

**NEW Manufacturing Alliance
STEM and NEWMA Math Council Meeting Minutes**

March 4, 2020
TIDI Products
8:30 a.m. – 10 a.m.

ATTENDEES: Brian Witt, Shannon Niccum, Chuck Wachter, Carol Bredesen, Sierra Erdmann, Ryan Peterson, Joel Chopin, Linda Osterloh, Joe Turner and Ann Franz

Topic 1: Recap You Can Make It in Northeast Wisconsin Career Expos

Feb. 20 was the Greenville/Hortonville event with 416 students. 19 manufacturers/colleges attended. The parent portion was low attendance again, even though it was parent-teacher conferences. Overall the exhibitors and school reps were very pleased with the event. The students were very engaged and well behaved. It's important that the companies that participate keep their students at their booth the entire time.

The next event is May 6 at Lombardi Middle School. Edison Middle School expressed interest in having their students participate in a similar event. Lombardi agreed to include Edison students, which will increase attendance to 650 students. We will need approximately 22 companies to participate in the event. Due to having both schools participate, the time the event starts will be earlier. There was discussion about eliminating the parent portion, due to it will be almost a 11 hour day for the exhibitors. It was determined that we will only ask companies to participate in the event from 7:30 a.m. – 2:30 p.m.

Topic 2: STEM 9th grade female event

A possible event to attract 9th grade females to STEM/manufacturing and nontraditional career fields. There are no events targeted at 9th grade females, which is a pivotal time when a girl is considering career fields. The Alliance is also wanting to impact students on more than a one day event.

The event would have the following components:

- Keynote speaker: Sarah Thomas – NFL's only female referee (\$15k to speak)
- 8 STEM/Manufacturing Career Speakers
- Plant tours before or after the keynote speakers
- 500+ 9th graders

Prior to the event: schools would need to have students participate in 2 Get Real Math videos.

After the event:

A math or ACP class would have once a week a YouTube live/Skype with one of the eight women featured at the event. A 20 minute real-world example of what that person does in the workplace focused on STEM, including Q&A. Schools that cannot accommodate the live event, can replay it with their class. There could be an area that students could ask questions that were not able to do so because they couldn't view it live. The Alliance could post the videos on its website. Metrics for the program may include identifying how many of the female attendees enrolled in STEM/tech ed programs in subsequent years in high school.

Opportunities:

Host an event that also utilizes the Alliance's Get Real Math & All Star's magazines.
Impact females over a 3 month period of time.

The event will either be held in the fall or March 2021. Location for the day event could be the Fox Cities P.A.C. The event will cost approximately \$25,000. Sponsorship ideas will need to be discussed at the April meeting.

Next steps:

- Ann will contact principals about their interest in the event.
- Ann will contact the Fox Cities P.A.C. to determine how much it will cost to utilize the facility.

Topic 3: 2020 Get Real Math & new Get Real Science videos

- **Recap last year's 2019 videos and utilization** – Sierra shared that Oconto School District uses a tool that requires students to answer the question, before moving on with the video.
- **Discuss the potential to add Get Real Science** – Ann and Brian met with Ryan Peterson before the meeting to discuss the potential of Get Real Science videos. He also suggested Ann speak with Matt Van Thiel, a middle school Science teacher. She also met with him and he expressed interest in the idea concept. Brian and Ann will be meeting with additional Science teachers on March 4 to learn if they are also interested in using these in the classroom.
- **Topics for 2020 videos** – more videos on data science, 8th grade and high school level videos and statistics.
- **Promotion of the videos** – presenting at Wisconsin Math Council's annual conference, Ann will be sending out an email to all math teachers about GRM videos in March.
- **Get Real Video Premiere** – all agreed to keep the event as is, however to work on trying to encourage educators and manufacturers to network with one another at the cocktail reception. Potential dates are either Oct. 1, which is a Thursday or Tuesday, Oct. 6th. In the past, the event has been hosted on the first Tuesday of the month.
- **Recruitment of sponsors for the 2020 videos** – the videographer is charging over \$1,000 more for the production of the video. In addition, Green Bay Area Public Schools are no longer able to have their math curriculum coordinator write the lesson plans at no charge. The cost of the videos will need to increase from \$3,500 to \$3,750. Ann will be reaching out to companies to determine interest in sponsoring the videos for 2020.

Topic 4: Upcoming Alliance events

- March 24 – **Quarterly Membership meeting**
- April 29 – **16-24 Gen Z mentorship & retention training**
- May 2 – **Retirement Readiness Seminar**
- May 6 – **Lombardi Middle School You Can Make it Career Expo.**
- May 11 – **Earn & Learn Draft Day**
- August - **K-12 Outreach survey** of the membership identifying manufacturers' interest at what school districts, which was part of the **ACP manufacturing careers toolkit.**
- October 20 – **Excellence in Mfg./K-12 Partnerships Awards**
- October 20 – **ACP Partnership meeting**
- October 21 – **Manufacturing First Expo & Conference** – 500+ high school students

Topic 5: Next meeting will be held on April 22 at 3 p.m. at Jacobs in Ashwaubenon