

**NEW Manufacturing Alliance
K-12/STEM taskforce meeting**
July 9, 2025
Great Northern Laminations
8:30 a.m.
Minutes

ATTENDEES: Kurtis Butrymowicz-Hart Design & Mfg., Brian Conrad-Great Northern-Laminations, Ann Franz-NEWMA, David Gordon-CESA 7, Cynthia Pavelski-CESA 6, Christina Stelter-Alliance Laundry Systems, Michelle Todzy-LaForce and Eric Ward-Wrightstown High School

Topic 1: NEWMA Excellence in Mfg./K-12 Partnerships Awards

The taskforce voted on the 2025 Excellence Awards. Winners will be notified in early August and those nominated but did not win will be notified in mid/late August.

This year's Awards will be held on Tuesday, October 28th at the Resch Expo. The taskforce would like the same format for the Awards dinners as was done last year. Bill Jartz will be the emcee again for this year's event.

Ann will reach out to the Community Partnerships, Tech Ed Teacher and Education sponsors from last year to see if they would like to renew their sponsorship. The costs of the event have gone up \$5,000. Plus one of the past sponsors, will be giving \$3,000 instead of \$7,000. In mid/late August the membership will be asked to sponsor the Awards dinner with proceeds going to the Alliance's scholarship fund.

Sponsorship:

\$3,000— sponsor the Business, Education or Community Awards

\$1,500 – tech ed teacher sponsor that includes free tickets for tech ed teachers to attend event

\$1,000 – gold sponsors that will have a one page ad in the Awards publication.

\$300 – silver sponsors that have logo in Awards publication.

Topic 2: YA video and Awards

The two 2025 Future All Star YA winners both attended the June 5th Quarterly Membership meeting. Those students that did not win received a certificate of recognition for being nominated. For next year's Awards presentation, it was suggested to interview the winners to use the footage for promotion of YA.

There was a planning meeting for the YA video on June 24th. The companies sponsoring the videos are Fincantieri Marine Group, Lindquist Machine, Marion Body Works, Nercon, Robinson and Sargento Foods.

The video is targeted for YA students / young adults and is focused on successful manufacturing workforce entry – onboarding expectations. Video segments will be filmed in fall 2025 with final video debut in December or January. There was a suggestion of creating a YA poster that has the tips on it that schools could use.

Topics for video segments include:

1. What to Bring on Day One – topics could include: bring your social security card, photo ID, proper attire, any machining or safety certifications. Being prepared shows responsibility and helps you focus. Dress appropriately, wearing closed toe shoes. Share vacation dates.

2. First Day Preparation & Making a Good Impression – good opportunity for soft skills

Arrive 10–15 minutes early, know your commute, dress appropriately. Introduce yourself, remember names, and have a notepad ready. First impressions matter—show enthusiasm and respect. Employers will discuss personal cell phone use. Discuss work schedule and expectations. Understand that at some companies confidentiality is extremely important and sharing information may cause you to lose your job. Understand your job duties and note that all the duties are important even if they feel less needed than other coworkers.

3. Asking for Help & Encouragement

Asking questions is expected. Employer knows you'll need guidance—that's a sign you want to learn. Never feel silly asking for clarity. There's no such thing as a dumb question—apprenticeships are for learning. Take mistakes in stride—they're part of the process. Reflect, improve, and keep going. With time and consistency, you'll get it. Focus on staying humble, adaptable, eager and keep growing. It's normal to feel overwhelmed while learning on the job. Explain typical questions for a supervisor compared to HR rep.

4. Time Management & Keeping a Learning Log

Use a diary or logbook to write down what you learn daily. It helps with training and certification and makes it easier to see how far you've come. Organize your time and coursework, staying on top of assignments. Note that when you finish a job, doesn't mean you are done with work, ask for what else you can work on. Time management is needed for jobs and life. Create a plan on how to balance work, school and recreation.

5. Building Relationships & Team Culture – Don't want them to feel isolated.

Get to know your teammates—chat, learn names, offer to get someone coffee, help with cleanup. This builds trust and shows you're part of the team. A positive attitude, respect, and teamwork will take you far. Professional communication (email etiquette, listening carefully) is key. Be friendly, helpful, and respectful. Discuss soft skills.

6. Supervisor relations and constructive feedback.

There will be touch points to build relationships and accept constructive criticism. Your supervisor will be giving you feedback. Be open and accept their feedback, as it is meant to improve your skills. Don't take it personally. If you are doing something incorrectly, they will want you to correct those behaviors. Make young workers aware of actions that could cause them to lose their job. You will receive touch points from your supervisor for feedback on your performance, these are to help not to make you feel not capable in the job.

7. Safety Culture

This was a suggestion for the video but covered in the other video the Alliance is creating.

Topic 3: Industrial Maintenance/Machining careers campaign

A subcommittee is working on a campaign for 2026 featuring electro-mech and machining careers. Discuss the list of potential focus areas:

1. *Day in the Life* can show viewers what a typical day is like for a machinist or industrial maintenance career. Host 4 or 5 of these workers with one of them featured each week on YouTube Live and social media, utilizing short videos. It was suggested to utilize college's marketing/digital classes for the creation and utilization of the videos. Alliance members will be asked to identify potential employees to be featured in the videos.
2. Mentorship programs in these career fields for employees and youth.
3. Work with math, tech ed and physics teachers to show them how their curriculum relates to manufacturing careers. Demonstrate hands-on activities using the core skills taught in their classes. Utilize LTC, MPTC, and NWTC's electro-mechanical and CNC labs at the schools.
4. Unite electro-mech and machinist workers in a brainstorming event to learn what influenced them to go into their career. Get their help in promoting their career. The event would be tied to a fun location like the Automobile Gallery Museum and Harley Davidson/Doc's. Recording the session was discussed.
5. Engage 19-24 year olds to help them see, if they have an aptitude for the career, the opportunities available to them.
6. Create training programs to upskill employees working in general labor and assembly to industrial maintenance and machining.
7. Promote manufacturing careers to people working in hospitality / retail. Host a free training program to get them started in manufacturing, such as a welding boot camp.
8. Focus on late 20 to 30 year olds looking to reinvent themselves. They may be underemployed, reentering the job market, or just desiring a career change. They can be reached through employment offices, job fairs, summer concert series, and county business services initiatives, in addition to other means.
9. Create a video and information page for students curious and EM/Machining jobs in manufacturing.

10. Work with the regional business services teams that are part of the Wisconsin Job Centers to identify opportunities to partner in job fairs and other outreach activities. Create materials and programs that the business services teams could use to discuss career opportunities with job seekers, possibly have a monthly employer feature.
11. Outreach to manufacturers not hiring individuals before they graduate. If they do so, allowing the individual to continue their education as they work.

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. Reach out to home school groups and virtual academies
- Manufacturing First
- ACP Roundtable meeting – invite 12th graders in YA to attend with their employers. Invite math and science teachers, tech educators, counselors and administrators.
- Excellence in Mfg./K-12 Partnerships Awards
- Plant tours – featuring companies that have a math/science video.
- Female focused plant tours – reach out to the Girl Scouts and Boys & Girl's Club for interest. Once identified find a company in their local area.

Topic 5: NEWMA Upcoming event

July 30 – Taps + Tours at Heyrman Printing

Topic 6: Next agenda and meeting August 27 at 8:30 a.m. via Teams