

NEW Manufacturing Alliance
K-12 TF, STEM TF, AWARDS PLANNING - JOINT MEETING MINUTES
Jacobs – Green Bay, WI
Tuesday, August 14, 2018 – 8:30 AM

ATTENDEES: Keith Anderson-Masters Gallery Foods, Inc., Andy Bushmaker-KI, Alison Chapman-LTC YA, Michelle Froehlke-R&R Insurance, Connie Kais-Nature's Way, Dwayne Long-Jacobs, Shannon Niccum-Nestle, Ashley Peczynski-Pierce Manufacturing, Scott Stephens-GPS, Dale Turriff-Jacobs, John West-Fox Valley Metal-Tech, Ann Franz-NEWMA, Debbie Thompson-NWTC

The Alliance is receiving a national award from the Association of Career & Technical Education for the great work done by its various task forces. The award will be presented in San Antonio in November 2018.

OCTOBER IS MANUFACTURING MONTH

The goal is to have at least one event related to manufacturing each day during October. Members are asked to inform Ann of any events they host at their company during October. The Communications TF is looking to host a Facebook live with an All Star. Classes will login to watch.

Fox 11 Media Campaign

- 20 members confirmed their interest in sponsoring a 60-second commercial about their company that will be broadcast during the morning and evening newscasts. Three commercial opportunities are still available.
- The ads will be posted on the Alliance's website, Facebook and Twitter pages.
- Ann is working with Fox 11 to broadcast manufacturing stories throughout the month.
- The Alliance will also run commercials on Fox 11 throughout the month of October.

10/2 Get Real Math Video Premiere @ the Meyer Theatre – Green Bay

- 5:00 – 6:00 PM Cocktail Reception – Attendees will enter on a red carpet.
- 6:00 – 7:30 PM Program – Some of the latest GRM videos will be showcased.
- Pete Petoniak will again emcee the Premiere. A professional photographer will capture images.
- A company will be drawn to have three GRM videos produced at their organization during 2019, a \$3,000 value.
- Needed: volunteers, prize donations, \$1,000 cocktail reception sponsor, \$500 math and/or tech ed sponsors.

10/9 & 10 Find Your Inspiration – @ the KI Convention Center - Green Bay

- Approximately 4,000 8th grade students from the Green Bay area will explore careers. New this year is a parent/student career exploration night. Alliance members can participate by purchasing a discounted booth for \$250. Only three booths are available.

10/23 ACP Partnerships Roundtable - @ the KI Convention Center - 3:00 to 4:30 PM

- 2017's event hosted 100 people.
- Members of each New North high school and middle school, including private schools, will be invited.
- Invitees from the schools will be members of each schools' ACP team, including principals and school counselors.
- A NEWMA task force member will sit at each table.
- A toolbox, with school specific information, will be given to each educator. The vitality study, manufacturing career sheets, and *All Stars* magazines are included. Tech school and 4-year college information will be included this year.
- At the September meeting, members will discuss the information to be included in the survey that is used to create the school specific data. Members reviewed 2017's survey questions.
- Survey questions can include:
 - What are you doing that is new since 2017's ACP Roundtable?
 - What is working and/or not working? Were there any roadblocks?
 - What can industry and/or the Alliance do to help?
 - Do you have a best practice you can share?
- Create awareness and encourage use of the videos. Begin the Roundtable presenting the free tools available on the website.

- Insight Publications is securing sponsorships for this event. Free Awards Dinner tickets will be given to ACP Roundtable teachers in attendance. A commitment is needed to avoid no shows.
- Ann will mail the ACP Roundtable Eventbrite invitation the end of August.

10/23 Excellence in Mfg./K-12 Partnerships Awards - 4:30 to 8:30 PM

- Volunteers are needed for: check-in, auction set-up, and facilitating auction checkout after the event. A-mazing Events staff will be assisting.
- The cocktail reception will be held upstairs in the large hallway, outside of the ballroom.
- Ann is accepting donations for the silent and live auction and will be sending a donation letter to the membership. \$12,000 was raised at last year's event. A goal of \$15,000 for 2018's event has been set. Donations are tax deductible.
- LMC is again donating four Packer game club seats.
- All winners have been notified.
- Invites will be mailed next week. A press release will be sent tomorrow. Last year's event hosted 404 people. Ann asked for members to Like and share the event.
- Bill Jartz will again emcee the Awards Dinner.
- NorthCoast Productions will again be producing the video montage.
- Attendees, if there is enough interest, can possibly be bussed from outlying areas.
- A steak dinner will be served.

10/24 - Manufacturing First Expo – students

WMEP will again sponsor bussing, getting students there by 8:30 a.m. Students will be given a brief orientation, prior to going out on the Expo floor to learn about careers. At 10:00 a.m., students will go upstairs to listen to the keynote.

Students will leave the Expo by 11:00 a.m. Volunteers are needed to:

- ✓ Welcome each bus and give students their materials.
- ✓ Provide a brief orientation, encouraging respectfulness. Students need to be reminded to not take booth giveaways, unless offered by the employer. In addition, the food sponsored by the MFEC is not available to students.
- ✓ Assist on the Expo floor.
- ✓ Escort students to the ballroom.
- ✓ Pickup career sheets.
- ✓ Escort students to their bus.

Last year's event flowed well. Each student received a free t-shirt, featuring participating employer logos. 2018 invitees: schools that won an award or were nominated, math and tech ed students, and schools partnering with manufacturers. Ann will extend an invite to the Math Council. The goal is for each school to bring 35 to 50 students, in an effort to fill the bus. It was suggested to invite business students, including FBLA students, next year.

MANUFACTURING K-12 OUTREACH STUDY

The survey will be sent the 2nd week of September, with the deadline at the end of the month. Topics from 2017's survey and suggestions for 2018 (bolded).

Plant tours	Advisory board member/ACP advisor
Youth apprenticeship	Career coach/mentor
Educational scholarships	Career speaker at the school
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	Equipment demonstration
Software design simulation	Other

'YOU CAN MAKE IT IN NORTHEAST WISCONSIN' Career Exploration Expansion

Lombardi Middle School (Green Bay) would like to host an event in February, geared toward 7th graders. Students choose the companies they want to visit and checkout their website in advance. At the event, 20 to 25 minutes will be spent per activity. Sheboygan and Greenville/Hortonville Middle Schools expressed interest for next spring. Ann will be reaching out to the membership to participate.

EARN TO LEARN – MANUFACTURING LEADERSHIP ACADEMY

NWTC is moving forward with hiring a coordinator for this pilot.

SCOUTS 'YOUTH ECONOMICS DEVELOPMENT SUMMIT'

Tabled for a future meeting.

NEXT MEETINGS DATE/TIME/LOCATION/AGENDA

K-12 TF & STEM TF Joint Meeting - September 21 @ Nature's Way, 8:30 to 10:00 a.m. Agenda:

- ✓ Manufacturing Month Events & Activities
- ✓ Review the 2017 post event survey given to ACP roundtable attendees and develop questions for this year's meeting.
- ✓ 'You Can Make it in Northeast Wisconsin'
- ✓ Youth Economics Development Summit