

N.E.W. Manufacturing Alliance
K-12 Outreach/Training Task Force Meeting

February 5, 2010

NWTC

Minutes

Members present: Shannon Niccum, Beth Dulak-Smith, Brian Diermeier, John Knickerbocker, Tania Kilpatrick, Dave Reiter, Susan Moumblow, Nancy Schopf, Brian Johnson, Bobbi Miller and Ann Franz

Topic 1: Goals and Activities for 2010

The Steering committee approved the K-12 Outreach/Training task force goals:

- Present 8 high school and 4 middle school “Manufacturing Your Future” programs
- Establish a manufacturers’ core skill sets for incumbent workers

Progress as of 2/5/2010: 2 middle schools were presented at Birnamwood and Bay View. New London High School will be the next presentation on Feb. 11, 2010. Tania shared that Hortonville and Kaukauna High Schools have expressed interest.

Topic 2: Wis Careers demo presented by Brian Johnson with the Green Bay Chamber

Brian Johnson from the Green Bay Chamber of Commerce gave a demonstration of Wis Careers. Wis Careers is an online career exploration tool that provides students with online assessments and information about industry. WC Connection is the online site where businesses can enter information about their volunteer opportunities, along with company profile information. This information can then be viewed by students and educators at the Wis Careers site. Businesses that are interested in having their information listed on the career site should go to: www.wc-connection.org.

The task force discussed methods to link the Alliance and Wis Careers websites. Brian is going to contact Wis Careers coordinator about adding All-Star videos to their site. In addition, he will explore how our volunteer information can be populated on Wis Careers.

Topic 3: Manufacturing Skills survey

Insight on Business had an article in the February 2010 issue that reflected the problem that this project will address. Nicolet Bank’s Business Pulse survey asked, “How do the skills of the existing workforce in the New North match the workforce skill needs of your business?” A surprising 50 percent stated that there was either a limited match or significant gap. Clearly there is a disconnect in what manufacturers need and the skills the workforce possesses. It will be this committee’s charge to develop and implement a survey and report back to the Steering committee its findings

Ann shared some examples of other groups that developed core skills for workers, not all of them were focused on manufacturer workers. Attached to the minutes is a compilation of the various groups (MSSC, New North, WI Technical College System). The findings can be used to formulate the survey.

Topic 4: Next steps

The task force discussed methods to reach parents about the benefits of their child going into a manufacturing career. One suggestion is to have an informational booth or a condensed version of the “Manufacturing Your Future” presentation at the parent-teacher conferences. Bobbi and John Davis did something similar at Neenah High School a few weeks ago.

Bobbi shared she needs the committee to develop a hands-on activity for the next Career Connection Career Fair taking place on March 24 in Appleton. John shared a fun hands-on activity he saw at a conference out east. Students were given a 4’ x 4’ piece of aluminum foil and were told to build a boat. The finished boats were tested to determine which was the strongest. The boats were placed in water and washers were put inside the boat until it sank. The boat that had the most washers in it won. The committee will discuss other hands-on projects at the next meeting. You Tube may have some examples.

Next meeting: April 9 at 8:30 a.m. at Fox Valley Workforce Development Board