

**NEW Manufacturing Alliance**  
**K-12 TASK FORCE MEETING MINUTES**  
**Outlook Group Corp. - Neenah, WI**  
**Friday, April 20, 2018 – 8:30 AM**

**ATTENDEES:** Lynn Aprill-CESA8, Andy Bushmaker-KI, Alison Chapman-LTC-YA, Mike Dietrich-LAB Midwest, Joe Draves-NWTC, Michelle Froehle-R&R Insurance, Brooke Holbrook-NWTC, Connie Kais-Nature's Way, Sarah Lackershire-Rockline Ind., Sondra LaCoy-Outlook Group, Steve Meyer-FVTC, Bill Richardson-Neenah High School, Andrew Rinke-FVTC, Scott Stephens-GPS, Brendon Wallace-Trillium Staffing, Ann Franz-NEWMA, Debbie Thompson-NWTC

**'YOU CAN MAKE IT IN NORTHEAST WI' 4/24 EVENT @ GREENVILLE MIDDLE SCHOOL**

- ❖ 8:30 – 10:30 AM: Hortonville Middle School 7<sup>th</sup> Grade (103 students)
- ❖ 1:10 – 3:10 PM: Greenville Middle School 7<sup>th</sup> Grade (135 students)
- ❖ 5:30 – 6:30 PM: Parents/students for both schools return to Greenville Middle School to see what was made at the event. They will also learn about participating company's job opportunities. 60 pizzas will be donated by Nestle of Little Chute.

**Companies** attending are; Gardan Corp., Haas, Great Northern Corp., Laminations, K.R. West Company, A to Z Machine, Pierce Manufacturing, Plexus, TIDI Products, Pacon Corp., Labs Midwest, C3 Corp., Lindquist Machine Corp., Hands on Deck, EMT International, Bemis Co., and Ariens Company. **Colleges** attending are UW-Oshkosh and FVTC.

Ann would like to create a template of this event and document company activities provided. The goal will be to come up with more ideas for engaging activities. Neenah High School is interested in replicating this event.

**ENGAGING KIDS & PARENTS**

At the last K-12 Task Force meeting, attendees discussed the need to define goals and the end result for the manufacturing awareness campaign to parents. Attendees discussed goals related to parents.

- Upon entering college, students are much more debt aware than they have been in the past. This has made the 2-year colleges a more popular choice for high school graduates and others beginning a degree/career pathway.
- The colleges are working hard to reinvent themselves to accommodate manufacturers and parents.
- A number of companies are willing to pay for tuition and books for students right out of high school, giving students a lot more debt reduction opportunities. Parents should be made aware of tuition reimbursement as being available to their child.
- Parents need to be shown career pathways as it relates to their son or daughter's current job.
- School counselors are another point of contact to move forward, as they have interaction with students. The state school counselors' conference is held in March each year.
- Alliance present/exhibit at WASBO and school counselors conferences.
- Have an 'Earn & Learn' marketing campaign.

**GOALS** - What members want parents to know: **Manufacturers are invested in employees and children. Manufacturing offers career pathways.**

Many schools are interested in hosting career speakers, but it is difficult to have staff leave the plant. Videotaped TED talk topics, Facebook Live, Screencast-O-Matic, and Skype for students and/or parents could help in this regard. Video and related information can be posted on the Alliance's website or school career page. Establish topics/speakers - utilize actors of the Get Real Math videos. Denmark High School had a Curriculum & Career Fair that had 8<sup>th</sup> grade students visiting both academic and employer booths. One suggestion given at the meeting was having the employers in the academic career booths demonstrate the correlation between school and work.

Ideas related to '**Take a Child to Work Day**' were discussed. Andy Rinke shared the many activities FVTC is doing that day. Members are welcome to come and checkout their event on April 26, beginning at 8:00 a.m. on the Appleton main campus. Students, staff and faculty get involved in their many happenings that include hands-on activities. Bemis Co. also has a very successful Take a Child to Work Day. Ann will ask Carol with Bemis to share about their program. The K-12 TF will work on a plan for April 2019's Take a Child to Work Day.

**MANUFACTURING LEADERSHIP ACADEMY FOR DUAL CREDIT STUDENTS**

The Alliance Board of Directors met with the deans of the technical colleges regarding opportunities to get more

high school students interested in enrolling at the technical colleges for manufacturing degree programs. The colleges are finding enrollment decreases in machining programs; however, electro-mech enrollments are increasing. The colleges reported that 80% of students in manufacturing-related degree fields, like electro-mech, are part-time students. The colleges need employers to offer flexible work schedules, in order for their employees to be able to attend classes.

One idea to grow enrollments was to target dual enrollment students, in addition to targeting high school junior/seniors that are enrolled in at least two manufacturing related transcribed credits. Underemployed individuals within three years of high school graduation that have taken transcribed courses in manufacturing could also be recruited.

**Program:** Manufacturers sponsor graduating seniors that have taken at least two manufacturing related transcribed courses to work part-time at their company and pay their tuition.

**Combines:** Students compete to move their ranking up in the program including Skills USA, Manufacturing First, and a conference that would include employability badges training.

**Training Camp:** Students would first have to work 6-8 weeks full-time in the summer in order to be eligible for the program. If they do not successfully complete the training, companies can remove them from the program.

**Employers:** Require no more than working 24 hours a week during the school year to participate in the program.

**Signing Day:** Event at Lambeau Field and Oshkosh's Milwaukee Bucks (WI Herd) Arena with employers and students signing on May 2. The students would get a hat with the company logo on it. There could be an evening event with parents and a speaker. Gateway Technical College has a similar event as does a college in Kansas.

**Tech college reps will let Ann know what schools are offering dual credit, so the K-12 TF knows who to target for this initiative.**

Andrew Rinke suggested identifying people who may not be successful in their college. Secure a list of students who didn't finish their degree at a university, getting them into a tech college program sooner, instead of later.

#### UPCOMING ACTIVITIES

- 4/27 - Howard/Suamico all faculty expo - NEWMA will have an exhibit booth featuring Get Real Math and All Stars.
- 5/1 Excellence Awards nominations begin.
- 5/22 - Engineering Technology Career Pathways at Seymour High School
- 6/1 - 2019 All Stars nominations begin.
- 10/23 to 24 - Manufacturing First Expo – Wilson Jones, Oshkosh Corp. will be speaking to the students.
- 11/8 – Internship Draft Day

Steve Meyer is interested in learning more about the careers at NEWMA companies so he can tell students about what is happening now in manufacturing. Your Future 2030 could showcase this information. **Members are encouraged to contact Steve if interested.**

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

The next K-12 Task Force meeting will be on **Friday, May 18** at Denmark High School, 8:30 to 10:00 a.m. The meeting will kick off with students presenting regarding their partnership with KI. Other topics:

- Manufacturing Leadership Academy
- Take Your Child to School – Bemis Co. (Ann will ask Carol to present)
- Recap - You Can MAKE it in Northeast Wisconsin Career Expo
- Plan Manufacturing First Expo student experience
- Engaging Kids & Parents – video talks via Facebook Live