

**NEW Manufacturing Alliance  
K-12 TASK FORCE MEETING MINUTES  
NWTC's Business Assistance Center – Green Bay, WI  
Friday, February 16, 2018 – 8:30 to 10:00 AM**

**ATTENDEES:** Ashley Bethke-Greater Green Bay Chamber, Joe Draves-NWTC, Michelle Froehlike-R&R Insurance, Brooke Mueller-GBAPS, Oran Nehls-Denmark High School, Andrew Rinke-FVTC, Brendon Wallace-Trillium Staffing, Ann Franz-NEWMA, Debbie Thompson-NWTC

**REVIEW 10/25 ACP ROUNDTABLE FEEDBACK**

**How can industry and schools engage parents about career opportunities for their children?**

The taskforce reviewed suggestions on how to engage and educate parents about manufacturing careers:

- Schneider National and Kimberly Clark host internal job fairs for employees.
- Bemis holds lunch 'n' learns where FVTC employees unite with company employees to show education pathways.
- 'Take Your Kid to Work Day' is a national day held in April. Members discussed changing this to 'Take a Child to Work Day', broadening the invite. Exposing kids to other areas of a company, not just where their parent works was discussed.
- Many companies have TV monitors in breakrooms, offering an opportunity to educate employees during their break time.
- It is common for kids to not follow the career path of their parents.
- Provide tools at companies so parents can actively involve their kids. Ask manufacturers what they are doing with their own kids to promote career awareness.
- Companies need to convey why they are a great place to work. Highlight what keeps people working at the same organization.
- Communicate lifelong learning and tuition reimbursement options at companies, in addition to their scholarships and other opportunities for kids. Some companies are offering tuition reimbursement for their employee's children.
- FVTC has a lot of opportunities for kids to explore careers on 'Take your Kid to Work Day'. Andrew Rinke welcomed NEWMA members to visit their campus that day for a broader feel of what is offered. NWTC also celebrates this day, hosting kids of all ages.
- Tap into Future 15, PIE's Parent Engagement Committee, and Fox 11's related PSA's that will be airing this summer.
- Produce some TED talks about careers. Share video links with parents.
- Schools have been trying to get kids and their parents actively involved all along, with the hope of students having a career path upon high school graduation.
- School counselors may focus on college planning, not career planning; help parents see the difference.
- Establish the objectives and end goals for schools and manufacturers in developing solutions to this issue.

✓ TED talk ideas and 'Take a Child to Work Day' will be discussed at the April 20 meeting.

**CAREER ACADEMY – DENMARK HIGH SCHOOL**

Denmark High School is piloting a Career Academy, via project based learning, starting February 26. Credit deficient students not on track to graduate on time will have an opportunity for credit recovery, enabling them to get onboard to a post-secondary path sooner. Ultimately, educators will focus more on 9<sup>th</sup> and 10<sup>th</sup> graders to identify these students earlier. Job shadows in different areas at a worksite will be part of this program. College prep classes can be taken as a junior or senior. It is not a charter school, but has a similar format.

**'YOU CAN MAKE IT IN NORTHEAST WI' EVENT**

**When:** Tuesday, April 24, 2018

**Where:** Greenville Middle School Gymnasium

**Attendees:** All Hortonville and Greenville Middle School 7<sup>th</sup> graders

**Times:** 8:30 to 10:30 AM Hortonville M.S. Students  
1:10 to 3:10 Greenville M.S. Students

20 companies are being recruited to each have a booth that will enable kids to make something. Parents will be invited that evening to see what the kids made. There will also be a "soft" job fair. Ann will send an email to the membership to promote the event. Non-member companies are also welcome to host a booth.

**UPCOMING ACTIVITIES**

- February 17 - SeaPerch Competition at Ashwaubenon Community Pool
- February 22 – NWTC Engineering Open House
- FVTC's Engineering Open House

- March 14 – Your Future LIVE! Hosted by the Fox Cities Chamber – free booth available
- April – Engineering Technology Career Pathway Events at De Pere, Wrightstown and Seymour High Schools. Ann will confirm the dates.

Following the meeting, some of the attendees toured the Mind Trekkers event at NWTC's Green Bay campus.

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

**The next K-12 Task Force meeting will be on Friday, April 20 at the Outlook Group in Neenah, 8:30 to 10:00 a.m.**

Agenda items include the following.

- ✓ Engaging Kids & Parents – TED Talk Ideas, Take a Child to Work Day
- ✓ You Can Make It in Northeast Wisconsin – April 24, 2018 @ Greenville Middle School
- ✓ Upcoming Activities/Events
- ✓ Next Meeting Date/Time/Location/Agenda