

**NEW Manufacturing Alliance**  
**K-12 OUTREACH TASK FORCE – WEBEX MEETING MINUTES**  
**Friday, January 15, 2021 - 8:30 to 10:00 AM**

**ATTENDEES:** Lynn Aprill-CESA 8, Allyson Baue-NWTC, Joe Brandl-Plymouth HS, Leah Bruess-GBAPS, Kristin Comerford-Appleton Area SD, Danielle Dale-KI, Joe Draves-NWTC, Alison Driscoll-LTC, Paul Endter-Appleton Technical Academy, Margaret Heffernan-Alliance Laundry Systems, Jen Johnson-Ahnapee Consortium, Connie Kais-ATI Forged Products, John Knickerbocker-CESA 8, Lisa Kogan-Praska-Boys & Girls Club, Tracy Kollock-Miller Electric, Lindsey Petasek-Greater GB Chamber, Sam Post-UWGB, Deb Priebe-EMT International, William Richardson-Neenah HS, Ryan Scherrer-Miller Electric, Christina Stelter-Menasha Corp., Samuel Temple-The Geo Group, Chuck Wachter-FVTC, Chad Janowski – The Einstein Project, Ann Franz-NEWMA, Debbie Thompson-NWTC

### **K-12 TASK FORCE CHAIR NEEDED**

The chair works with Ann on the agendas and co-facilitates the K-12 Task Force meetings. Contact Ann if you are interested in serving in this role. *After the meeting, Christina Stelter with Menasha Corp. agreed to chair the Task Force.*

### **COVID-19 SCHOOL UPDATES**

- Neenah High School is now open, although they still have some students/parents who chose the distance format. It is good to have people in the building, while continuing to move forward.
- Appleton has been fully virtual but will be going into a hybrid model next Tuesday.
- Lena is fully in-person and have been predominantly.
- UWGB has a good mix of in-person and online classes. They have had low positivity rates on campus and are looking to have more testing opportunities. UWGB may become an onsite vaccine distributor.
- GBAPS is still virtual but are conducting ongoing evaluations to determine the best delivery format for their classes. Depending on the program, a few classes are being held at the schools. Small groups of welding students have been meeting in-person. YA has been running all year.
- All NWTC lab classes are being held in-person for the spring semester. Lecture based classes are virtual or in-person. NWTC may become an onsite vaccine distributor.
- LTC has been conducting classes in-person since last summer. The majority of LTC's classes will begin January 25.
- FVTC's manufacturing classes are in-person. Lecture based classes are being conducted online. FVTC is evaluating their class formats for fall.
- Luxemburg-Casco classes are in-person.

### **YA & MENTORSHIP WORKSHOPS**

A K-12 subcommittee developed content for the **YA Workshop** planned for **Friday, February 19, 2021, 8:30 to 10:00 a.m.** Attendees will be NEW Manufacturing Alliance members and YA coordinators.

### **AGENDA**

- ❖ Define ACP
- ❖ How to Engage Youth
  - Work-Based Learning
  - Company Led Student Projects
  - Job Shadow
  - Earn & Learn
- ❖ Define YA. Show that students are ready to work for employers, in addition to the advantages YA has over other work experiences. Discuss; child labor laws, student/employer YA timelines, and ease of the program.
- ❖ Share YA best practices. (10 minutes each) involving; company, YA coordinator, YA student, and/or a former YA student that is now employed at a company. Discuss their progression. Showcase small, medium, and large manufacturers. Showcase YA experiences outside the production floor, in addition to YA students that transitioned into an employee role after graduation. Potential best practices include:

- NEW Plastics/Luxemburg-Casco High School
  - Menasha Corp./GPS Education Partners
  - Sargento or Johnsonville/LTC
  - Ariens Co. or Bassett Mechanical/CESA 6
  - Belmark or Spirit Fab/Greater Green Bay Chamber
- ❖ Next Steps – A call to action for companies that would like to meet with their local YA coordinator(s). When Ann determines who is interested, she will refer them to the designated YA coordinator(s).

A one-page information sheet will be created for the businesses to help them navigate the YA process.

- Discuss the required number of hours, required interaction with employers, and grading using the skills checklist as mandated by State guidelines.
- Share how employers can navigate between the different consortia. Some companies will be using multiple school district/consortiums.
- Define vocabulary terms to assist businesses as they work with YA.

### NEXT STEPS

Ann will be sending YA Workshop registration to NEWMA members next week. K-12 Task Force members who have worked with the companies listed above will reach out to them for more information, with the possibility of having them present at the YA Workshop on 2/19/2021.

The **Mentorship Workshop** is being planned for May 2021. The K-12 Task Force will be forming a subcommittee to plan the event. The first meeting will be held in mid to late March. **Members are encouraged to contact Ann if they are interested in serving on the Mentorship Workshop subcommittee.**

### VIRTUAL PLANT TOURS

Ann recently conducted a virtual plant tour survey to regional guidance counselors and tech ed teachers. Of the 121 respondents, 120 are interested in showing students virtual plant tours (98%).

#### Desired length of plant tour:

- 1 - 5 minutes: 10%
  - 6 - 10 minutes: 28%
  - 11 - 15 minutes: 37%
  - 16 - 30 minutes 25%
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- 80% are interested in a student worksheet.
  - 70% are interested in hosting live career speakers from the company.
  - The preferred day to host career speakers is either Wednesdays (34%) or Fridays (31%).
  - There was no majority for the time of day to host career speakers; 10 a.m. (18%) and 8 a.m. or 1 p.m. (17%).

#### Topics / information educators would like to see in the videos:

- Different careers featured from entry level, production, to 4-year degrees
- Soft skills needed: communication, teamwork, attendance, work ethic
- Wage and benefits
- Products made and the process of making the products
- Education needed for positions
- Company overview
- The courses students should take to work for the company
- Career opportunities within a company
- Testimonials from employees about work conditions, why they like working for the company

- Career pathways and advancement opportunities, including tuition reimbursement
- A day in the life at a company *or* a day in the life of a specific employee

The majority of school survey respondents expressed interest in having career speakers be recorded, due to not having a specific time that would work to view live presentations. Most educators have more than one class that would benefit from watching the videos.

In another recent survey, 31 NEWMA companies responded they are interested in recording a virtual plant tour. So far, the submitted videos range from 2 to 11 minutes in length. Participating companies are from throughout northeast Wisconsin. **Companies have until January 31 to complete their filming.**

NEWMA's STEM Task Force has been doing a lot of work regarding the virtual plant tours and how they will be packaged for the schools. Each company that submits a video will complete a form summarizing their company, products produced and video. The videos will be grouped in a Google Doc by grade level, processes, and company location. Lesson plans will not be created due to time constraints. **The information will be sent to the guidance counselors, principals and department heads for dissemination by mid-February.** Schools can contact the companies if they have questions or want to host a career event.

Recorded career speakers are the preference for now. The Alliance also has 100+ All Star career videos to support this initiative. In addition, students could also answer video related questions and submit the information to their ACP portfolio (i.e. Xello).

### EINSTEIN PROJECT PARTNERSHIP

The Alliance partners with The Einstein Project for the North Coast Marine Manufacturing Alliance's annual SeaPerch competition. Primarily for 5<sup>th</sup> to 9<sup>th</sup> graders, the traditional in-person build/competition has been put on hold due to COVID. Members have been discussing possible smaller builds that could be done at home, as it has been difficult to have educators add anything else to their curriculum.

Illustrated is a potential build that school or partner organization reps could offer their students. The build can be done at home and ran in a bathtub. The kit would be sponsored by the Alliance and be free for the participants. Students would build the boat, followed by a live event for students to share what they accomplished. Students could also submit a video of their steps.

**Goal:** Help educators work with youth, while not being cost prohibitive.

Members are receptive to offering the build to their students. **Ann will send an email to the membership to solicit further interest. She would like to get the kits delivered to the schools/organizations in March.**

Another project with The Einstein Project is also being considered, a rubber band car (pulley driven). The organization worked with Cummins on an event that had employees working on a build project with their child at home and then had live programming.

### UPCOMING K-12 INITIATIVES

- February 19 – 10 a.m. - YA Workshop
- May - Mentorship Workshop



- Hands-on Build Project
- May 4 - 9<sup>th</sup> Annual Excellence in Manufacturing/K-12 Partnerships Awards at Stone Prairie
- October 26 – ACP Meeting
- October 26 - 10<sup>th</sup> Annual Excellence in Manufacturing / K-12 Partnerships Awards
  - Discuss the award categories and any enhancements members would like to implement at the 4/16/2021 Talent Task Force meeting.
  - Discuss how members can spotlight the 10-year anniversary. Alison Driscoll suggested doing a ‘Where are they now?’ focus. Follow-up with companies that have been awarded and showcase what other great things they are doing or have done.

**Members are encouraged to contact Ann with any other items they would like the K-12 Task Force to work on or enhancements to the current initiatives.**

### UPCOMING ALLIANCE EVENTS

- February 19, 8:30 – 10 AM: Starting or Enhancing Your Youth Apprenticeship Program Workshop
- February 23, 8:30 – 10 AM: HR Leaders - Retirement Readiness Seminar
- March 2, 8:30 – 10:30 AM: NEWMA Quarterly Membership Meeting focused on Recruitment/Retention
- May 4: 9<sup>th</sup> Annual Excellence in Mfg./K12 Partnerships Awards at Stone Prairie
- October 26: ACP Partnerships Meeting
- October 26: 10<sup>th</sup> Annual Excellence in Mfg./K12 Partnerships Awards
- October 27: Manufacturing First Expo & Conference
- November 4: Internship Draft Day

### NEXT MEETING DATE/TIME/AGENDA

The next K-12 Task Force WebEx meeting will be on Friday, April 16, 2021, 8:30 to 10:00 a.m. Agenda:

- ✓ COVID-19 Updates
- ✓ RECAP: YA Workshop
- ✓ Mentorship Workshop
- ✓ Einstein Project Partnership
- ✓ Virtual Plant Tours
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Modality/Agenda