

**NEW Manufacturing Alliance
K-12 Outreach Task Force – MS Teams Meeting
Friday, May 12, 2023 - 8:30 AM**

ATTENDEES: Valerie Brooks-CESA 8, Kristin Comerford-AASD, Karen Coonen-AASD, Julie Davids-Oshkosh Chamber, Stephanie Heinritz-Menasha HS, Ben Krull-Wolf River YA, Pete L'Empereur-AK Crust, Chris Lipski-Vantage Financial, Steve Meyer-FVTC, Beth Nash-Inspire Wisconsin, Jeff Poch-NWTC, Andy Preissner-Heartland Label Printers, Molly Ruch-NEWYA/GGB Chamber, Miranda Schornack-NWTC, Melissa Schultz-SPVG Marinette, Alex Torres-OASD, Adam Trebel-GBAPS/CTEC, Mark Weber-EMT Int., Ann Franz-NEWMA, Debbie Thompson-NWTC

PROJECT BASED CHALLENGES

Suggestions for project based challenges for an individual school or a group of middle/high schools were discussed. A group of schools could host a regional competition.

- The challenge could be a small assembly project that incorporates a company video(s). Depending on the end product, it could be donated to charity.
- Ask companies what nagging problem they have that a middle or high school student could possibly solve.
- Host a competition that offers three different challenges, with the school choosing their preferred challenge.
- Steve Meyer also suggested using a Shark Tank format. The project could be something produced or improved. A theme could be *How to Promote Northeast Wisconsin to a Kid*.
- Pitch to CTE departments as a whole. Student organizations could participate, involving various entities.
- Mark Weber suggested incorporating employability skills into any of the challenges. Choose a *most employable* winner. Mark shared a rubric for core abilities that was used by EMT International.
- Host a competition in fall, as part of the Manufacturing First Conference, as a number of similar events are already happening in spring. A 60-minute activity that goes from challenge to presenting an idea could be used.
- Chris Lipski discussed the LAUNCH program that connects Elmbrook Schools' students with Milwaukee Tool and their innovative technology. It would be easier to get buy-in by replicating an existing program. Chris will send Ann contact information for their LAUNCH program.
- Andy Preissner shared that reps from Heartland Label Printers (HLP) have been collaborating with Little Chute Schools to create some form of an artwork competition. Students would go to HLP to manufacture their product.

Members of the K-12 Task Force are asked to consult with their organization's colleagues for a couple of project suggestions. The competition pilot will be targeted for October 25 at the Manufacturing First Conference.

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

The dinner will be held on October 24, 2023 at the Resch Expo. Nominations began May 2. So far, 14 nominations have been submitted. **The deadline to NOMINATE is June 9.** K-12 Task Force members will vote on the nominations at their 7/21/2023 meeting. Education and nonprofit members will vote on the manufacturer and community partnership nominations, while manufacturer members will judge the education nominations. Winners will receive two free dinner tickets. Nominees that did not win will receive one dinner ticket. Ann will contact Bill Jartz to serve as emcee.

Last year's electronic program was reviewed for changes. Steve Meyer suggested including a 30-second video, narrated by Ann or the BOD's president, that discusses NEWMA's mission. Video access could be via a QR code. The Excellence Awards program is widely distributed throughout the New North. 2023 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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EMPLOYABILITY SKILLS VIDEO UPDATE

Ten companies have been identified to each share one of the following tips that are based on DPI's YA Employability Skills certificate.

<ul style="list-style-type: none">• Develops positive relationships with others.• Communicates effectively.• Collaborates with others.• Maintains composure under pressure.	<ul style="list-style-type: none">• Demonstrates integrity.• Performs quality work.• Shows initiative & self-direction.• Adapts to change.	<ul style="list-style-type: none">• Demonstrates safety / security & regulations / practices.• Sets personal goals for improvement.
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Project Timeline:

- In late May, a meeting will be held where each company shares their 1 minute tip.
- In late June or early July, the video will be filmed at NorthCoast Productions in Green Bay.
- The video premiere will take place on October 3, 2023, at the Meyer Theatre, as part of the Get Real Math & Science Premiere.

Products will be featured between each tip. CESA 8 will be creating the teacher lesson plan. Diversity of the video spokespeople is desired. The video will be packaged the following three ways.

- One minute tips will be put into 12 minutes of video.
- Company reps will talk about their products/services. Each company will share a fun fact about their organization. (33 minutes)
- Each company will have a 3 minute video packaged for their social media.

MIND TREKKERS UPDATE

Mind Trekkers will be held at NWTC's Green Bay campus on February 15 (Thursday) and 16 (Friday), 2024. Ann will need 8-10 companies to sponsor the event, at \$5,000 each. Sponsorship includes a booth at the event and your company's logo on the t-shirt that will be given to thousands of student attendees. Your company will also get recognition via the event's promotional materials. Food sponsorship opportunities will also be available. **Sponsors need to be secured by August 15, 2023. Contact Ann for details.** FVTC reps have expressed interest in hosting a Mind Trekkers event in 2025.

K-12 OUTREACH EVENT AT BAY BEACH

An activity booth, for hands-on exploration, at Bay Beach is being explored. The booth would be under one of their outdoor structures, with limited weather protection. Other Bay Beach opportunities are also being considered. Ann will give a follow-up report at the 7/21/2023 K-12 Task Force meeting.

UPCOMING NEWMA EVENTS

May 18:	NEWMA & US Venture: High School Graduate Seniors Hiring Event at NWTC's Green Bay Campus
May 23:	Future of Work – Childcare Summit at the Green Bay Botanical Garden
May 30:	Taps + Tours at AriensCo Museum
June 7:	President's Cup Scholarship Golf Scramble at Blackwolf Run
June 8:	NEWMA Quarterly Membership Meeting at Lambeau Field
June 14:	Aviation Careers Exploration Retreat for Teachers – Appleton, WI

NEXT MEETING

The next K-12 Task Force meeting, via MS Teams, is on July 21, 2023, 8:30 a.m. The agenda will include voting on the Excellence Awards.