

**NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Denmark High School – Denmark, WI
Friday, February 17, 2017 – 8:30 to 10:00 AM**

ATTENDEES: Andy Bushmaker-KI, Elisa Carr-LTC-YA, Joe Draves-NWTC, Kory Fredrickson-Denmark H.S., Frank Hacker-Rockline Industries, Connie Heise-Nature’s Way, Molly Hyde-Becks Quality Cabinets, Ashley Knutson-Greater G.B. Chamber, Sondra LaCoy-Nercon Eng. & Mfg., Kelly Mallmann-Heartland Label Printers, Denee Mott-First Business Bank, Oran Nehls-Denmark H.S., Scott Stephens-GPS, Ann Franz-NEWMA, Debbie Thompson-NEWMA

K-12 TASK FORCE CHAIRPERSON NEEDED

A manufacturer member is needed for this position. Contact Ann if interested.

PRESENTATION FROM DENMARK HIGH SCHOOL STUDENTS ON PROJECT WITH KI

Denmark High School students presented their project that has been based on their collaborations with KI. The goal is to have companies do a replication of this project. Soft skills PPTs are on the NEWMA website and can help members provide this part of the student training. In addition, Andy shared that he also has a safety presentation he gives the class. Members are encouraged to contact Ann if they are interested in connecting with a school or manufacturer.

PARENT SURVEY RESULTS

897 Respondents: 33% Male & 67% Female

Grades: Pre-K: 18%, K-5 36%, 6-8 42%, 9-12 58%, College 22%

Respondent works in manufacturing or has a significant other in the field: Yes 55%, No 45%

Topic	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Respondents
Manufacturing is well paying.	13% 118	52% 460	24% 215	10% 92	1% 8	893
Manufacturing is an outdated work environment.	1% 10	7% 61	19% 171	53% 473	20% 174	889
Manufacturing is dirty work.	2% 20	20% 179	36% 321	34% 304	7% 62	886
Working in manufacturing does not require an education beyond high school.	2% 20	12% 107	21% 186	51% 451	14% 124	888
Manufacturing is an exciting and engaging profession.	Yes 72%			No 28%		
Women <u>not</u> in manufacturing scored 62%.	Women in manufacturing scored 77%.					
Men <u>not</u> in manufacturing scored 67%.	Men in manufacturing scored 83%.					

NATIONWIDE SME SURVEY RESULTS

- More than 20% of parents surveyed viewed manufacturing as an outdated and/or dirty work environment.
- Half of all respondents do not see manufacturing as an exciting, challenging or engaging profession.
- Nearly ¼ of parents surveyed do not feel manufacturing is a well-paying profession.

Regional perceptions are much better compared to the national average; however, improvements can be made. The results are the first benchmark from which follow-up surveys will be compared. Members will work with the data to promote the industry, trying to dispel any misconceptions. Discussions included:

- ✓ Package the results, promoting the industry, for participating schools to share with parents. The 2018 All Stars should be asked questions related to rewarding and exciting careers, clean work environment, and great pay.
- ✓ Get a geographical Snapchat filter. Post a manufacturing story through a Snapchat filter. Kids frequently use Snapchat and Instagram. Girls tend to use Twitter more often than boys.
- ✓ Ask schools that distributed the survey to send out the results and manufacturing career information.

Develop a 60 second montage that focuses on great manufacturing careers available.

- ✓ Ann will review the last two years of All Stars and select compelling messaging for testimonials. The messaging will be shared with Alex Zacarias, All Star videographer, for compilation.
- ✓ **Members are asked to send Ann relevant photos that can be shared.**
- ✓ Ann will touch base with **Mark Hawkins**, professional photographer, to capture production floor images, if needed.
- ✓ The website will be updated, reflecting this initiative.
- ✓ A local TV news station will be following up with Ann to do a story based on the survey results. Ann will review key messaging before scheduling the interview. Viewers will be directed to the website.

The Communications Task Force is working on a NEWMA app that will include career information and job openings.

SPRING EVENTS

- March 2 - NEWMA will be receiving an award from the Wisconsin Technical Education Association (WTEA). Alliance members will be presenting on March 3, showcasing the partnership between Denmark High School and KI.
- March 3 - Valley Christian High School in Oshkosh will be holding a Discovery Day. School administrators contacted Ann in an effort to have manufacturing opportunities showcased at the event. This will be an opportunity to strengthen partnerships in the private school sector.
- March 7 - The Fox Cities Chamber will be holding a Career Expo. NEWMA will be sponsoring a table. Approximately 2,200 Fox Cities 8th grade students will be attending. All students will receive an *All Stars* magazine.
- April 4 - Ann will be attending the Marinette/Oconto County partnerships breakfast. Area companies and educators are collaborating to form partnerships that will enhance student academic and career planning. Plant tours will be part of this process.
- Ann and Andy Bushmaker will be presenting Get Real Math video information at the Wisconsin Mathematics Council, Inc. Conference being held on May 4-7 in Green Lake.

REVIEW NEW NORTH SCHOOLS' ENGAGEMENT LIST

The task force determined engagement means the Alliance has had at least one connection with a school, not including a mass email. Engagement included paying for: bussing for students to attend plant tours, educators at the Get Real Math Premiere, task force members' participation, and Excellence Award winners. Members reviewed the schools' engagement list compiled by Ann. Of the 78 school districts in northeast Wisconsin, the Alliance had at least one engagement with 55 of the school districts in 2015 and 2016. Other discussions related to engagement:

- ✓ Hold an event for only private schools. Numerous manufacturing careers require a 4-year degree.
- ✓ Engage rural schools and those that have not participated.
- ✓ Establish benchmarks to analyze how school engagement levels have changed over time.
- ✓ Showcase best practices at the Excellence in Manufacturing/Education Partnerships Awards.

Ann's current work study student is updating regional public and private school contacts. A Get Real Math (GRM) informational postcard will be sent in March to contacts, based on the updated lists.

NEXT MEETING DATE/LOCATION/AGENDA

The next **K-12 Task Force meeting** will be on **Friday, April 21 at Rockline Industries (Sheboygan), 8:30 to 10:00 a.m.**

Agenda items include the following.

- ✓ Parent Survey Results – Moving Forward
- ✓ Video Montage
- ✓ Schools' Engagement
- ✓ Event Updates