

**NEW Manufacturing Alliance
STEM TASK FORCE MEETING MINUTES
YWCA – Green Bay, WI
Wednesday, July 25, 2018 – 8:30 AM**

ATTENDEES: Cyndi Cantwell-GBAPS, Renita Robinson-YWCA, Dale Turriff-Jacobs, Brian Witt-Ariens Company, Ann Franz-NEWMA, Debbie Thompson-NWTC

YWCA CONNECTING STEAM WITH FEMALE STUDENTS

The YWCA TechGYRLS® seeks to empower young girls in the areas of STEAM (science, technology, engineering, arts and math) and to encourage them to pursue careers within these fields, particularly for underrepresented girls. STEAM takes STEM to the next level: it allows students to connect their STEM learning together with art practices, elements and design principles. TechGYRLS®: Running on STEAM allows girls to take initiative and drive their experiences. It offers; after school programs, recess alternative programming, and summer camps. TechGYRLS encourages girls in 2nd to 4th grade to dream big, with a focus on non-traditional careers such as law enforcement and firefighting. TechGYRLS® hosts a 4-hour camp on Saturdays once a month. By partnering with this program, your organization is investing in northeast Wisconsin's future talent pool.

Renita Robinson shared that the YWCA (Green Bay) will be hosting an **Empowerment Conference on Friday, October 19, 8:00 a.m. to 4:30 p.m.** They added a youth track and hope moms and their daughters (middle and high school students) will attend. Moms will eventually break-off from their daughters to attend other sessions. A recent MIT graduate will be helping run the event, offering great insights for young minds. Topics being covered are self-esteem, career opportunities, employment barriers, STEAM programming, and classes that will get participants where they want to go.

NEWMA would like to partner with the Empowerment Conference on Friday, October 19. **Ann suggested also hosting a panel session featuring females of NEWMA member companies who work in non-traditional roles.** Members were receptive to this idea and agreed to move forward.

The YWCA also offers **family nights**, the first Friday of each month, starting in October to May, **5:00 to 8:30 p.m.** These events require a lot of staff and volunteers. They can host up to 300 attendees. Ann suggested having NEWMA possibly sponsor the 10/5/2018 STEAM family night at the YWCA. This would include paying for the meal. Ann will coordinate with NWTC to having NWTC's CNC and electro-mech labs there. This event would allow NEWMA to reach parents, as well as students. It was noted that both female and male students attend the YWCA daycare program.

NEXT STEPS

Renita will check with her colleagues and get back to Ann regarding whether:

- ✓ The YWCA can host a panel session at the Empowerment Conference on 10/19/2018. If so, she will confirm the time. Ann will coordinate the panelists.
- ✓ A couple of plant tours can be hosted, with bussing sponsored by the Alliance.
- ✓ NEWMA can sponsor the 10/5/2018 YWCA family night.
- ✓ Dale Turriff will check with his female colleagues, those passionate about their non-traditional careers, about getting involved.

'YOU CAN MAKE IT IN NORTHEAST WISCONSIN' CAREER EXPLORATION EXPANSION

Last spring, NEWMA partnered with Greenville and Hortonville Middle Schools to host the inaugural 'You Can Make It in Northeast Wisconsin' career exploration event. Prior to the event, students chose six companies, out of 20, they were most interested in. They visited four of those companies to participate in a hands-on activity. Parents attended that evening to see what the kids made. The evening included pizza, sponsored by Nestle, in addition to a soft job fair.

Greenville and Hortonville Middle Schools are interested in hosting another event in April 2019. Ann will be meeting with Lombardi Middle School (Green Bay) reps in two weeks to finalize their hosting of an event in November 2018. There is also interest in Marinette County as well. The goal is to host three events during the 2018/2019 school term.

There is no charge for companies to participate. Company members are encouraged to develop a hands-on activity for the upcoming year.

GBAPS - Cyndi Cantwell shared that Lombardi Middle School is their designated STEAM school. Martin Luther King Elementary School has a STEAM emphasis, while Wequiock Elementary School has an environmental focus.

2018/2019 STEAM CALENDAR

- 10/1-31 – October is Manufacturing Month - **Sargento is suggesting that members work on having one event for every day in October. WLUK will be having a special manufacturing promotion in October. See below.**
- 10/2 - Get Real Math Video Premiere – Pete Petoniak, Emcee
- 10/5 – YWCA Family Fun Night - (tentative NEWMA involvement)
- 10/9 – Find Your Inspiration – Green Bay – 4,000 8th graders at KI Convention Center GB – Members are eligible for a discounted booth. – All students receive an *All Stars* magazine.
- 10/19 – YWCA Empowerment Conference (tentative NEWMA involvement)
- 10/23 – ACP Partnerships Roundtable meeting – 3:00 to 4:30 PM
- 10/23 – Excellence in Mfg./K-12 Partnerships Awards
- 10/24 - Manufacturing First Expo – Student Event
- 10/30 – Pecha Kucha – FVTC: **Looking for speakers (20 slides in 20 seconds)**
- February 2019 – SeaPerch Underwater Robotics Competition @ UWGB

WLUK FOX 11 wants to team up with NEWMA to make October 2018 (Manufacturing Month) a time to celebrate local manufacturing in Northeast Wisconsin.

- For four weeks during October, WLUK wants to produce and broadcast 20 different 60-second informational messages from 20 northeast Wisconsin manufacturers. Manufacturers can create their own message.
- These 60-second messages would then be broadcast each weekday during Good Day Wisconsin (2x) and then again during FOX 11 News at 9.
- Good Day Wisconsin, as well as Fox 11 News at 9, are the highest rated newscasts for the morning and evening news. Thousands of people from throughout northeast Wisconsin will see these individual messages each day.
- It is likely WLUK Fox 11 News will be doing some reports related to manufacturing; however, **they cannot guarantee specific coverage.** The editorial control for these elements will remain in the control of the newsroom.
- Each participating company would contribute \$2,500. This is a terrific way for each company to showcase what they do, how they contribute to the local, national and international economy, and to highlight why they are a great place to work.
- The Alliance will be purchasing an advertising package for \$5,000 for the month of October. The already produced 60-second, All Star commercial that can kick-off the month.
- Members would be able to link their 60-second commercial on their website, Facebook, etc.

2018 GET REAL MATH (GRM) UPDATE

The videos have evolved over the years and are becoming more professional. The goal is to have a video for every common core math skill. Ann suggested producing math videos with a science component, encompassing ACP requirements. Members agreed to move forward with a combined science/math emphasis for some future videos.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next STEM TF joint meeting will be on Tuesday, August 14, 2018 at Jacobs, Green Bay, 8:30 to 9:30 a.m. Agenda items include the and the 2018 GRM & Premiere.

- ✓ Develop ACP Roundtable Survey Questions
- ✓ 2018 Get Real Math Update & Premiere
- ✓ 'You Can Make It in Northeast Wisconsin'
- ✓ Upcoming Events
- ✓ Next Meeting Date/Time/Location/Agenda