

**NEW Manufacturing Alliance  
K-12 Outreach Task Force – MS Teams Meeting  
January 19, 2024 - 8:30 AM**

**ATTENDEES:** Carli Bostedt-Packer Fastener, Leah Bruess-CESA 6, Amy Charais-LaForce, Kristin Comerford-AASD, Karen Coonen-AASD, Becca Droessler-CESA 6, Ann Fields-Employment Resource Group, Ann Franz-NEWMA, David Gordon-CESA 7, Steph Heinritz-MJSD, Brooke Holbrook-CESA 8, Garret Kaminski-FVTC, Ben Krull-Wolf River YA, Pete L'Empereur-AK Crust, Chris Lipski-Vantage/Abaxent, Beth Nash-Inspire Wisconsin, Cynthia Pavelski-CESA 6, Sara Peotter-Belmark, Jeff Poch-NWTC, Molly Ruch-Greater GB Chamber, Sarah Scharenbrock-NWTC, Melissa Schultz-SPVG Marinette, Christina Stelter-Alliance Laundry Systems, Debbie Thompson-NWTC, Micki Volk-HSSD, Corey Wollin-CESA 7

## **RECAP 2023 K-12 TASK FORCE ACTIVITIES & EVENTS**

### **2023 Activities**

- Created two NEWMA YouTube versions of the *How to be Successful in the Workplace* videos featuring employability skills. [How to be Successful in the Workplace \(12 Minute\)](#) & [How to be Successful in the Workplace \(30 Minute\)](#)  
There have been 602 unique views of the 12 minute version and 432 unique views of the 30 minute version. Many of these views are teachers showing it to their students, resulting in thousands of student viewings.
- *How to Talk to your Students about Careers* flyer was created and shared with Alliance members last fall.
- Updated / administered the manufacturing outreach survey. 50+ companies completed the survey.
- Created a school contact survey, completed by 190 educators. The survey will be resent for updates in fall 2024.

### **2023 Events**

- March 21 - *You Can Make It Career Expo* at Greenville Middle School. 26 companies participated. 179 Greenville and 159 Hortonville Middle School students attended.
- May 18 - NEWMA & U.S. Venture partnered with GBAPS for a *Graduating Seniors Hiring Fair* at NWTC. Approximately 35 students attended. Ann is looking to extend the reach of students for this initiative.
- October 3 – Get Real Math & Science Premiere at the Meyer Theatre – 177 Registrants – Videos featuring Alliance Laundry Systems, KI and EMT International premiered. The event also debuted the *How to be Successful in the Workplace* employability skills video featuring ten member companies.
- October 24 – ACP Partnerships Meeting at the Resch Expo – 83 Registrants
- October 25 – Excellence Awards Dinner at the Resch Expo – 262 Registrants - \$25,000 was netted, a record amount, for NEWMA's scholarship fund.
- October 26 – Manufacturing First Expo & Conference at the Resch Expo hosted 1,150+ attendees, 292 high school students, and 218+ exhibitors.
- Month of October – NEWMA sponsored hundreds of regional students for company tours in Fond du Lac, Marinette, Oconto, Calumet, and Sheboygan Counties.

## **PLAN 2024 K-12 TASK FORCE ACTIVITIES**

- February 15 & 16 – Mind Trekkers at NWTC's Green Bay Campus – Volunteers are needed.  
[NWTC Science & Engineering Festival 2024 – Signup Sheet | SignUp.com](#)
- February 17 – SeaPerch Underwater Robotics Competition at Ashwaubenon Community Pool – Two additional volunteers are needed. Contact Ann for details.
- March 13, 2024 - *You Can Make It Career Expo* at Greenville Middle School - 30 member companies are needed to host a student activity.
- October – Get Real Math & Science Premiere
- October 29 - Excellence in Mfg./K-12 Partnerships Awards Dinner & Program
- October 29 - ACP Partnerships Meeting
- October 30 - Manufacturing First Expo
- Various: Communications Video, YA Spotlight, Teacher Externships, Careers Pamphlet, School Contacts Outreach

## 2024 VIDEO PRODUCTION

Members chose between two video topics - communications *or* how to be successful during your first week on the job (HR new hire paperwork). NEWMA has the capacity to film one of these videos during 2024. It was decided to pursue producing a communications video, as this topic is considered most beneficial for the majority of students.

Communication topics can include written (also texting & emails), verbal, phone skills, body language, conflict resolution, constructive criticism, interview skills, receiving / listening skills (acknowledge understanding), with an emphasis on being proactive. A top ten list could be provided utilizing manufacturer member companies as speakers. The video will debut at the Get Real Math & Science Premiere in October.

**Next Steps** – \$500 per participating employer will help offset most of the video production costs. Ann will contact the employers that participated in the employability skills video to inquire if they would be interested in helping produce the communications video. If needed, the invite will be extended to the K-12 / STEM Task Force, followed by the full membership. A couple planning meetings will be held with confirmed employers to work on their scripts.

## YA SPOTLIGHT

A YA student and her company mentor will be guests on an upcoming *NEW Manufacturing Insights* podcast. The tentative air date is March 7, 2024. People with various YA experiences will be featured on some of the podcasts and lunch & learns. Pete L'Empereur suggested also focusing on mentorship programs, as there is also a lot of value in promoting this type of program.

A March lunch & learn will focus on helping businesses create a YA program. CESA and Wolf River YA reps will partner to determine a March date for the lunch & learn, in addition to each rep securing an employer to participate. An update will be given at the 2/23/2024 K-12 Task Force meeting.

Members discussed having an award, possibly added to the fall Excellence Awards or in spring, to recognize an exceptional YA student(s). The June quarterly full membership meeting could spotlight this award. It was agreed that this award would help bring YA awareness to the business community. The award and its timing will be discussed at the 2/23/2024 K-12 meeting.

## TEACHER SUMMER EXTERNSHIP PROGRAM

Members discussed hosting a teacher externship program. CESA 8 provided Ann with several resources. Considerations include looking at who would be the employer of record. Brooke Holbrook shared that CESA 8's past experience has emphasized getting the school district's leadership on board with supporting externships especially for liability reasons. Convincing teachers to participate in an externship program during their summer break can be challenging. Participation can be encouraged by highlighting the value of gaining new experiences and incentivizing participants. Cynthia Pavelski shared it is important to confirm what educators are teaching is relevant and accurate. There is a lot of value in middle school and tech ed teachers having these experiences throughout the year.

Conversations could be scheduled with school principals / leadership about the video series and 2024 initiatives. Members will continue this conversation at the 2/23/2024 K-12 meeting.

## UPCOMING 2024 ALLIANCE EVENTS & PROGRAMMING

February 13 – Lunch & Learn, Presented by ErgoFactor

February 15 & 16 – Mind Trekkers at NWTC's Green Bay Campus

February 17 – SeaPerch Underwater Robotics Competition at Ashwaubenon Community Pool

March 6 - Quarterly Full Membership Meeting

March 20 - NEWMA & Microsoft AI Event at FVTC

## NEXT MEETING

The next K-12 Task Force Teams meeting is on February 23, 2024, 8:30 a.m.