exhibit booth at the Green Bay Chamber's Find Your Inspiration event. 3,600 8th grade students were in attendance. Each student received an *All Stars* magazine. 80% of the students found career information that was pertinent to them. 40% of the students discovered new careers that interested them. Manufacturing, STEM, and health sciences top the list of students' career choices.
- Funded bussing for 100s of students to participate in October (manufacturing month) plant tours.
- Scholarship opportunities were created for tech ed certification and Bachelor of Science Technology Education. Ann shared that there is currently \$8,500 in the scholarship fund.
- Solutions to the Tech Ed Teacher Crisis Task Force was created. Several actions are underway.
- In October, the Alliance conducted the SME survey regarding parents' perceptions about manufacturing careers. A total of 897 parents completed the survey, compared to the national survey that had 500 respondents. These results will be analyzed by the K-12 Task Force.

2017 ACTIVITIES

- GBAPS schools are in the process of meeting with ACP planners. Schools want to determine their current state and strengths of each school. Their ACP program will be developed around those strengths. During the next couple months, GBAPS will have a clear direction as to what their ACP ask of the K-12 Task Force will be.
- Work with the Communications Task Force to support ACP. The ACP mandate starts in fall 2017.
- Develop a parent toolkit. How can the K-12 Task Force enhance teacher - parent career conversations? Students will need more career guidance.
- Email manufacturers the K-12 involvement survey. Once the survey is completed work on efforts to have more companies engaged in K-12 outreach (i.e. plant tours, youth apprenticeship).
- Tracy Corrigan shared that NWTC created a career curriculum course in Blackboard. An NWTC faculty member and career advisor work through the modules with high school seniors. Ideally this would be done starting with sophomores. The modules cover the following:
 - Who are you? Where do you want to go? How will you get there?
 - Provide an in-depth review of the company they want to work for.
 - Resume preparation and interviewing techniques.

The training requires one-on-one mentoring. The class is built in a shell that can be copied and modified as needed. They are currently delivering the class to four high schools (45 students); Bonduel, Denmark, Marinette, and Wrightstown. The program can track students from high school through college. The course is being setup for online

delivery if a student can't get the course onsite at their high school. Communication with the parents will be investigated. Tracy will follow-up and do a report out at a K-12 Task Force meeting.

- Career Cruising is an ACP electronic tool being used by Wisconsin public high school students and NWTC, and can be started as early as 6th grade. Student accounts can remain active with a student from high school through college.
- Have five more member companies partner with a school to solve a real-life problem(s). Soft skills can be part of the student training. Frank Hacker shared that Rockline Industries is partnering with Sheboygan Area School District's Red Raider Manufacturing.

MFEC STUDENT EXPERIENCE

Parents are not invited; however, Ann suggested preparing some information the schools can give to the parents so they know what their child had experienced. This could include artist cartoon drawings about the various careers featured. An incentive can be offered to students who post event images on their own Facebook page. A hashtag can be created for security purposes.

FIND YOUR INSPIRATION – FOX VALLEY

The Fox Valley will host a Find Your Inspiration event in March. Ann is meeting with Patty Milka, Fox Cities Chamber of Commerce, and will follow-up with member companies located in the Fox Valley area.

AWARDS DINNER AUCTION

Ann suggested auctioning off the services of a member CEO to meet with a company. This would be a consulting opportunity for a topic such as succession planning. Bidding for this silent auction item could start in June. The winner would be announced the night of the awards dinner. Proceeds will go towards the scholarship fund.

PARENT SURVEY

Ann will be sharing the parent survey results at the February 17 K-12 meeting. Members will compare our current state with national survey results. Strategies will be developed based on the survey results. Ann participated in a TV news story when the survey was sent, prompting the media to request another interview based on the results.

NEXT MEETING DATE/LOCATION/AGENDA

The next **K-12 Task Force meeting** will be on **Friday, February 17 at Denmark High School, 8:30 to 10:00 a.m.**

Agenda items include the following.

- ✓ Partnership with KI Presentation – Denmark High School Students
- ✓ Parent Survey Results
- ✓ Spring Events