

**NEW Manufacturing Alliance  
Board of Director Meeting**

April 4, 2018  
2 p.m. – 4 p.m.  
Gardan  
*Minutes*

Attendees: Jeff Anderson, Ron Buchinger, John Dennis, Tim Ellsworth, Frank Hacker, Mark Kaiser, Rick Recktenwald, Mike Rekitzke, Jeff Strenger, John West, and Ann Franz

Special welcome to new Board member Tim Ellsworth, VP of Operations at Georgia-Pacific, who will be replacing the retired Randy Harbath.

**Topic 1: Discussion with Deans & Associate Deans from FVTC, LTC, MPTC and NWTC**

Special guests:

Joe Draves, Associate Dean from NWTC

Marcia Arndt, Associate Dean from MPTC

Andy Rinke, Associate Dean from FVTC

Sheila Schetter, LTC

**Question: Overview of enrollment numbers, any new manufacturing related degree programs, successes and challenges**

Some of the colleges responded that machining-related degree program enrollments were a little down, while other programs staying at about the same. There is a significant increase in registered apprenticeship. Rick shared that several of his employees after completing their apprenticeship requirements, enroll in another apprenticeship program. The construction industry is recruiting many individuals that may in the past been interested in manufacturing careers. There is more competition to engage students in fields outside of manufacturing.

LTC has a new Fanuc certificate. Electro Mech degree program has added more robotics and automation. There is a new Associate's degree in maintenance. In addition, they have a new registered apprenticeship in Mechatronics. There is also a new Manufacturing IT degree program.

MPTC has a new industrial maintenance and gas utility program. They have had great success in offering CNC and Welding boot camps. There is a new press brake boot camp as well. The boot camps offer life skills training as well.

NWTC has several recruitment events for women including Women in Trades. There is great interest in these programs, however it hasn't seen a strong uptick in women enrolling in manufacturing degrees.

The adult technical college student has been an area of declining enrollments, due to they can find a job without a degree. Those that earn a degree, over 96% are employed within 6 months of graduation.

**Question: What can the Alliance do to assist your college in increasing enrollments at your college?**

There needs to be a focus on reaching underemployed individuals that are currently working in fast food and retail industry. Many of these individuals need to work, so developing a program that has a company sponsor the individual that would go to school part-time and work for the company. John West asked 'How do students learn what companies offer tuition reimbursement and registered apprenticeship?' Researching Alliance members that have this opportunity and communicating that information to the underemployed will be done this year. It will be shared the 2019 All Stars magazine.

**Question: Are there any other partnership opportunities for the tech colleges and the Alliance to work on in the future?**

The technical colleges are offering several dual credit in manufacturing-related courses at the high schools. Could there be a program that identifies those students in dual credit and connect them with manufacturers prior to high school graduation. The students could then apply for a job at the company that would include the student continuing their education at a technical college that would be paid by the employer. The colleges reported that 80% of students in manufacturing-related degree fields like electro mechanical are part time students. The colleges need for employers to

offer flexible work schedules, in order for their employees to be able to attend classes. The technical colleges will identify what dual credit programs they have at high schools

## **Topic 2: Recap March membership meeting and plan June membership meeting**

206 people registered and over 180 people attended the Talent Risk Management Summit. 23 attendees expressed interest in joining the Talent Risk Management Task Force. Survey results were excellent, with many participants wanting more information. 70% said the summit was excellent and 30% said it met expectations.

59 people responded that they wanted Steve Trautman to contact them.

### **Key takeaways:**

- Talent Risk silo matrix
- Driving knowledge transfer from the person learning it, not the person teaching it.
- Do they understand the 'Big Picture', especially new hires (9 questions)?
- This is not an aging workforce problem, it is a unique knowledge transfer problem.

The Talent Risk taskforce will be reaching out to survey respondents that stated that they had a best practice related to this topic. The taskforce will be continuing to research and possibly offering a breakfast series of what is learned from best practices that are shared from the Alliance members.

June membership meeting being held on **June 14 from 8 a.m. until 10 a.m. at the Holiday Inn in Manitowoc**. There are two sponsors for the event: Investors Community Bank and Microsoft. Agenda for program:

- Alliance Updates & Upcoming events
- Artificial Intelligence & Advanced Automation: Opportunity or Disruption?
- Investors Community Bank manufacturing CEO presentation on workforce and the impact of AI & Automation
- Microsoft
- Connected Systems Institute – UW System new program funded in part by Rockwell Automation. It will focus on the industrial internet of things (IIoT), which uses sensors to gather data from equipment, machines, and manufactured products through secure data networks. The Connected Systems Institute will serve as a central point where industry representatives and scholars can collaborate on industrial IoT technologies.

## **Topic 3: Overview of taskforces activities & President's Cup**

STEM: Get Real Math videos filmed at: Georgia-Pacific, Marinette Marine, Kohler Co., TIDI Products and Werner Electric. The sponsorship opportunity sold out within 24 hours!

K-12: Two new events: You can MAKE it in Northeast Wisconsin – April 24<sup>th</sup> at Greenville Middle School and April 16 & May 22 Engineering Technology Career Pathways at De Pere & Seymour High Schools.

Talent: Hire a Hero – new program with first vet hired by Marquis Yachts. Talent Reload set for June 28-30, 2018.

Communications: All Star commercial completed: <https://youtu.be/2SH1mfjeWs4>. The taskforce will determine how to use the commercial. Board members suggested posting on Chambers of Commerce and Economic Development websites and Alliance member websites. There may be some opportunity to show the ad at movie theatres and during the Packers game.

Solutions to the Marinette Skills Shortage: ACP Partnership breakfast for 5/1/18.

NCMMA: April 24 Associate Member Partnership Breakfast and June 13-14 Tech Ed Teacher Marine Manufacturing Careers program.

Manufacturing First: Day 1: OEM exhibitor event: Ariens, Oshkosh Corp., Foxconn, John Deere, Sargento, PCMC, Marinette Marine, Waupaca Foundry, Kohler, Mercury Marine, Marquis Yachts, Rockwell Automation, Georgia-Pacific, Menasha Corp., Miller Electric, Rockline Industries, Bemis Co., and Bemis Mfg.

President's Cup: 3 companies confirmed for gold sponsorship: Schenck, Wipfli and St. Norbert College. One cocktail sponsor (\$1,500) Acuity.

Need one more president, due to Rockline Industries pulled out.

Team 1: Amerilux International and Lindquist Machine

Team 2: EMT International and former owner WS Packaging

Team 3: Bassett Mechanical and Sargento Foods

Team 4: Fincantieri Marinette Marine & WEDC

Team 5: Marquis Yachts and Mercury Marine

Team 6: Pioneer Metal Finishing and Scott Kettler

**Team 7: Open**

Team 8: Services Plus and owner

Team 9: Walker Forge and Ann

Team 10: Plymouth Foam

Team 11: PanelTek

Team 12: Gardan & Fox Valley Tool & Die

Team 13: MCL Industries & BayTek Games

Team 14: Bemis Manufacturing

Team 15: Precision Paper Converters

Team 16: Marine Travelift and Rockwell Automation

Team 17: Nicolet Plastics

Team 18: Sadoff Iron & Metal

Board members are encouraged to speak to their business colleagues and supply chain about being a sponsor at the event.

#### **Topic 4: Scholarship fund and grants**

Schenck has submitted the paperwork for the Alliance to have a 501c3 for its scholarship fund. The 2 scholarship fund raisers are: President's Cup and Excellence in Mfg./K-12 Partnerships Awards. The Board in the future will determine if a percentage of the membership dues should be part of the scholarship fund.

The Alliance has an opportunity to partner on a grant through Microsoft.

Ann's grant period ends on June 30, 2018. The Alliance after that time will pay 75% of her salary/benefits/expenses. She will also need a new classification at the college from manager to director. John West, treasurer suggested a small group discuss wage that then can go into effect in July. The compensation committee will be John West, John Dennis, Mark Kaiser and Rick Recktenwald.

#### **Topic 5: Associate Membership nomination**

Microsoft and Schneider National submitted Associate membership applications. They were both unanimously approved.

#### **Topic 6: Membership recruitment**

12 new members as of 4/4/18. Board members are encouraged to recruit new members from the companies they do business with in the region.

#### **Topic 7: Board trip to UW Platteville**

**May 4: UW Platteville 10 a.m. – 2:30 p.m.**

**10 a.m. – noon: Tour** Robotics and Automation departments

Noon – 1 p.m.: Lunch

1 p.m. – 2:30 p.m.: Discussion with deans/faculty from the following divisions: supply chain, management, finance, Accounting, manufacturing technology management, electrical engineering, industrial engineering, mechanical engineering, IT and HR management.

**Board members should contact Ann if they are interested in attending or have another member of their staff attend.**