

**NEW Manufacturing Alliance**  
**K-12 OUTREACH TASK FORCE – MS TEAMS MEETING MINUTES**  
**Friday, January 20, 2023 - 8:30 to 9:40 AM**

**ATTENDEES:** Emily Bangen-Greater GB Chamber, Amy Charais-LaForce, Kristin Comerford-Appleton School District, Karen Coonen-Appleton East HS, Paul Endter-Appleton Technical Academy, Dustin Gresen-American National Bank, Brooke Holbrook-CESA 8, Jeff Jonas-Renco Machine, Connie Kais-ATI Forged Products, Ben Krull-Wolf River YA, Pete L'Empereur-AK Crust, Chris Lipski-Vantage/Abaxent, Carli Meyer-Packer Fastener, Steve Meyer-FVTC, Bobbi Miller-FVWDB, Sara Peotter-Belmark, Vicki Porior-Oshkosh School District, Melissa Schultz-SPVG, Christina Stelter-Alliance Laundry Systems, Corey Wollin-CESA/NEWYA, Ann Franz-NEWMA, Debbie Thompson-NWTC

**RECAP: 2022 K-12 TASK FORCE INITIATIVES**

- January 11: YA & student learner mentoring webinar
- January 19: Pilot program, with GBAPS, part-time hiring of high school seniors
- March 8: Sponsored FYI in partnership with the Green Bay & Fox Cities Chambers - Over 5,000 *All Stars* magazines were distributed.
- April 5: You Can Make It Career Expo at Greenville Middle School, with Hortonville students - Over 300 students and 22 exhibitors participated.
- April 14: Tech Ed Teacher Summit in partnership with NWTC
- April 27: You Can Make It Career Expo at Lombardi Middle School - 270 students
- October 4: Get Real Math & Science Premiere at the Meyer Theatre - 180 attendees
- October 25: ACP Partnerships Roundtable - 98 participants
- October 25: 11<sup>th</sup> Annual Excellence in Mfg./K-12 Partnerships Awards, 280 attendees - \$21,000 was netted for the scholarship fund.
- October 26: 12<sup>th</sup> Annual Manufacturing First Expo & Conference - 1,100+ attendees, 311 high school students
- November 6: GBAPS work based learning program for high school seniors receiving part-time jobs

**RECAP: ACP PARTNERSHIPS ROUNDTABLE ON OCTOBER 25, 2022**

There were 98 participants. Tech ed teacher toolkits were distributed. Members reviewed a summary of various roundtable notes that were taken. ACP is very different, depending on the school's degree of integration. How do we support those efforts? At the event, the president of Walker Forge was seated with Wittenberg High School reps. As a result, one of their students was referred and is now working for Walker Forge.

Collaboration, including the sharing of best practices, amongst education and industry reps is valuable. The energy in the room was palpable. Members discussed possibly broadening the event to include a statewide opportunity and/or another regional event. More networking time is desired. Attendees would like to collaborate with people seated at other tables.

- Introduce people by groups, in addition to using name badges.
- Switch groups and/or rotate tables.
- Do in a speed dating format. The speed dating could be part of the cocktail reception.
- Increase the start time by 1.5 hours. End a little later.
- Host a virtual meeting after the event, featuring manufacturers in a specific region. Company reps can discuss what they do and their involvement preferences.

**PLAN: 2023 K-12 TASK FORCE ACTIVITIES**

- March 21 - You Can Make It Career Expo at Greenville Middle School – Seven companies are needed to provide a hands-on student activity. Contact Ann for details.
- October - Get Real Math & Science Premiere – Four companies are needed to sponsor the 2023 Get Real Math & Science videos. The \$5000 sponsorship fee covers video production, in addition to \$500 donated to a school's math, science, or tech ed department. Companies that participated last year will be contacted next week to see if they would like to continue for 2023, followed by offering to the full membership. A planning meeting will be held in March.

- October 24 - 12<sup>th</sup> annual Excellence in Mfg./K-12 Partnerships Awards at the Resch Expo
- October 24 - ACP Partnerships Roundtable
- October 25 - Manufacturing First (high school student portion) - The number of participating companies determines the number of students that can attend. Brainstorming will be done to establish some valuable company hands-on activity options.

Last year's event was well done, appreciated, and timed right. Some students shared that the event should be geared for juniors, not seniors, as employers discussed high school options. Ann suggested splitting the event to add more high school grade levels. Seniors could attend later for a job fair. Employers, in addition to providing a valuable experience, may need to ask students their grade level.

- School Board/Superintendent Presentations – Ann would like to present to CESA 6 & 7 school boards, as one out of four careers are in manufacturing. NEWMA's vitality and industry 4.0 study results can be shared.
- Part-time Job Experiences for High School Students – NEWMA would like to expand this initiative to schools outside of GBAPS. Students are given company tours and job interviews, potentially being hired. If a high school senior works through the end of the school year, they are eligible for a \$1000 scholarship for the following fall semester.
- Educator Tours – Ann can facilitate finding companies and fund bussing.
- Manufacturing & Education Contact List – Manufacturers are often unsure who they should contact at the schools. Ann would like to provide manufacturers with at least one contact per school. Next steps: School reps can respond to Ann with the contacts they can provide. Ann will focus on schools that do not have representation on the K-12 Task Force. The finalized list will be sent to the membership, encouraging manufacturer engagement with the schools.
- Employability Skills Training Video – This NEWMA funded video will focus on YA student success in the workplace. Employers can share their top job success tips, in addition to spotlighting their company. The video can debut at the Get Real Math & Science Premiere. Related resources that were shared: [YA](#) & [DPI](#)
- School In-service Events – In fall, NEWMA would like to partner with schools to engage with their faculty. Companies could provide tours and fund transportation.
- Parent Outreach – How do we reach parents? NEWMA's manufacturers employ 70,000 people, potentially serving as an educator to the parents they employ. Members would like to create an electronic pamphlet that discusses how to talk to their kids about careers. The messaging can be edited based on the grade level. The pamphlet is being targeted for an October 2023 release.
  - Oshkosh schools tried using different events to get parents involved. Utilizing academic planning worked well for parental involvement. Vicki Porior also shared that business reps were on hand to talk to parents and provide class recommendations.
  - Paul Endter suggests using already created resources to create a buzz that can soon promote manufacturing statewide. Businesses have recommended using one page promotional materials.
  - Steve Meyer suggests using technology, such as an electronic newsletter, to limit the workload.

### **YOU CAN MAKE IT CAREER EXPO AT GREEVILLE MIDDLE SCHOOL – MARCH 21, 2023**

Greenville and Hortonville 7<sup>th</sup> graders will be participating from 8:30 a.m. to 2:30 p.m. There will be six student rotations. Seven more companies are needed to participate by providing a hands-on student activity. Contact Ann Franz for details.

### **UPCOMING ALLIANCE EVENTS**

February 8	Lunch & Learn: Transformational Leadership, 12:00 to 1:00 PM
February 22	Lunch & Learn: Change Management, 12:00 to 1:00 PM
March 3	Winning with Wisconsin's Workforce, at FVTC, 8:00 to 9:30 AM
March 14	Quarterly Full Membership Meeting - Virtual, 8:30 to 10:00 AM
March 8-10	<a href="#">WTEA Conference</a> – Wisconsin Dells
March 21	You Can Make It Career Expo - Greenville Middle School

### **NEXT MEETING**

The next K-12 Task Force MS Teams meeting is on February 17, 8:30 to 10 a.m.