

NEW Manufacturing Alliance
STEM TASK FORCE – WEBEX MEETING MINUTES
Wednesday, January 13, 2021 – 3:00 to 4:00 PM

ATTENDEES: Kristin Armitage-C3 Corporation, Nicole Beardsley-FMM, Carol Bredeesen-Amcor, Andy Bushmaker-KI, Carol Couillard-Paper Discovery Center, Whitney Grabowski-FMM, Chad Janowski-Einstein Project, John Katers-UW-Green Bay, Steve Meyer-FVTC, Linda Osterloh-Jacobs Engineering, Ryan Peterson-Brillion HS, Laurie Probst-Sheboygan Falls MS, Jenna Starry-GBAPS, Christina Stelter-Menasha Corp., Jill Thiede-NWTC, Tiffany Suttner-C3 Corporation, Brian Witt-Ariens Co., Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

VIRTUAL PLANT TOURS

Ann recently conducted a virtual plant tour survey to regional educators. Of the 121 respondents, 120 are interested in showing students virtual plant tours (98%). Pam and Ann discussed the survey results.

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 – *This was the most popular response. Make it realistic for them to get to that job.*
- 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.**

Packaging the Virtual Tours for the Schools

Jenna Starry recommended sending schools all of the materials at once, allowing for better planning of what is available. Ryan Peterson also likes the idea of sending everything at once. He recommended sending the information to the guidance counselors, principals and department heads for dissemination.

Summarize the content. Ryan also suggested grouping the videos by; grade level, processes, and company location. Let viewers know the significant products the company manufactures, soft skills needed to work there, and the video's targeted grade level(s). Teachers will then pre-watch the videos they are interested in.

Christina Stelter suggested having companies complete a video informational form for their submission. Company name and size, products produced, location, website address, and contact information are items that can be included on the form. This will help simplify video marketing. Steve Meyer suggested putting the questions in a Google Doc format.

Students could also answer video related questions and submit the information to their ACP portfolio (i.e. Xello). Steve Meyer stated, "It would also be nice to have a generic email drafted in the voice of the student and given to the teacher. The teacher could then direct the students during class to email the letter home. The letter would tell parents that they toured a certain company and what programs they learned about."

Recorded career speakers are the most realistic and doable for now. The Alliance also has 100+ All Star career videos to support this initiative.

NEXT STEPS

Ann/Pam will:

- ✓ Create a Google Doc form for companies to submit their video information.
- ✓ Follow-up with the companies to provide their video information.
- ✓ Summarize and group all of the videos.
- ✓ Send the videos to school counselors, principals, and department heads for dissemination by mid-February.

2021 STEM TASK FORCE INITIATIVES

- Virtual Plant Tours
- Get Real Math/Science
- Women in STEM

GET REAL MATH / SCIENCE

Ann will be sending a sponsorship flyer to the full membership to see if they are interested in sponsoring Get Real Math/Science. The fall 2021 GRM/S Premiere is still a possibility. Drawings would be held: \$500 for a school's math/science department and one company can win free filming of their 2022 GRM/S videos.

Ann will also be recruiting companies to film 2021 GRM/S videos. The cost to produce the videos is \$3500 per company. There is room for 3-4 companies to participate. Carnivore Meat Company won the drawing to have their 2021 company videos produced for free.

Members suggested changing the number of videos per company from three to two, making it easier for companies to manage. Two companies will each produce two math videos, while two companies will each produce two science videos. A total of eight videos will be filmed for 2021.

NEXT STEPS

- ✓ Identify companies in February/March.
- ✓ Early March - Hold a planning meeting with the teachers and participating companies. Teachers will be writing the lesson plans.
- ✓ May - Complete the company video scripts.
- ✓ June/July – Film videos.
- ✓ Summer – Determine/finalize the fall 2021 GRM/S Premiere.

WOMEN IN STEM 2021 EVENTS

Members have been planning to host 500 to 1,000 high school female students at the PAC for an educational event. It is hoped to recruit Sarah Thomas, NFL football official, to serve as the keynote speaker. Six other women who are working in manufacturing will also serve as speakers. Each week following the event, a YouTube live session will be held to feature one of each of the six speakers to share a day in their work life. This event is being tentatively planned to be held at Appleton's PAC. Due to the pandemic, it is unlikely this large of an event will be held in fall 2021; however, members will continue to keep this event on the agenda.

The Einstein Project Opportunities

Chad Janowski shared that The Einstein Project recently supported a Women in STEM event in partnership with Cummins. They purchased STEM kits from The Einstein Project for a virtual build with mothers/daughters *or* fathers/daughters. The kits were shipped nationwide and built during an online workshop. Dennis Rockhill, also of The Einstein Project, hosted a train the trainer session. Dennis discussed perseverance, challenges and how to work around challenges.

Participants built a rubber band car (pulley driven), requiring the creation of an electric circuit. Upper elementary school age kids and younger kids have participated. The build takes 45 minutes to one hour. Chad is wondering if something like this could be coupled with a virtual speaker for the Women in STEM event and/or it could be an opportunity for 'Take Your Child to Work Day' in April. The kits cost is \$10 each and offers a lot of variations. The kit could be customized for what is being produced at a company.

Fewer employers will be offering in-person 'Take Your Child to Work Day' activities this year. NEWMA could buy the kits and have companies distribute them to their employees with interested kids. A live online event could be hosted. Members agreed to continue to discuss this initiative. **Chad will provide an overview at the 2/11/2021 STEM Task Force meeting.**

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: 9th Annual Excellence in Mfg./K12 Partnerships Awards at Stone Prairie
- October 26: ACP Partnerships Meeting
- October 26: 10th 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 STEM Task Force WebEx meeting is on February 11, 2021 at 3 p.m. Agenda:

- ✓ Virtual Plant Tours
- ✓ Get Real Math/Science
- ✓ Female in STEM Events
- ✓ The Einstein Project Opportunities
- ✓ Upcoming Alliance Events
- ✓ Next Meeting Date/Time/Location/Agenda