

**NEW Manufacturing Alliance**  
**K-12 OUTREACH TASK FORCE – WEBEX MEETING MINUTES**  
**Friday, November 20, 2020 - 8:30 to 10:00 AM**

**ATTENDEES:** Lynn Aprill-CESA 8, Allyson Baue-NWTC, Leah Bruess-GBAPS, Andy Bushmaker-KI, Danielle Dale-KI, Amy Davis-Appleton Technical Academy, Alison Driscoll-LTC, Paul Endter-Appleton Technical Academy, Margaret Heffernan-Alliance Laundry Systems, Connie Kais-ATI Forged Products, Dr. Deborah Kerr-Candidate for State Superintendent of Public Instruction, John Knickerbocker-CESA 8, Tracy Kollock-Miller Electric, Michelle Langenfeld-GBAPS (Immediate Past Superintendent), Bobbi Miller-FVWDB, Sam Post-UWGB, Deb Priebe-EMT International, William Richardson-Neenah HS, Ryan Scherrer-Miller Electric, Ashley Skoczynski, Christina Stelter-Menasha Corp., Chuck Wachter-FVTC, Marci Waldron-Kuhn-CESA 7, Ann Franz-NEWMA, Debbie Thompson-NWTC

**Dr. Deborah Kerr, Former Superintendent of Brown Deer School District – Running for State Superintendent**  
**How Future Business Partnerships Across WI Could Transform the K-12 Education System**

Michelle Langenfeld introduced Dr. Kerr, who has been working diligently in education for more than 40 years. Dr. Kerr's partnerships have been key, and Brown Deer had over 150 partnerships by the time she left their School District. Integrating soft skills in their learning enabled teachers to put students directly in the hiring pipeline. These students were recognized when they graduated by wearing a cord just like honor society students. Related Brown Deer initiative included that students are graded on the 4 C's (critical thinking, collaboration, creativity, communication), integrating these standards into the curriculum.

The focus on ACP needs to be strengthened and started in elementary school, not waiting until high school. Allow for certifications to be attained before students leave high school. The needs of all of the Wisconsin school districts must be determined. What we measure matters. There will be a new state school report card dashboard, focused on measuring what is important for students and the community.

Dr. Kerr asked members what metrics they would like to see. Comments:

- It is great to work with industry, but that partnership does not count on the school report card. Schools need to get noticed for their great work.
- When it comes to State testing, why don't we test a student's ability to function in society as a whole? Testing should be aimed at that. Students need to get out in the community.
- Employability Skills – As an Alliance, we would like curriculum designed to teach soft skills like working on a team.
- Need to get parents onboard, educate them about the work environment and financial stability offered in manufacturing.
- Not enough students are working towards registered apprenticeship. Students are not given credit towards registered apprenticeship. This would help more students move forward with registered apprenticeship.

**Dr. Kerr will be holding a public virtual campaign event to discuss needs on December 3, 3:30 to 5:00 p.m.** Attendees can weigh-in and get ideas. Dr. Kerr is going around the State to talk to manufacturers, schools, and board leaders.

**COVID-19 UPDATES**

Regional schools continue to be varied in whether students are attending in-person, virtually, or have adopted a hybrid model. Few CESA 7 schools are in-person, most are virtual until after Christmas. Kimberly continues to have students onsite full-time, while Oshkosh is now fully virtual. Appleton Technical Academy is virtual, in addition to having a limited number of students onsite. As COVID cases rise, it is harder to justify bringing students back in-person.

All GBAPS students are attending school virtually. GBAPS educators are considering what they can do in spring to get students in workshops, evening programs, etc. They are looking for suggestions/ideas so students can get hands-on learning.

**RECAP: NEWMA'S OCTOBER IS MANUFACTURING MONTH K-12 EVENTS**

- October 1 – Excellence in Mfg./K-12 Partnerships Awards – Rescheduled for May 4, 2021
- Wednesdays in October – Manufacturing Career Speakers – Partnership amongst NWTC/CESA 8/Solutions to Marinette Skills Shortage Task Force had 67 participants, representing 18 school districts.
- Fridays in October – Women in STEM Career Speakers – There have been 189 YouTube views.
- October 14 – Math/Science/Industry Partnership Meeting – 19 educators/industry attended
- October 23 – Manufacturing First Career Exploration student event hosted 23 teachers and 600+ students.
- October 27 – Education & Industry Partnership meeting – 99 attendees

Over 40 school districts participated in at least one October event.

OCTOBER IS MANUFACTURING MONTH				
School districts that had at least one educator/student attend October is Manufacturing Month events:				
Algoma	Freedom	Manitowoc	Oshkosh	Tigerton
Appleton	Green Bay	Marinette	Peshtigo	Two Rivers
Ashwaubenon	Green Lake	Marion	Pulaski	Valders
Beecher-Pembine	Kaukauna	New London	Seymour	Waupaca
Bonduel	Kewaunee	Oconto	Shawano	Waupun
Brillion	Lena	Oconto Falls	Sheboygan	Wausaukee
Chilton	Little Chute	Oneida Nation	Shiocton	Weyauwega
Clintonville	Luxemburg-Casco	Oostburg	Stockbridge	Wrightstown
Fond du Lac				

**REVIEW THE OCTOBER 27 EDUCATION & INDUSTRY PARTNERSHIP MEETING NOTES**

**Best practices sharing of CTE/ACP for students in an age of hybrid and virtual learning (a few are listed below):**

- Miller Electric OpenBook
- HAAS certifications
- LabMidwest resources
- Amtrol
- Tooling U
- Youth Apprenticeship, more needed
- Project Lead the Way
- Mentoring circles
- Inspire
- CITRIX server very helpful

**What do educators need from industry to help educate students in the 2020/2021 school term?**

- Continue to offer virtual career-based learning experiences.
- Recorded career speakers
- More YA opportunities – Help companies that feel there are barriers to offering YA.
- Mentor training
- Networking opportunities with industry
- Create meet and greets with students/parents.
- Employability skills training pre-apprenticeship to develop best candidates
- Career exploration videos
- Virtual tours

**Task Force member’s comments from the K-12 taskforce meeting:**

- Educators would like access to more virtual plant tours.
- Haas has a grant opportunity open to the schools. December 1 is the application deadline. Link to grant: <http://ghaasfoundation.org/grants/>
- The DWD announced the next round of Fast Forward Technical Education Equipment Grants for schools. The deadline is January 11, 2021: [www.wisconsinfastforward.com/wff\\_standard.htm](http://www.wisconsinfastforward.com/wff_standard.htm)
- Our educators are using this time to create better partnerships and establish more opportunities.
- There is a need to have more opportunities for education and industry to meet and work on creating more partnerships.

Paul Endter shared that he is relatively new to his Appleton Technical Academy position. He took over the duties last spring and is trying to move forward with finding students career pathways and then plugging them into businesses. He is finding that there is so much information, but it is not easily accessible. There is no single launch point.

The language educators speak is very different from what businesses speak. Education is often slow to change. What can be done to simplify the process and promote a statewide agenda? Who should we be tapping into?

- The YA consortiums, although some may not be as robust, need to unite. Reenergize some of these consortiums.
- Manufacturers need to understand the language of schools. NEWMA could help educate manufacturers.
- Provide templates for what needs to get done so relationships with businesses can be developed.
- CESA 7 ACP Page: <https://sites.google.com/cesa7.org/cesa7acp/home?authuser=0>
- CESA 8 ACP Page: <https://www.cesa8e4ed.org/>

## **NEXT STEPS**

Ann suggested hosting a spring event, focused on YA, to promote better understanding and networking. The YA consortiums can spotlight their practices. A guide can be created to share best practices and follow-up information.

Program could include:

- Understanding the languages of education and business
- YA education best practices
- Manufacturer YA best practices
- What is YA and how businesses can get involved
- How to expand YA and work based learning

A subcommittee is being formed to create a template for this event. Volunteers include; Alison Driscoll, Paul Endter, Lynn Aprill, Marci Waldron-Kuhn, and Allyson Baue. Members are welcome to share content, even if they are not serving on the subcommittee. In January, the vision will be shared, in addition to developing content. Contact Ann if you are interested in serving on this subcommittee.

## **UPCOMING ALLIANCE EVENTS**

### **QUARTERLY FULL MEMBERSHIP ZOOM MEETING**

**Tuesday, December 8 - 8:30 to 10:30 AM**

The 2021 Northeast Wisconsin Manufacturing Vitality Index results will be announced. A guest speaker; Ted Abernathy of Economic Leadership LLC, a North Carolina based economic consulting company that has worked with WMC on its Wisconsin Workforce Competitiveness Evaluation report, will present. Regional, State and national data will be shared, giving a glimpse of what to expect in 2021 regarding workforce and economic trends. The program will also include an overview of the past year and what's to come in 2021 for the NEW Manufacturing Alliance.

### **NEXT MEETING DATE/LOCATION/TIME/AGENDA**

The next K-12 Task Force WebEx meeting is on Friday, January 15, 2021, 8:30 to 10:00 a.m. Agenda:

- ✓ Spring YA Event
- ✓ COVID-19 Updates
- ✓ Career Pathways
- ✓ RECAP: Recent Alliance Events
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Modality/Agenda