

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

Friday, January 17, 2020

KI – Green Bay, WI

8:30 – 10:00 AM

ATTENDEES: Lynn Aprill-CESA 8, Allyson Baue-NWTC, Leah Bruess-GBAPS, Andy Bushmaker-KI, Danielle Dale-KI, Joe Draves-NWTC, Alison Driscoll-LTC YA (*via phone*), Dustin Gresen-Wells Fargo, John Knickerbocker-CESA 8, Steve Meyer-FVTC, Lori Peacock-GBAPS, Sam Post-UWGB, Jennifer Rauscher-Plymouth HS (*via phone*), Christina Stelter-Menasha Corp., Chuck Wachter-FVTC, Ann Franz-NEWMA, Debbie Thompson-NWTC

REVIEW 2019 ACTIVITIES

- February 16 – Hosted the **SeaPerch Underwater Robotics Competition**. Teams represented the following middle schools: Ashwaubenon, Brillion, De Pere, Green Bay, Howard/Suamico, Marinette, Seymour, and Shawano. The following parochial schools also attended: Bay City Christian, Pilgrim Lutheran, and St. Bernard.
- March 6 – Fox Cities Chamber **Find Your Inspiration** Event - Over 2,000 8th graders each received an *All Stars* magazine.
- March 19 - **You Can MAKE It in Northeast Wisconsin Expo** – Over 200 7th graders from Greenville and Hortonville Middle Schools participated.
- April 2 - **You Can MAKE It in Northeast Wisconsin Expo** – Over 200 6th graders from Lombardi Middle School participated (new for 2019).
- May 2 - **ACP Partnerships Breakfast** - Marinette County
- June 19-20 - **Tech Ed Teacher Big Trucks Career Exploration** was held at Oshkosh Defense and Pierce Manufacturing. The event included a JLTV ride on their test track and tours.
- July 26-28 - **Tall Ships Festival** - Over 40,000 people were in attendance. The Alliance had a football field size space that featured marine manufacturing careers, maritime museums, and hands-on activities.
- August - **K-12 Outreach Survey** was administered to the membership, identifying manufacturers' interests at specific school districts. This information became part of the **ACP manufacturing careers toolkits**.
- September 12 – Earn & Learn informational luncheon at NWTC
- September 14 – Earn & Learn informational luncheon at FVTC
- **Funded bussing** for over 1000 students to participate in plant tours during October (manufacturing month).
- October 1 – **Get Real Math Premiere** – 175 attendees – The Premiere featured new videos from Ariens Company, Kohler Company, Oshkosh Defense, Pierce Manufacturing, and TIDI Products. 16 new videos were filmed in 2019.
- October 29 – **Excellence in Mfg./K-12 Partnerships Awards** – 425 attendees (record number), \$13,700 was raised from the auction for college scholarships.
- October 29 – **ACP Partnerships Meeting** – There were 80 attendees, mostly educators and administrators from schools throughout northeast Wisconsin.
- October 30 – **Manufacturing First Expo & Conference** – 1200 attendees, 500+ high school students and over 200 exhibit booths.
- November 5 - NEWMA sponsored the Green Bay Chamber's **Find Your Inspiration** event. Over 4000 8th grade students received an *All Stars* magazine. Alliance members received a discount on their exhibit booth.
- Created **Manufacturing Careers Pathway** for the Wisconsin Department of Public Instruction.
- Created the **Earn & Learn Program** in partnership with the technical colleges.
- Researched and promoted manufacturers to host '**Take Your Child to Work Day**'.

EARN & LEARN PROGRAM

Allyson Baue, NWTC's Earn & Learn coordinator, reported 62 high school students have been identified, while 25 have been interviewed. One job offer has been accepted at Robinson Metal, Inc. For this year, they are targeting seniors who are taking dual credit or apprenticeship, but they have spoken to all levels of tech students. The students they have spoken to have been outstanding.

59 employers have been identified, with roughly 40 of them confirming their participation in the program. Employers must be flexible in their scheduling to make the program work. A PR campaign and draft day will be held in May. Students will have access to an app to help with their employability skills. Allyson has been setting up company tours so students can get a feel for the work environment.

Chuck Wachter, FVTC's Earn & Learn coordinator, was hired last July and has been working on putting their process in place. Chuck has talked to approximately 40 employers in the area, mostly focused on metal fab. He has met with six school districts and received good feedback. They are looking to enhance the apprenticeship program and are also targeting May 2020 for their draft day. FVTC hosted a meet and greet with employers and faculty. The networking event forged partnerships. Four businesses have firmly confirmed their participation. FVTC is looking to get firm commitments, data driven, and ready to make connections.

It is difficult to predict what jobs will be available five months out. Steve Meyer asked for some recommendations regarding what they can discuss with students when they go into the schools. Allyson shared that Earn & Learn has no guarantees and students should still be completing FAFSA. Companies will have job descriptions. NWTC is setting the bar low for students/parents so they realize they will be entry level workers.

Students taking dual credit in welding could be a perfect fit for a job that goes beyond welding, encompassing other disciplines. Students can be given a flyer that describes job opportunities. Joe Draves shared that welding is attractive to students, as many of them enjoy doing it. Students with welding skills are better able to branch into other areas.

Allyson and Joe have gone to several companies to see how well they are able to onboard a student. Some companies may not be able to describe what a student will be able to do. It is helpful to have organizers tour facilities to help companies know what they need to be doing for the program. A mentor can make or break a student. NEWMA will be looking at creating mentor training for companies interested in working with youth. Lynn Aprill will share a mentoring video for this initiative.

Earn & Learn Draft Day @ Lambeau Field – May 2020

The signing ceremony date will be finalized in the next couple of weeks. Attendees (approximate): 30 companies, 150 to 200 students and their family. The media will be invited. Students that sign with a company will receive a hat with the company's logo. Ann will invite Mark Murphy.

An activity with students and parents to discuss important issues like employability/interview skills was discussed. A kickoff could include discussing the app and how it is used, in addition to offering mini breakout sessions. HR leader(s) can talk about how to interview. Skills USA offers information regarding employability skills that can be reviewed. Each company could talk briefly about their organization. Employers can have designated tables, allowing for students to talk to them one-on-one.

The concern was raised that if any of the activities are not a requirement of the program, it will be tough to get the right people there. A recommendation was to identify higher risk students that need more training. Have a special invite for students who are dual credit, informing them their parents are invited. Steve shared that timing is crucial on when the event happens. It may be better to host an event after Christmas so first year Earn & Learn success stories can be shared. Members decided that this spring they will focus on one-on-one work with students, including plant tours. The following year, members could possibly do something larger with juniors and seniors so success stories can be shared.

NEXT STEPS:

- ✓ Finalize the May date for the Earn & Learn Draft Day @ Lambeau Field.
- ✓ Ann will setup a meeting with UWGB reps to discuss Earn & Learn opportunities for their dual credit, high school students.
- ✓ Draft an Earn & Learn informational event for Students/Parents for next year.
- ✓ Follow-up with Paul regarding NEWMA investing in the employability skills app.
- ✓ Research student self-assessment tools so students have a better understanding of how they think.

REVIEW 10/25/2019 ACP ROUNDTABLE FEEDBACK - KEY THEMES

- **How do we engage parents?** *The Earn & Learn program is looking to partner with students and their families. The Greater Green Bay Chamber has been running a public service announcement to get more parents engaged. Ann will have Jay Zollar of Fox 11 and a Chamber rep come in and talk about their initiatives. Radio and newspapers are other outlets that can be used for parental involvement.*
- **Educators felt there is not enough time to cover career awareness in the classroom.** How can the K-12 Task Force address this issue?
- **Businesses are frustrated they do not know who to contact at the school.** *Lynn Aprill will provide a list of contacts for the CESA schools at the next K-12 Task Force meeting.*
- **Some companies expressed concern regarding the high cost of the Inspire package.** *Ann and Lynn met with the regional Inspire group. They have agreed to lower their cost.*
- **Schools need to have more notice regarding NEWMA events.** *Create a calendar that highlights NEWMA members' events and activities that can be given to the schools. Encourage districts to be more flexible and let students leave the building during the school day for learning opportunities.*
- **It was clear from the meeting that schools are all different in how they are delivering ACP to their students. How do we work with schools when everyone is at a different level of ACP?** *Steve Meyer shared it is important to determine if a school's ACP is run by one person or if there is buy-in from everyone. Look at the schools that have best practices. Oran Nehls, Denmark High School principal, would like for the ACP meeting to only host principals and industry, with dialogue on how to create/strengthen partnerships.*
 - ✓ For the next K-12 meeting, Ann will bring some promotional banners. If members are interested in displaying them in the schools, she will purchase more.

PLAN 2020 ACTIVITIES & CALENDAR

- **Earn & Learn Programming** – Further develop the app by creating videos with some of the All Stars. Ann has some funds that can be used for this initiative. Adopt a self-assessment. Create a **NEWMA mentorship program**.
- February 20 –**You Can Make It Career Expo** - Hortonville & Greenville Middle Schools
- February 22 – **SeaPerch Competition**, at Southwest High School, is looking to host 20 teams. **Members are encouraged to contact Ann if they are interested in volunteering.**
- May 6 –**You Can Make It Career Expo** - Lombardi Middle School
- August - **K-12 Outreach Survey** - Identify manufacturers' interest at specific school districts. Data collected is included in the **ACP manufacturing careers toolkits**.
- Produce 15 new **Get Real Math & Science Videos** – GRM Science videos are new for 2020!
- October – **MANUFACTURING MONTH**
- October - **Fund Bussing**
- October – **Get Real Math/Science Premiere**
- October 20 – **ACP Partnerships Meeting** – Principal Focus
- October 20 – **Excellence in Mfg./K-12 Partnerships Awards**
- October 21 – **Manufacturing First Expo & Conference** – Hosts 500+ High School Students
- November 12 - NEWMA sponsors the Green Bay Chamber's **Find Your Inspiration** event. Each student receives an *All Stars* magazine. Alliance members receive a discount on their exhibit booth.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next K-12 Task Force meeting is on Friday, February 21, 2020 at GBAPS-West High School, 8:30 to 10:00 a.m.

Agenda:

- ✓ 'Earn & Learn' Programming
- ✓ 'You Can Make It in Northeast WI' Career Expo Events
- ✓ Mentoring training for industry working with students
- ✓ Excellence in Mfg./K-12 Partnerships Awards
- ✓ Next Meeting Date/Time/Location/Agenda