

**NEW Manufacturing Alliance  
K-12 TASK FORCE MEETING MINUTES  
Rockline Industries – Sheboygan, WI  
Friday, April 21, 2017 – 8:30 to 10:00 AM**

**ATTENDEES:** Keith Anderson-Masters Gallery Foods, Peter Behnke-CESA8, Kari Christoph-A to Z Machine, Mike Dietrich-LAB Midwest, Joe Draves-NWTC, Frank Hacker-Rockline Industries, Connie Heise-Nature's Way, Aaron Kocha-Bay-Lakes, BSA, Sondra LaCoy-Nercon Eng. & Mfg., Jennifer Rauscher-Plymouth H.S., Andrew Rinke-FVTC, Scott Stephens-GPS, Chris Weber-Bay-Lakes BSA, Ann Franz-NEWMA, Debbie Thompson-NEWMA

Sondra LaCoy accepted the K-12 Task Force chair position.

### **PARENT SURVEY RESULTS & ACP MARKETING**

In response to the survey results, members will work to improve the following perceptions.

1. Manufacturing is dirty work.
2. Manufacturing is an exciting and engaging profession.

### **Means to Improve Perceptions**

- Partner with local schools to host a parents' night and job fairs.
- Partner with schools to become part of the ACP process. Develop content schools can share with students and parents.
- Encourage parents to come to plant tours and the student portion of Manufacturing First.
- Companies should encourage parent/guardian participation even during the work day whenever possible.
- Offer teacher externships during the summer months.
- Manufacturers should participate in freshman orientation.
- Create an electronic marketing piece for schools to share. Include a montage of comments related to the perceptions members want to change, utilizing content from the All Star videos.
- Use current images and videos in the marketing pieces.
- Run the themes from the marketing pieces through Facebook, Twitter, and the NEWMA website.
- Encourage schools to link the NEWMA website on their website.
- Create a parent page on the NEWMA website.
- Encourage manufacturers to partner with schools similar to the KI/Denmark High School real world project.

### **NEXT STEPS**

Ann will coordinate the following.

- ✓ Reach out to youth apprenticeship coordinators on how to partner during their parent nights.
- ✓ Put together some ideas on an informational piece for Alliance members about ACP, including a general overview about manufacturing.
- ✓ Work with Nikki Kallio on a Twitter and Facebook marketing campaign.
- ✓ Contact INSPIRE and Your Future to have NEWMA All Star videos linked on their website.
- ✓ Send schools an invite to link with the NEWMA website and Facebook page.
- ✓ Develop content for parents on how to talk to your student about careers. The information can be distributed at Alliance member companies to their employees that have school aged children.

### **SPRING EVENTS**

- FVTC and Valley Christian School in Oshkosh partnered for a great student learning event. Students were divided into two groups of 50, based on their interests. Students had the opportunity to do various hands-on activities at FVTC such as welding, nesting parts, and creating a shelf. A pizza lunch was provided. Private school kids generally have fewer opportunities to participate in tours.
- Fox Valley Lutheran did significant fundraising to start their new metals lab.
- The first-ever Partnership Breakfast was held in Oconto on April 4. The event united businesses and schools. Businesses communicated the K-12 outreach they would be doing during the upcoming school year.

- Andy Bushmaker and Ann will be speaking about the Get Real Math (GRM) videos on May 5 at the Wisconsin Mathematics Council Conference. Fincantieri Marinette Marine, KI, and Nercon Eng. & Mfg. will be producing 12 new 2017 videos.
- Student Learning Partnerships - Manufacturer & School
  - Nature's Way & Preble High School
  - Sofidel America & Bay Port High School
  - KI & Bonduel High School
  - Oconto Falls High School & Nercon Eng. & Mfg., Inc.

#### **DEVELOP A METRIC FOR SCHOOL ENGAGEMENT**

The Alliance Board asked that the K-12 Task Force define a metric for school engagement. Suggestions were as follows.

- Create a scorecard with established levels of engagement.
- Identify schools that have had some type of experience with the Alliance.
- Engagement can be scored as beginning or fully engaged. A company that is partnering with a school to produce a product will be scored as fully engaged.
- Participation in GRM and the movie premiere
- Members attending meetings and speaking at conferences
- Monetary donations to school districts

#### **OTHER NEWS**

- ✓ Mike Dietrich shared that LAB Midwest is a mission based company that focuses on building and improving manufacturing careers. They have done extensive STEM work with tech colleges and K-12. They also do a lot of industry outreach to develop educational programs. Providing curriculum, demos, and serving as an educational resource are their specialties. They help teachers find the resources they need and enjoy participating in career fairs.
- ✓ Ann will be sending a postcard to middle and high school teachers promoting GRM.
- ✓ The next full membership meeting will be on Thursday, June 1 at the Holiday Inn in Manitowoc from 12:00 to 2:00 p.m. Retired Worker Survey results will be announced. Strategies will be developed based on the results.

**The meeting concluded with a tour of Rockline Industries.**

#### **NEXT MEETING DATE/LOCATION/AGENDA**

**The next K-12 Task Force meeting will be on Friday, May 19 at Nercon Eng. & Mfg., Inc. (Neenah), 8:30 to 10:00 a.m.** Members will discuss parent marketing materials.