

**NEW Manufacturing Alliance
K-12 TASK FORCE MEETING MINUTES
Bemis Company - Neenah, WI
Friday, July 20, 2018 – 8:30 AM**

ATTENDEES: Lynn Aprill-CESA 8, Carol Bredesen-Bemis Company, Joe Draves-NWTC, Jack Eckins-BSA, Michelle Froehlke-R&R Insurance, Connie Kais-Nature's Way, Todd Kiel-NWTC, Sondra LaCoy-Outlook Group, Greg McDonald-Pacon, Bobbi Miller-FVWDB, Oran Nehls-Denmark High School, Jennifer Pigeon-NWTC, Keith Sanofsky-BSA, Claire Urness-KI, Brendon Wallace-Trillium, Brian Witt-Ariens Company, Ann Franz-NEWMA, Debbie Thompson-NWTC

BEMIS 'TAKE YOUR CHILD TO WORK' DAY

Carol Bredesen discussed Bemis Company's 'Take Your Child to Work Day'.

- Their event lasts 2 to 3 hours and does **not** encompass a full 8-hour day. They do not close any of their operations.
- The event is employee driven.
- Activities are practiced with the employees prior to the event. Items like slime are tested to ensure it can be removed easily from clothing and other items.
- An overview of Bemis Company starts the day.
- They host a photo booth. Kids get a picture taken with their parents.
- Kids get to see their parent's workspace but do not spend a lot of time there, as most work is done on the computer.
- A company tour is provided.
- They focus on STEM activities that are educational and career oriented.
- Each year they have a theme. This year's theme is 'volunteerism'. The Humane Society will give a presentation.
- Activities have included robots, artificial intelligence, dry ice, bubbles, and coding.
- UW-Oshkosh offers a 25-minute artificial intelligence activity.
- They ask kids what they learned.
- This is a great experience for employees who are very competent in their jobs.
- High level leadership must agree that this is an important event for it to be successful.
- Ideally, they would like to have several departments each create a hands-on activity that encompasses what they do in their job.
- Start small and keep things simple. Be career focused on your company and what you do.
- Carol is willing to further share activities if members are interested.

For October (manufacturing month) 2019, members discussed having companies host a 'Take Your Child to Work Day'. This is an opportunity to engage parents and kids regarding manufacturing careers. University education students could create curriculum plans for the day. People from different fields could unite to co-create something that is an engineering related school project.

NEXT STEPS

- ✓ Members will continue to discuss and create a template for 2019.
- ✓ Company members are asked to talk to their leadership and key colleagues regarding hosting this type of event.
- ✓ January 2019 – Do a call to action to the membership.

**EVENT PLANNING FOR THE 2018/2019 SCHOOL TERM
'YOU CAN MAKE IT IN NORTHEAST WI'**

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 from the previous meeting was to host three events during the 2018/2019 school term.

Members are encouraged to develop a hands-on activity for the upcoming year. Bemis Company's 'Take Your Child to Work Day' activities could be utilized for this initiative.

**MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)
10/24/2018 – KI Convention Center – Green Bay, WI**

WMEP funds the bussing of 600 students to the event from 15 to 20 schools. Schools being recognized at the awards dinner are given the opportunity to attend. Members agreed to extend the invite to schools participating in the Get Real

Math videos. Traditionally, tech ed students have been brought to the event. Last year, Denmark High School opened the invite and screened students to attend, allowing for better results. For this year, the focus will be on inviting math students.

Students choose five occupations to discuss and learn about, with prizes awarded to the top participants. Companies staff the over 200 exhibit booths. Ann asked members if there are any event changes they would like have happen.

FIND YOUR INSPIRATION

10/9/2018 – KI Convention Center – Green Bay, WI

The Alliance will be sponsoring the Greater Green Bay Chamber's 'Find Your Inspiration' event on 10/9/2018. This career exploration event hosts 4,000 8th graders. Kids tweet and Snapchat about the event. All students receive a copy of the *All Stars* magazine.

As was done last year, Alliance members receive a discount for participating, costing \$250 instead of \$300. Members were asked if there are any companies interested in attending. NEWMA also sponsors the Fox Cities Chamber's similar event held in spring.

MANUFACTURING LEADERSHIP ACADEMY FOR DUAL CREDIT STUDENTS/SIGNING DAY/EARN TO LEARN

Earn to Learn/Manufacturing Leadership program is targeted at high school juniors and seniors enrolled in at least two manufacturing related transcribed credits. After graduation, students will be hired by companies that pay their tuition while they work part-time for them. There will be one or two events each year that focus on employability skills. There can be a signing day at Lambeau Field, with students 'signing' with a company at the end of the school year.

Todd Kiel and Jennifer Pigeon discussed NWTC's desire to launch an 'Earn to Learn' program in spring 2019. They are looking to hire a lead for this initiative. They will work with employers to learn what is needed and then find their talent, recruiting NWTC students. Employers pay the tuition of the students who work part-time for them. After graduation, students are placed in the company.

Jennifer's team and Ann did some research of best practices of this type of program throughout the U.S. Todd is working to get a handle on all of the things being done at NWTC. A company may want to engage in more than one program. The Boy Scouts have done similar programs.

NEXT STEPS

- ✓ Create a visual of programs available to show paths for clarity. Give the visual to the companies. Goal: Make the connections early on. Jennifer would like employer's feedback of this model.
- ✓ Identify companies interested in being part of this pilot.
- ✓ Ann will reach out to Frank Hacker, Rockline Industries, in regard to a soft skills training event they attended.
- ✓ Consider how the program will encourage students to complete their education and not job out.

Oran Nehls, Denmark High School, recently piloted a career academy to address students who did not have a plan for after they graduate. They will be working with Nature's Way and other companies this year. Oran shared the following:

- They are targeting freshmen and sophomores.
- Employers also serve as teachers and came up with a long list of things they want in an employee. They must be able to do tasks and work on employability skills.
- SEEK Employment will be their employer and will pay the students.
- Oran is working with NWTC, to have a teacher certified in OSHA.
- Students are given the opportunity to be a project leader.
- This is a project based program, with counseling, and is slated for a full year.

A list of what employers want in their employees was reviewed. See attachment. Added to the list was; financial literacy, understanding of work benefits, basic writing skills, communicate verbally, presentation skills, and the ability to interact during an interview.

MANUFACTURING OUTREACH SURVEY - INSPIRE

The Manufacturing Outreach Survey will be sent in August. Members reviewed the topic areas from last year's survey.

Plant tours	Advisory board member/ACP advisor
Youth Apprenticeship	Career coach/mentor
Educational scholarships	Career speaker
Career fair participant	Summer employment for students
Real world business problem	Career project advisor
Mock interview	Job shadow
Business roundtable participant	Financial contributor
Extra-curricular student organization support: Skills USA, Project Grill, etc.	Donate equipment, tools and machines
Summer externships for educators	Co-ops
Resume review	Other

Manufacturers are asked the grade level and school districts they would like to work with. Results are shared with the schools at the ACP Roundtable on October 23 at the KI Convention Center. This is an opportunity for companies to get their info out to the schools. The STEM TF will also be asked to attend this meeting.

Through the INSPIRE website, students will be able to view companies across the state.

UPCOMING EVENTS

- 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.**
- 10/2 - Get Real Math Video Premiere at the Meyer Theatre
- 10/9 – Find Your Inspiration – Members are offered discounted booths.
- 10/23 – ACP Partnerships Roundtable Meeting
- 10/23 – Excellence in Mfg./K-12 Partnerships Awards
- 10/24 - Manufacturing First Expo – Wilson Jones, Oshkosh Corp., will be speaking to the students.
- 10/25 – This Girl Can welding exploration for middle school Marinette area students
- 10/30 – Pecha Kucha – FVTC: **Looking for speakers (20 slides in 20 seconds)**
- 11/8 – Internship Draft Day

ENGAGING KIDS & PARENTS – VIDEO TALKS VIA FACEBOOK LIVE

An All Star could speak on Facebook Live one day a week during the month of October. The Communications TF will be working on this with the schools. This topic will be discussed at the August 14 joint meeting.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next K-12 TF meeting will be a joint meeting with the STEM TF and Excellence Awards Dinner Planning Committee on **Tuesday, August 14, 8:30 – 10:00 a.m., at Jacobs Engineering's office in Green Bay.** Agenda:

- ✓ Event Planning for the 2018/2019 School Year
- ✓ Earn to Learn
- ✓ Upcoming Events – Including 2019's 'Take Your Child to Work Day'
- ✓ Engaging Kids & Parents – Video Talks via Facebook Live
- ✓ Scouts program