

**NEW Manufacturing Alliance
K-12 Outreach Task Force – at Belmark, Inc.
Friday, April 21, 2023 - 8:30 AM**

ATTENDEES: Allyson Baue-NWTC, Valerie Brooks-CESA 8, Mike Leibham-James Imaging Systems, Pete L'Empereur-AK Crust, Chris Lipski-Vantage Financial, Sara Peotter-Belmark Inc., Andy Preissner-Heartland Label Printers, Molly Ruch-NEWYA/GGB Chamber, Corey Wollin-NEWYA, Ann Franz-NEWMA, Debbie Thompson-NWTC

EMPLOYABILITY SKILLS VIDEO UPDATE

The following ten companies are participating in the video.

<ul style="list-style-type: none">• Alliance Laundry Systems• Georgia-Pacific• Green Bay Packaging• Heartland Label Printers	<ul style="list-style-type: none">• KI• LaForce• Marine Travelift, Inc.	<ul style="list-style-type: none">• Nicolet Plastics• Packer Fastener• Sargento Foods Inc.
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The video will feature the top 10 tips to be successful in the workplace. The tips will be covered in the Wisconsin DPI Youth Apprenticeship's Employability Skills curriculum. The goal is to have many students utilize these resources, not only YA participants. The videos will be packaged in the following three parts.

- 11 minutes of video featuring a 1-minute tip from each of the ten companies.
- 33 minutes of video featuring 3-minutes of each company's tip / company info / what is made at each company.
- 3 minutes of video – Each company will have its own packaged 3-minute video.

Filming will take place in July with the video debut at the Get Real Math & Science Premiere in October. Educators can contact Ann if they are interested in contracting to write the video's lesson plan. Companies participating in the 2023 Get Real Math & Science videos are EMT International, KI and Alliance Laundry Systems.

HIGH SCHOOL GRADUATING SENIORS HIRING EVENT AT NWTC ON 5/18/2023

26 companies are participating in the 5/18 hiring event, from 8:30 a.m. to 1:30 p.m. Over 100 high school seniors, not planning to attend college in fall, are expected. Participating companies are offering \$16 per hour positions plus benefits. Computers will be available at the event for students to fill out online applications. **Six volunteers are needed from 9:00 to 11:30 a.m. Contact Ann for details.**

If successful, members will work with other communities to host a similar event. U.S. Venture is a sponsor of this event and is hosting a similar event on April 26 in the Fox Cities.

12TH ANNUAL EXCELLENCE IN MFG./K-12 PARTNERSHIPS AWARDS

The dinner will be held on October 24, 2023 at the Resch Expo. Nominations will open to the full membership on May 2, 2023. The deadline to nominate is June 9. K-12 Task Force members will judge the nominations at the July meeting. Ann discussed the nomination form and the 2022 award categories (see below) for any changes.

2022 EDUCATION AWARD WINNERS

Brighter Image – **Manitowoc Lutheran High School**
Career Pathmaker – Administrator - **Jason Johnson, N.E.W. School of Innovation / GBAPS**
Career Pathmaker – Educator - **Kari Mueller, CESA 6**
Career Pathmaker – Tech Ed Teacher - **Jon Larson, Little Chute School District**
Education Innovation – **Appleton East - Tesla Charter School**
Higher Education Award – **Mary Hansen, Fox Valley Technical College**
Manufacturing Partnership - **Waupaca School District**

2022 MANUFACTURER AWARD WINNERS

Brighter Image – **SMT Machine & Tool**
Educational Partnership – **Amcors Cares Foundation**
Leadership – **CMD Corporation**
Manufacturing Innovation - **AriensCo**
Visionary – **Ryan Scherer, Miller Electric Mfg. Co.**

2022 COMMUNITY PARTNERSHIP WINNER

Community Partnership – Wisconsin Technology Education Association

EXCELLENCE AWARDS SPONSORSHIPS

<ul style="list-style-type: none">• Business Awards (<i>WEDC is sponsoring this category again.</i>)• Manufacturer Awards• Community Partnership Award• Program / Dinner Tickets for Tech Ed Teachers	<ul style="list-style-type: none">• Program / Dinner Tickets for Additional Educators• Scholarships• Live Auction Items
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Ann will contact previous sponsors, before offering the sponsorships to the full membership. She will also contact Bill Jartz to see if he is available to serve as emcee. NorthCoast Productions will film the video montage of the Excellence Awards' winners. 2023 All Stars will be invited to attend and be recognized. IOM and social media will continue to be utilized to advertise the nominations and events.

MACHINING CAREERS VIDEO

Tech ed teachers are having a good response from students enrolling in welding classes; however, machining classes are experiencing lower enrollment numbers. There was a request to have a machining careers video produced to help recruit students to enroll in these classes while in high school. This video will be a 2024 NEWMA work product.

Ann asked attendees what could be done to help schools promote machining classes. Suggestions included:

- Have a visual of what they would be working on. Let students see a process and how it works.
- Collaborate with Haas, as their company is already working in the schools.
- A to Z Machine, ATI, and Nematik could possibly supply related already-produced videos.
- Create a project, possibly a video game, students can work on that relates to the real world.
- Focus on cool things made in northeast Wisconsin.

EDUCATING STUDENT CAREER ASPIRATIONS

Ann asked members what they are hearing from students in terms of what they would like to do for a post high school career. Being influencers appeals to many students, as well as perhaps being an engineer. Students need knowledge, as many of them don't understand what working as an engineer entails.

Ways to engage students and help them better understand manufacturing careers was discussed. Solving a real-life project based problem is ideal. This was done, with great success, a few years ago via a partnership between KI and Denmark High School students. **Manufacturer members are asked to consult their colleagues to determine a project based challenge their organization could offer students.** Schools could compete for the best solutions. Winning schools could receive a monetary reward, while their students could receive a completion certificate.

Hosting hands-on educational opportunities at Bay Beach Amusement Park was also suggested. Ann will follow-up with Bay Beach reps to inquire about opportunities for engagement and any associated costs.

UPCOMING ALLIANCE EVENTS

- May 1: Kickoff to Digital Literacy Training
- May 18: NEWMA & US Venture Graduate Seniors Hiring Event at NWTC
- May 23: Future of Work – Childcare at the Green Bay Botanical Gardens
- June 7: President's Cup Scholarship Golf Scramble at Blackwolf Run
- June 8: NEWMA Quarterly Membership Meeting at Lambeau Field

NEXT MEETING

The next K-12 Task Force, via MS Teams, is on May 12, 2023, 8:30 a.m.