

**NEW Manufacturing Alliance
K-12/STEM taskforce meeting**

May 28, 2025
Sargento Foods
8:30 a.m.
Minutes

ATTENDEES: Lindsay Allen-CESA 7, Valerie Brooks-CESA 8, Kurtis Butrymowicz-Hart Design & Mfg., Brian Conrad-Great Northern, Karen Coonen-Appleton Area School District, Ann Franz-NEWMA, Cynthia Pavelski-CESA 6, Christina Stelter-Alliance Laundry Systems, Anne Troka-Sargento, and Corey Wollen-CESA 7

Topic 1: YA video and Awards

There are 6 companies that will be participating in the YA video: Fincantieri Marine Group, Lindquist Machine, Marion Body Works, Nercon, Robinson and Sargento. There will be an initial planning meeting in June with debut of the video in 2026.

The winners of the 2025 Future All Star Youth Apprenticeship Awards from Lindquist Machine and Therma-Tron-X will be attending the June 5th Quarterly Membership meeting at Lambeau Field. All of the students that did not win, were sent a certificate recognizing them being nominated for the award.

Topic 2: NEWMA Excellence in Mfg./K-12 Partnerships Awards

At this time there are 20 nominations that have been submitted. This year's nomination ends on June 6, 2025. The nomination form can be found at: <https://forms.gle/rpPGmv6nrv5Vre9w6>. At the next K-12/STEM meeting we will be voting on the winners. Taskforce members should choose their picks before the meeting and send Ann your top picks.

The event is one of two fundraisers for the NEW Manufacturing Alliance's Scholarship Fund, Inc. There are additional costs this year that have a \$5,000 impact. Finding sponsors will be greatly needed to offset some of the impact on the overall cost of the event. Bill Jartz will serve as the emcee.

Topic 3: Industrial Maintenance/Machining careers campaign

Last call for people to help on the industrial maintenance or machining careers subcommittee to create a campaign to focus on these careers that are in high demand but hard to fill. The taskforce brainstormed ideas during the meeting:

1. Showcase the career options and the pathway including the different occupations in each field and education needed.
2. Promote Registered Apprenticeship & Youth Apprenticeship and connect with students that wanted a YA but couldn't get placed.
3. Help the public understand what 'industrial maintenance' is as a career that it is not a janitorial position. Electro-Mech degrees are hard for students to understand what are the jobs and what do they look like in this field.
4. Day in the Life features showing kids what is a typical day like for a machinist and industrial maintenance. Feature 4 or 5 people with one of them being featured each week on YouTube Live and social media with short videos.
5. Communicate that there are opportunities just out of high school and 1-4 year degree, with a discussion on tuition reimbursement opportunities.
6. Create a mentorship program in these career fields for employees and youth.
7. Reach out to students that are not in tech ed and help them understand the careers available.
8. Focus on the emotional/intrinsic value of working in the field:
 - a. What the manufacturing floor environment is like in a company.
 - b. The impact of working in the field for the greater good and makes a difference in people's lives.
 - c. Prestige of working in the field.
 - d. Good wages/benefits.
 - e. Flexibility in hours worked and ability to not be sitting in a chair all day.
 - f. Causal environment where you can wear jeans and be yourself.
 - g. Lifestyle.

- h. Professional career, something to be proud of and critically important role for a company.
- 9. Need to help ACP coordinators, school counselors and administrators understand the value of these jobs.
- 10. Integrate electro-mech and machining into school curriculum.
- 11. Work with math and physics teachers and show them how what they are teaching relates to manufacturing careers and demonstrate hands-on activities using the core skills taught in their classes.
- 12. Utilize NWTC's electro-mechanical and CNC labs in the schools.
- 13. Bring electro-mechs and machinists in a brainstorming event on getting their feedback on what influenced them to go into this career. Get their help in promoting the career.
- 14. Create a plan on when a student is interested in the career, then what.
- 15. Reach out to the Boys & Girls Clubs, Scouts etc. to engage their students in career awareness.
- 16. Engage 19-24 year olds and help them see that if they have an aptitude for the career the opportunities available to them. Create a list of words that would help them see if they are a good fit like 'tinkering', 'rather move than sit', etc.

Topic 4: October is Manufacturing event planning

October is Manufacturing Month events:

- Alliance pays for the bussing for plant tours in the month of October.
- Manufacturing First
- ACP Roundtable meeting – discussion on having students attend and members of the taskforce personal invite the schools that they work with, plus have a focus at the meeting regarding showing relevancy in what they teach to careers. Encourage math and science teachers to attend the meeting.
- Excellence in Mfg./K-12 Partnerships Awards
- Plant tours – GRM/GRS past companies, CESAs will assist in finding what days are professional development days for the schools.
- Female focused plant tours

Topic 5: NEWMA Upcoming event

- June 5 – Quarterly Membership meeting at Lambeau Field
- June 12 – Tech Ed Teacher Plant tours of Georgia-Pacific and Nature's Way
- July 30 – Taps + Tours at Heyrman Printing

Topic 6: Next agenda and meeting July 9 at 8:30 a.m. at Laminations.