

**NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Nercon Eng. & Mfg., Inc. – Neenah, WI
Friday, May 19, 2017 – 8:30 to 10:00 AM**

ATTENDEES: Peter Behnke-CESA 8, Doug Bengson, Andy Bushmaker-KI, Mike Dietrich-LAB Midwest, Connie Heise-Nature's Way, Aaron Kocha-Bay-Lakes, BSA, Mike Kussow-Trillium Staffing, Sondra LaCoy-Nercon Eng. & Mfg., Bobbi Miller-FVWDB, Andy Preissner-Ariens Company, Scott Stephens-GPS, Mark Weber-NWTC, Ann Franz-NEWMA, Debbie Thompson-NEWMA

MARKETING: PARENT SURVEY RESULTS & ACP

Ann, Mike Kawleski, Sondra LaCoy, and Andy Bushmaker met with Imaginasium to discuss the creation of the one page marketing slick with video links. The message, intended for parents, will convey that manufacturing is an exciting and engaging profession. The content will focus on key parent survey results. Drafts of the marketing pieces will be available for review by members at the July 21, K-12 Task Force meeting.

- CESA 8 has been communicating with parents regarding the new ACP guidelines. Teachers will be offered manufacturing externship opportunities this summer. CESA 8 will also be launching and monitoring the regional INSPIRE website.
- Ann will be coordinating a messaging campaign to guidance counselors, as they will be much more involved with the ACP process.
- NWTC is promoting their Gear Up Scholarship Campaign for the manufacturing industry. \$250,000 in manufacturing scholarships are available. This message needs to be conveyed to students and parents.
- Show career pathways.
- The All Stars 10 year anniversary will include a 'Where are they now?' feature. All Star parents/guardians can also be asked their story. Determine if there are other parents/guardians who can help with this messaging.
- It has been shown that the #1 influencer of students (60%) are their personal experiences. This increases the need to start at an early age to promote manufacturing careers. As kids get older, certain professions are no longer appealing to them.

MANUFACTURING FIRST & OTHER FALL 2017 EVENTS

FALL - Real Life Build Project Partnerships: Bay Port High School – Sofidel America, Bonduel High School – KI, Denmark High School – KI, Preble High School – Nature's Way, Oconto Falls – Nercon Eng. & Mfg.

October 3 - Get Real Math Movie Premiere, Meyer Theatre, Green Bay, WI

October 10 - Find Your Inspiration — Approximately 4,000 8th grade students from the Green Bay area attended in 2016 to explore careers. NEWMA showcased manufacturing. Ann will be emailing companies who participated last year for first dibs at purchasing a \$200 booth (vs. \$500), as the Alliance will be funding \$2,000 for this initiative.

October 12 & 14 – This Girl Can - 7th and 8th grade girls at Marinette Middle School will partner with NEWMA, NWTC and Samuel Pressure Vessel Group. Parents/guardians and their daughters will visit Samuel for a cook-out, tour and discussion of females working in manufacturing. The girls will also attend a safety briefing on 10/12. On 10/14 they will weld a fun craft. This event will replicate a program Green Bay Public Schools hosted this past spring.

October 25 – Excellence in Manufacturing/K-12 Partnerships Awards Dinner- Nominations are being accepted until June 9. Members are encouraged to nominate themselves or a school/manufacturer. 383 people attended the 2016 awards dinner.

October 26 – Manufacturing First will be hosting 600 high school students. The Alliance will sponsor the cost of bussing during October.

GET REAL MATH UPDATES

Filming Schedule: KI – May 31, Fincantieri Marinette Marine – June 7, Rockline Industries – June 22

The Get Real Math section of the website has been updated with a search feature to make it easier for teachers to research topics. 1,600 postcards were recently sent to 5th grade through high school math teachers to share information about the website.

Andy and Ann spoke at the Math Teachers' conference in Green Lake on May 5.

Kelly Ellis, of the Einstein Project, and Ann met to discuss how to partner together in regard to the Get Real Math videos. Kelly will be adding the Get Real Math website to their portal. College interns will work on determining what science kits have math skills that correlate with the Get Real Math videos. The Einstein Project will then add the curriculum as extended learning for the teachers. In addition, Kelly will have the interns review how to enhance their curriculum to add career videos that are part of the Alliance's All Stars. Kelly and Ann also discussed the possibility of developing math kits, like The Einstein Project school science kits, related to the Get Real Math videos. Kelly will attend the next STEM Task Force meeting to discuss next steps.

MANUFACTURING FIRST EXPO & CONFERENCE

Junior and senior high school students will attend MFEC day 2 from 8:30 to 10:00 a.m. Students will listen to the keynote speaker, in addition to learning about careers from member companies. Schools receiving an Excellence Award are given first option to attend the MFEC. Attendee feedback has been tremendous. Ann is looking for ways to make the event more meaningful. Ideas included the following.

- Hire a cartoonist to create personalized career drawings.
- Utilize Microsoft HoloLens. It is the first self-contained, holographic computer. It enables the user to engage with digital content and interact with holograms.
- Feature the AVRover educational tool. Mike Dietrich will give an AVRover presentation at the July 21 meeting.
- Use Internet opportunities through Kahoot (fun quizzes) and Instagram (kids upload photos).

NEXT MEETING DATE/LOCATION/AGENDA

The next K-12 Task Force meeting will be on Friday, July 21 at 8:30 to 10:00 a.m. at Nature's Way in Green Bay, WI.

Agenda items include:

- ✓ MFEC Student Event
- ✓ Presentation of the AV Rover by Mike Dietrich of LAB Midwest LLC.
- ✓ Promotional Slick Review