

**NEW Manufacturing Alliance
STEM taskforce meeting**

April 24, 2024

AK Crust

3 p.m.

Minutes

ATTENDEES: Brian Conrad-Great Northern Corporation, Katelyn Desrochers-P&G, Ann Franz-NEWMA, Peter L'Empereur-AK Crust and Molly Ruch-Greater GB Chamber

The taskforce members started the meeting with a plant tour of AK Crust. Thanks to Pete for an informative tour. Believe it or not, the company produces 190 million crusts each year!

Topic 1: June 19 – Tech Ed Teacher Pizza-Beer-Cheese Tours & Dialogue

Invites for the event went out on 4/17/24. All Stem taskforce members are encouraged to attend the June 19th event for the roundtable discussion starting at 3 p.m. at Badger State Brewery.

Roundtable questions:

1. How many students are pursuing an electro-mechanical career and what is the reason why more students are not pursuing this career?
2. Engineering is a career that there is a lot more publicity about, do you think there is an issue with students that would be more suited to the electro-mechanical career entering college for engineering? How can we help students that are more hands-on to pursue electro-mechanical (engineering technology) instead of engineering?
3. What classes and marketing materials are needed to support more students to enter the electro-mechanical pathway?

Topic 2: Plan machining and electro-mechanical career videos

There was discussion on creating career videos. One question is how would these be different than what we already do with the All Star career videos. Ann shared a NEWMA industrial maintenance careers video that was created over 10 years ago: <https://www.youtube.com/watch?v=rnEOhHETbrE>. It has over 55,000 views on Youtube. Updating the video was considered. The videos will be discussed at the June 19 tech ed teacher event.

Topic 3: Female High School Student plant tours

Ann did receive interest from some schools on moving forward with the tours.

Topic 4: 2025 Mind Trekkers

Ann will be meeting with Michigan Tech on determining a venue for 2025.

Topic 4: Upcoming NEWMA events

- May 1: Future of Work: Mental Health in the Workplace at FVTC from 8 a.m. – noon
- June 6: NEWMA Quarterly Membership meeting at Lambeau Field at 1:15 p.m.

Topic 5: Next meeting is June 19 at 3 p.m. Badger State Brewing.