

**NEW Manufacturing Alliance
K-12 Outreach Task Force – MS Teams Meeting
Friday, July 21, 2023 - 8:30 AM**

ATTENDEES: Carli Bostedt-Packer Fastener, Valerie Brooks-CESA 8, Amy Charais-LaForce, Karen Coonen-AASD, Danielle Dale-KI, Paul Endter-Appleton Technical Academy, Ann Franz-NEWMA, Bob Hall-Elmbrook High School, Pete L'Empereur-AK Crust, Chris Lipski-Vantage Financial, Steve Meyer-FVTC, Beth Nash-Inspire Wisconsin, Vicki Porior-OASD, Molly Ruch-Greater GB Chamber, Miranda Schornack-NWTC, Christina Stelter-Alliance Laundry Systems, Debbie Thompson-NWTC

12TH ANNUAL EXCELLENCE IN MFG./K-12 PARTNERSHIPS AWARDS | OCTOBER 24, 2023 | RESCH EXPO

There were 70 nominations, similar to pre-pandemic numbers. Ann will follow-up with the nominees by August 15. Bill Jartz has been confirmed to emcee the Excellence Awards event at the Resch Expo on 10/24/2023.

The following sponsorships are available. Ann will follow-up with the previous sponsors first, followed by K-12 Task Force members, before offering the sponsorships to the entire membership.

AMOUNT & SPONSORSHIP	DESCRIPTION
\$2,500 Award Category	Sponsor the Education or Community Partnership Awards (<i>WEDC is confirmed for the Business category.</i>)
\$1,500 Tech Ed Teachers	Provide tech ed teachers with free tickets to attend the 10/24 Excellence Awards dinner and program.
\$1,000 Gold Sponsor	Have your organization and logo featured on a one-page ad in the Excellence Awards publication.
\$250 Silver Sponsor	Have your organization's logo featured in the Excellence Awards publication.

LAUNCH PROGRAM & PROJECT BASED CHALLENGES FOR MANUFACTURING FIRST

Presenter: Bob Hall | Elmbrook High School | Brookfield, WI

Bob has 30 years of experience working in education and discussed Elmbrook High School's LAUNCH program. LAUNCH is built on the principles of profession-based experiential learning: human and technical skills development, career development, professional literacies, while being responsive to the needs of students and businesses. The principles are taught cohesively, not in silos. Students connect their interests and passions to high-skills, high-demand jobs through an industry / education collaborative. The LAUNCH program is unique in that it tries to reach the masses. The program tries to avoid teacher driven company relationships; in the event the teacher would leave the school.

8 to 10 week project experiences allow students to become more self-aware of their strengths and capabilities. Student teams are comprised of 3 to 4 people, with educators creating a process. Students are taught to create an agenda and host a meeting with an employer. Engagement levels have been high, with a number of students having been hired by their LAUNCH program company.

The LAUNCH program has multiple ways students can show competencies and proficiencies within standards. Two program examples were shared, with gamification seeing a significant growth in student participation. Power BI and other tools are used to assess customer environments. Educators try to maximize time by helping students when they are not at the company. At the close of the experience, students give a presentation. Alumni reported having much greater self-confidence and positive outlook on work.

Resources needed from the business include mentors, project / experience coaches, equipment, technology, etc. The company partner supplies 8-30 employees. Each employee gives 60 minutes per week for 8-10 weeks. Elmbrook High School's LAUNCH program major partners include Milwaukee Tool, Milliman, and Froedtert. Bob sees the LAUNCH Program as being adaptable to future trends. It is not an alternative school but is seen as an added value.

A project based challenge, for college students, is being considered as part of the Manufacturing First Conference. Ann would also like to conduct more long-term, real-life projects that would touch more students.

EMPLOYABILITY SKILLS VIDEO UPDATE

On July 10 and 11, ten companies were filmed for the employability skills videos. CESA 8 has the scripts for both videos and is working on the teacher lesson plan. The shorter version will debut at the Get Real Video Premiere on October 3 at the Meyer Theatre. CESA 6, 7, and 8 will be promoting the videos. The video links will be emailed to regional educators and included with career readiness information, in addition to being added to the DPI website.

MIND TREKKERS

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.**

MANUFACTURERS OUTREACH SURVEY

The questions identify the school districts, grades, and methods manufacturers would like to assist any of the regional schools. The survey results help schools better connect with industry. Members reviewed the 2023/2024 school survey that will be sent to manufacturer members in early August. Suggestions were to add educator tours and parent engagement to the list of outreach options.

ACP ROUNDTABLE | 10/24/2023 | RESCH EXPO

The ACP Roundtable will be held the afternoon prior to the Excellence Awards program. Ann asked members for any event changes / ideas. Additional networking time was requested. There will not be assigned seating this year, so attendees will be able to choose where they are seated. The only exception is there will need to be 4 educators and 4 industry reps at each table. At the 8/18/2023 K-12 meeting, members will discuss event content and the agenda.

OCTOBER – MANUFACTURING MONTH

Ann would like to host one plant tour each business day throughout the month of October. Plant tours are generally 1 to 1.5 hours in length. NEWMA will sponsor plant tour busing. Manufacturer members are encouraged to contact Ann with the date, time, and age group they would like to host for a plant tour(s).

YA could also be featured each business day during October. Ann will contact the YA coordinators to determine their interest level. A YA student could be a featured guest on one of the new podcasts.

PARENTAL GUIDE TO CAREER ADVICE

The Alliance membership regionally employs over 70,000 people. Ann shared the newly created parental guide that will be sent to NEWMA members to share with their employees. Talking points are suggested for parents with children in elementary, middle or high school, and beyond. The guide, including a page with links, will be sent to the membership the last week of September.

UPCOMING 2023 ALLIANCE EVENTS & PROGRAMMING

July 26	Virtual Lunch & Learn – NEWMA Benefits
August 1	Manufacturer K-12 Outreach Survey
August 10 & 17	Virtual Lunch & Learns - Mental Health
September 21	Taps + Tours Business After Hours, The Village Companies
October 2	Live Podcast Kickoff – Manufacturing Month
October 3	Get Real Video Premiere, Meyer Theatre
October 24	ACP Roundtable, Resch Expo
October 24	Excellence in Mfg./K-12 Partnerships Awards, Resch Expo
October 25	Manufacturing First Expo & Conference, Resch Expo
November 2	Internship Draft Day, Lambeau Field

NEXT MEETING

The next K-12 Task Force meeting, via MS Teams, is on August 18, 2023, 8:30 a.m.