

**NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Nature's Way – Green Bay, WI
Friday, July 21, 2017 – 8:30 to 10:00 AM**

ATTENDEES: Polly Abts-LTC, Lynn Aprill-CESA 8, Peter Behnke-CESA 8, Andy Bushmaker-KI, Linda Goudy-Junior Achievement, Frank Hacker-Rockline Industries, Connie Heise-Nature's Way, Mike Kussov-Trillium Staffing, Sondra LaCoy-Nercon Eng. & Mfg., Oran Nehls-Denmark HS, Lori Peacock-GBAPS, Brandon Peterson-GB Chamber, Jennifer Rauscher-Plymouth HS, Scott Stephens-GPS, Ann Franz-NEWMA, Emily Schoenick-NWTC, Debbie Thompson-NWTC

ACP PARENT MARKETING MATERIALS & PLAN TO DISTRIBUTE MANUFACTURING TOOLKIT TO THE SCHOOLS

Imaginasium reps worked with members to create the manufacturing careers flyer. Attendees reviewed the multi-purposed flyer draft. Comments included the following.

- Bold: salary, great paying, many outstanding jobs, and the website address.
- Focus on high tech, high skill, high pay. Include robotics.
- Edit the image with the male to include a female, featuring diversity.
- Define 'What is manufacturing?'
- Edit 'time at work and time at home.'
- Highlight: All Stars, over 100 regional career videos, Get Real Math & skills featured in the videos, Retired Worker Survey results, Northeast Wisconsin Vitality Study, and website info.
- Remove 19% of GDP icon.
- Focus on Wisconsin and the products of the region.
- Manufacturing is in our "Wisconsin" DNA.
- Discuss how many career clusters can be found in manufacturing.
- Provide a call to action that includes bringing the reader to the website. A parent webpage will be featured.
- The online version of the flyer will include links.
- Provide the flyer in Spanish and Hmong versions.

The flyer can be edited in the future. Educators would like to have the final flyers by early October. An introductory letter will be included. Ann suggested having company leaders bring the flyers to the schools as part of the toolkit.

- ✓ Members were asked to bring the flyer draft back to their organizations for further review. Editors can include parents. Additional comments can be emailed to Ann by Tuesday, July 25.
- ✓ Ann will draft the introductory letter for review at the August 18 meeting.

Other items that can be included with the flyer and introductory letter:

- *All Stars* magazine
- Overview of All Star videos
- Get Real Math overview
- Retired Worker survey results
- Northeast Wisconsin Vitality Study
- Overview of the Alliance features on Educators/Students tab on the website

JOINT MEETING

The Board of Directors (BOD) wants the K-12 Task Force to give a recommendation on agenda topics for a joint superintendent meeting. BOD agenda item ideas include; the importance of students learning about manufacturing careers, how the Alliance can assist with ACP, a toolkit addressing ACP, provide labor market data, and information about STEM careers outside of engineering. The members determined that the best audience would be principals, ACP teams and school counselors.

Members discussed the meeting format and agenda.

- Achieve awareness, develop partnerships, and also discuss items that are not in the flyer.
- Schedule the meeting from 3 p.m. to 4:30 p.m. on MFEC day 1, with the option of attending the networking reception and the awards dinner.

- Have toolkits available in the NEWMA booth and distributed at the meeting.
- Give educators a roadmap of the day's events – where to go and what to ask when visiting the exhibit area.
- Provide a call to action. Give attendees something they can walk away with that will truly benefit them.
- The 90 minute session should have dialogue at each table sharing ideas with one another on how to best work together and what is needed by the educators to implement ACP.

FALL EVENTS INCLUDING MANUFACTURING FIRST

October 3 - Get Real Math Movie Premiere, Meyer Theatre in Green Bay, WI. Pete Petoniak will again emcee the Premiere.

October 10 - Find Your Inspiration, KI Convention Center in Green Bay. Today is the deadline to register for a discounted booth. Approximately 4,000 8th grade students from the Green Bay area attended in 2016 to explore careers.

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 – MFEC Day 1: Joint Meeting, Networking Reception, Excellence in Manufacturing/K-12 Partnerships Awards Dinner

October 26 – MFEC Day 2 will host 600 high school students. The Alliance will sponsor the cost of bussing during October.

GET REAL MATH UPDATES

All of the videos have been filmed. KI, Nercon Eng. & Mfg., Inc., Fincantieri Marine Group, and Rockline Industries participated in this year's GRM filming.

REVIEW MANUFACTURER OUTREACH SURVEY

Members reviewed and edited the Manufacturer Outreach [survey draft](#). Some of the boxes will be designated as required, with radio buttons added where appropriate. Members will be asked what they are currently participating in, in addition to activities they would like more information about. Mention was made to the inclusion of K-12 online and homeschool organizations, if possible.

NEXT MEETING DATE/LOCATION/AGENDA

The next K-12 Task Force meeting will be on Friday, August 18, at Plexus in Neenah, 8:30 to 10:00 a.m. Agenda items include:

- ✓ ACP marketing materials and manufacturing toolkit
- ✓ Get Real Math
- ✓ Fall events including MFEC day 1 joint meeting planning
- ✓ Manufacturer Outreach Survey
- ✓ Parent engagement opportunities