

**NEW Manufacturing Alliance
K-12 Outreach Task Force Meeting**

Friday, January 18, 2019

Denmark High School

8:30 – 10:00 AM

Agenda

ATTENDEES: Leah Bruess-GBAPS, Andy Bushmaker-KI, Kari Christoph-A to Z Machine, Charles Collier-Denmark News, Danielle Dale-KI, Michelle Froehlke-R&R Insurance, Luke Goral-Denmark School District, John Knickerbocker-CESA 8, Sondra LaCoy-Outlook Group, Steve Meyer-FVTC, April Pingel-Greater GB Chamber, Jennifer Rauscher-Plymouth HS, Bill Richardson-Neenah HS, Andrew Rinke-FVTC, Aubrey Schramm-GBAPS, Scott Stephens-GPS, Brendan Wallace-Trillium Staffing, Ann Franz-NEWMA, Debbie Thompson-NWTC

DENMARK HIGH SCHOOL (DHS)

Oran Nehls shared that the DHS **CAREER ACADEMY (CA)** was launched in fall 2018 for students that need help creating a plan for after graduation. The concept is to be more proactive with students who don't have a plan. Sophomores were targeted so they will have their junior and senior year to prep for college. Kids who have a purpose are present and more accepting of attending high school. Denmark School District takes great pride that no student falls through the cracks. DHS was willing to take a chance to pilot this program that they are still developing.

Tom Neumann is the DHS Career Academy teacher. Over summer, organizers met with business people and discussed how to build the class. They wanted employability skills and soft skills taught. Businesses hire the students to do a job and practice skills. If students are interested, they can go back for a field trip. If hired, SEEK Employment is their employer and they get paid to work during the school day. Kids "made leaps and bounds in the program" and have worked at American Service Lines and Professional Fabrications. The program has spiked students' curiosity and teaches itself. Busses are used for transportation, making it financially challenging to continue the program.

CA students presented and shared the skills they learned; collaboration, communication, work ethic, conflict resolution, writing skills, time management, being coachable, accountability, personal planning and organization, think like an owner, problem solving, attention to detail, and following instructions. Students like the variety of tasks. They painted, learned the importance of planning and the challenge of keeping things on pace. They have guest speakers and had the opportunity to attend Career Day at the KI Convention Center. Students like the program. Their future interests include being a diesel mechanic and welder.

Oran shared that when industry conducts plant tours, students love hearing from their employees how they got to where they are. For example, an employee coming off the floor and talking to them, perhaps showing them their truck. This can create more of a one-on-one connection.

DHS/KI PROJECT PRESENTATION - Kory Fredricks, DHS tech ed teacher, and four project students presented. Problem: Eliminate much of the walking by the operator, as walking and fatigue increase safety issues. This meant making a machine to bring the cooling fixture to the operator.

- Started the CI Plan (Continuous Improvement).
- Established due dates.
- Split into four groups and collaborated four ideas. Each group experienced setbacks.
- Developed concepts for each prototype.
- Chose the final prototype.
- Building process skills included; utilizing a CNC, creating a jig to use programs, and welding.
- Learned communication, collaboration, critical thinking, creativity, deadlines, time management, and working under pressure.

The real-life project was impactful. The students are considering careers in electrical engineering, law enforcement, CNC technician, and diesel mechanic.

REVIEW 2018 ACTIVITIES

- February 17 – **SeaPerch Competition** at Ashwaubenon High School - Over 60 students participated from Marinette, Brillion, Ashwaubenon, Shawano, Seymour and Green Bay middle schools.
- March 14 – Fox Cities Chamber **Find Your Inspiration**. Over 2,000 8th graders received an *All Stars* magazine.
- April 24 – **You Can MAKE It in Northeast WI Career Expo** at Greenville Middle School. 200+ 7th grade students from Greenville and Hortonville Middle Schools attended. Included a light job fair that evening when parents returned to school with their child.
- April 27 - **Howard/Suamico All Faculty Expo** - NEWMA had an exhibit booth featuring Get Real Math and All Stars.
- May 4 – Andy Bushmaker and Ann gave a Get Real Math **presentation at the Wisconsin Mathematics Council’s annual conference**.
- A total of 15 new **Get Real Math videos** were created at Georgia-Pacific, Kohler Co., Marinette Marine, TIDI Products and Werner Electric.
- October 2 – **Get Real Math Premiere** – 200+ attendees from 85 different schools
- October 14 - NEWMA sponsored the Green Bay Chamber’s **Find Your Inspiration**. Over 4,000 8th grade students received an *All Stars* magazine. Alliance members received a discount on their exhibit booth.
- **Funded bussing** for over 1,000 students to participate in October (manufacturing month) plant tours.
- October 23 – **Excellence in Mfg./K-12 Partnerships Awards** – Hosted 380 attendees and raised \$13,000.
- October 24-25 – **Manufacturing First Expo & Conference** – Hosted 580 high school students.
- October 23 – **ACP Partnership meeting** - 102 attendees, representing 38 school districts
- November 30 – The Alliance received a **national award for Business-Education Partnership from ACTE**.
- Researched and discussed the **Take Your Child to Work** and the **Earn to Learn** programs.

EARN TO LEARN PROGRAM

- **Target** high school junior and seniors that are enrolled in at least two manufacturing related transcribed credits.
- **Employers:** 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. This is a contract with the company. Employers would require students to work no more than 24 hours a week during the school year.
- **Each semester hosts an event, like a combine, with the students:** Programming could include employability skills training, plant tours, interviewing skills, etc.
- **Training Camp:** After the student graduates from high school, they must work the first 6-8 weeks full-time during summer to be eligible for the program. If they do not successfully complete the training, companies can remove them from the program.
- **Schools:** Identify students working with the technical colleges.
- **Employers/Students Signing Day:** Possible locations for the event are Lambeau Field and Oshkosh’s Milwaukee Bucks (WI Herd) Arena with employers and students. It was suggested to consider holding the signing at a high school so younger students could see and learn about the program. Students who sign would get a hat with the company logo.

NWTC and FVTC are recruiting Earn to Learn coordinators. FVTC is working on funding which will also include hiring a success coach. Both colleges are interested in compiling a list of companies who are onboard with this idea. FVTC will include the list when they go to their board for approval.

NEXT STEPS

- ✓ Promote the program to companies throughout the 18 counties to see if they are interested in sponsoring a student’s education.
- ✓ Determine if there can be a May 2019 signing day.
- ✓ Brainstorm ideas to shape and begin the program in fall 2019.
 - Create marketing materials and a student engagement piece.
 - How do members help students understand their pathway?
 - Offer half-day, employability skills seminars to students.
 - Set-up mock interviews for seniors during the fall semester.

REVIEW 10/24/2019 ACP ROUNDTABLE FEEDBACK

Partnerships:

- Menasha/Menasha Corp. - "Smart Girls Rock" high school students/mentors' program
- Partner with Johnson Controls on a STEM mentor program targeted at girls in 10th – 11th grade, focusing on real-world projects.
- Gulfstream – Student Leadership Group: Juniors and Seniors tour three companies for a full day at each. The focus is on 'B' students and includes soft skills training.
- Industry Round Robin Tours - Include several industries for one day/evening. Allows parents to see the industries first-hand.
- Open Tech Nights – parents, mentors visit – Ashwaubenon has been hosting these very successful, well attended events.
- Parent/Teacher Nights
- Take Your Child to Work Day
- Open House Tech Ed Dept. – Postcards are sent out by students to the student's house.
- Freshman Orientation

Denmark High School will be holding its Curriculum and Career Fair on Monday, 2/4/2019, 5:00 to 8:00 p.m. The event provides students, grades 8-12, and parents/guardians the opportunity to explore post-secondary educational options. The Fair is open to the public. **Members are encouraged to contact Oran if they would like to attend.**

- ✓ CMD father/son commercial is set to air on WLUK Fox 11 in two weeks.
- ✓ NEWMA purchased Manufacturing.Careers domain name for communications.
- ✓ Ann is working on getting a guest speaker for a future meeting.
- ✓ Continue discussing Take Your Child to Work Day. Focus on giving kids experiences with employees, other than their parent.

PLAN 2019 ACTIVITIES & CALENDAR

- Develop strategies around parents and manufacturing career awareness, including Earn to Learn and Take a child to work day.
- January/February - The father/son team from CMD Corp. commercial will be running on WLUK Fox 11.
- February 16 – **SeaPerch** at UWGB with 20 teams. **Judges are needed from 8:00 a.m. to 1:00 p.m. Contact Ann if interested.**
- March 6 & 7: **Your Future Career Expo** in Appleton
- March 19 – Hortonville & Greenville Middle School's **Manufacturing Careers** program
- August - **K-12 outreach survey** identifies member manufacturers' interest at what school districts, which is part of the **ACP manufacturing careers toolkit.**
- Green Bay Chamber's Fall **Find Your Inspiration** event. Over 4,000 8th grade students attend. Each student receives an *All Stars* magazine. Alliance members receive a discount on their exhibit booth.
- 15 new **Get Real Math Videos** will be produced.
- October – **Get Real Math Premiere**
- October – **Fund Bussing**
- October 29 – **Excellence in Mfg./K-12 Partnerships Awards**
- October 29 – **ACP Partnerships Meeting**
- October 30 – **Manufacturing First Expo & Conference** – Host 500+ high school students.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next K-12 Task Force meeting is on **Friday, February 15, at Outlook Group (Neenah), 8:30 to 10:00 a.m.** Agenda:

- ✓ Take a Child to Work Day
- ✓ Earn to Learn Program
- ✓ SeaPerch Competition Reminder – Saturday, 2/16/2019 @ UWGB – **Judges are needed from 8:00 a.m. to 1:00 p.m. Contact Ann if interested.**