

NEW Manufacturing Alliance
K-12 Outreach/Training Task Force
April 3, 2009
Fox Valley Workforce Development Board

Minutes

Members present: Shannon Niccum, Beth Dulak-Smith, Christine Van Vreede, Kelly Foth, John Knickerbocker, Julie Leschke, Nancy Schopf, Tania Kilpatrick, Joan Turba, Warren Fischer, Laura Stahl, and Ann Franz

Topic 1: Guidance Counselors' perspectives

Presenters: Warren Fischer, Kaukauna High School
Laurel Stahl, Menasha Middle School

Counselors are trying to take proactive approach regarding career counseling. A new statewide initiative focuses on career pathways, which gives students a roadmap to careers and education. One important part of the program is having career planning and exploration at student conferences with the students' parents. The goal is to get parents and students talking about careers and then choosing the school. The counselors have found that many people do not realize the advantages of 2 year colleges before transferring to 4 year college. The counselors are hoping children come away with a better idea of what career they want to pursue.

Both counselors gave some tips on how businesses can help in career planning for students:

- Attend conferences (as well as allowing your employees to attend student conferences during the work day)
- Be open to job shadowing
- Be willing to participate in advisory committees
- Continue to work with schools to help students make informed career decisions
- Develop relationships with area schools to support student career choices
- Have a booth at the school

The counselors thought it would be very helpful if companies had a education contact for the schools. Many teachers or counselors get questions regarding occupations, but do not know who to call to get information.

Topic 2: Job Shadowing – Joan Turba from ejobshadow.com

Joan Turba discussed her newly formed company called, "ejobshadow.com." The program starts with different companies sponsoring students in several career fields. The student would come to the company to job shadow and make a video (2-3 minutes) about the career they are shadowing. Once it is approved by the company, it gets posted on YouTube and ejobshadow.com. Students will then receive a contribution to their 529 savings plan. The finished video is also given to the sponsoring company. Joan's power point presentation is included with the minutes. Companies interested in sponsoring a student should contact Joan.

Topic 3: RISE 2 and Career Exploration Outreach updates

The career pathways in CNC and Industrial Maintenance should be done by April 13, 2009. The pathways will be spotlighted on the Alliance's new website.

On March 5, Jim Denis and Ann made a presentation to 35 East High School Forward Bound students. Ann made a careers presentation at Coleman High School to approximately 350 students.

Topic 4: Portable assembly programs - tabled until the next meeting.

Topic 5: Next Steps

The next K-12 Outreach/Training task force meeting will be held on Friday, May 3 at 8:30 a.m. at NWTC.