

NEW Manufacturing Alliance
K-12 Outreach/Training Task Force
May 8, 2009
Northeast Wisconsin Technical College
Minutes

Members present: Shannon Niccum, Beth Dulak-Smith, Nancy Schopf, Ron Theys, Mark Weber, Bobbi Miller, and Ann Franz

Topic 1: High School Assembly Program

The goals for the assembly program are:

- Career exploration
- Changing the perception of manufacturing careers
- Partnership with schools
- Career pathways and how post secondary education relates to job opportunities in manufacturing
- Information on manufacturers in the area and the products they make
- Global competitiveness of the manufacturers in our region

The program will include:

1. Spotlight on products made in the New North with a pictorial Power Point presentation (approximately 30 seconds long).
2. Information on manufacturing facts – facts and figures will be represented with easy to understand graphics (i.e. instead of 24%, use 1 out of 4 people).
3. Overview of companies in area, especially the manufacturers who are attending the event.
4. Career spotlights (using the All-star videos)
 - a. Manufacturing engineer
 - b. Supply Chain management
 - c. Sheet metal apprentice
 - d. Service technician
 - e. Electrical engineer designer
 - f. Electro-mechanical assembler
 - g. CNC machinist
5. Education and skill sets needed post high school (i.e. problem solving, working in teams and desire to see how things work) required for careers in manufacturing.
6. Career pathways
7. Brief overview of the Alliance/website
8. Next steps for the students to take in exploring career
 - a. Apprenticeship
 - b. WisCareers
 - c. Formula High School, Project Grill and Mini Chopper projects
 - d. FIRST League
 - e. Summer camps
9. Game with audience participation (Beth will send Ann info on the prize wheel she uses)

Some of the visuals used for the program will include the following:

- Chart of the trend of manual labor jobs going down and non-repetitive cognitive going up.
- Chart of the percentage of jobs in a manufacturing plant that is production, clerical, management, etc.
- A map of the New North with stars that represent the companies that are members, including the ability to click on the star and have it open up a page with the Alliance member's logo.
- An overview of what percent of jobs in the workforce require what type of education level.

Mark suggested having the presentation have a theme like, "The Many Faces of Manufacturing." Using a value stream map, the presentation will identify all of the jobs in a manufacturing plant and how they are interconnected. One idea was having gears with faces within them representing different parts of company (i.e. production, product development, finance/accounting, sales and marketing and IT). Each "gear" will then have a video of the person talking about their job and how they fit in the organization.

Ann will contact the Associate Dean related to Media Arts program and inquire if there is a student that could work on this project. The committee asked that a story board be developed by the next meeting.

Topic 2: Next steps

The next K-12 Outreach/Training task force meeting will be held on Thursday, July 9, 2009 at 8:30 a.m. at Fox Valley Workforce Development Board office.