

Franz, Ann

Page: Basic Information

Nominator Information

Please provide your information as the nominator of this partnership.

Your Name

Franz, Ann

Email Address

ann.franz@nwtc.edu

Title

Director

Employer

NEW Manufacturing Alliance

Phone Number

920-498-5587

Your Relationship to the Partnership?

I am the director of the organization.

The Partners: Business & Industry

Please provide basic information on the business and industry organizations involved in the partnership.

Business/Industry Partner 1

Business/Organization Name

NEW Manufacturing Alliance

Address

319 W. Walnut St.
Green Bay Wisconsin 54303 US

Website

www.newmfgalliance.org

Main Career Clusters within Industry

Manufacturing

Point of Contact

Ann Franz

Title

Director

Email

ann.franz@nwtc.edu

Business/Industry Partner 2 (if applicable)**Business/Organization Name**

CESA 6

Address

2300 State Road 44
Oshkosh Wisconsin 54904 US

Website

www.cesa6.org

Main Career Clusters within Industry

Education & Training

Point of Contact

Tania Kilpatrick

Title

Director, Career and Technical Education

Email

tkilpatrick@cesa6.org

Business/Industry Partner 3 (if applicable)

Business/Organization Name

Address

Website

Main Career Clusters within Industry

Point of Contact

Title

Email

Provide information on any other additional business & industry partners not listed above. Also, please use this opportunity to briefly explain the unique roles of these businesses in the partnership (if there are more than one involved.)

The members of the NEW Manufacturing Alliance's K-12, STEM, Excellence in Mfg/K-12 Partnerships Awards and Math Council members include:

K-12 taskforce members:

Andy Bushmaker - KI

Lynn Aprill - CESA 8

Blair Plamann - Plexus

Bobbi Miller - Fox Valley Workforce Development Board

Brian Diermeier - Great Northern Corp.

Chadwick Hollomon - Lindquist Machine Corp.

Christina Stelter - Menasha Corp.

Kari Christoph - A to Z Machine

Keith Anderson - Masters Gallery Foods

Keith Keller - Pacon Corp.

Kristen Jonas - Valley Packaging Supply
Linda Goudy - JA
Marie Gavin - Belmark
Matt Kirchner - Labs Midwest
Megan Crary - Georgia-Pacific
Sarah Lackershire - Rockline Industries
Scott Rauscher - EMT International
Scott Stephens - GPS Educational Partners
Shane Backhaus - Oshkosh Corp.
Sondra LaCoy - Outlook Group Packaging
Tammy Graf - Sheboygan Chamber of Commerce
Tania Kilpatrick

STEM taskforce

Andy Bushmaker - KI
Bethany Skorik - Marinette Marine
Carol Bredesen - Bemis Co.
Chad Janowski - The Einstein Project
Dale Turriff - Jacobs Engineering
Janet Rankin - KI
John Katers - University of Wisconsin - Green Bay
Melissa Borowicz - The Utech Group
Sarah Lackershire - Rockline Industries
Shannon Niccum - Nestle
Steve Cahoon - Sargento
Tayrn West - K.R. West Co.
Tiffany Suttner - C3 Corp.

Excellence in Mfg./K-12 Partnerships Awards committee:

Bruce Valik - A to Z Machine
Andy Bushmaker - KI
Connie Heise - Nature's Way
Megan Crary - Georgia-Pacific
Keith Anderson - Masters Gallery Foods
Monica Kleinhans - Sargento
Scott Rauscher - EMT International
Sarah Lackershire - Rockline Industries
John West - Fox Valley Metal-Tech

Math Council:

Andy Bushmaker - KI
Mike Kawleski - Georgia-Pacific
Bethany Skorik - Marinette Marine

The Partners: Educational Institutions & Programs

Please provide basic information on the educational institutions and/or programs involved in the partnership.

Education Partner 1

Educational Institution/Program Name

Green Bay Area Public Schools

Address

200 South Broadway
Green Bay Wisconsin 54303 US

Website

www.gbaps.org

What type of institution is it? (If a program, where is it offered?)

Other

Point of Contact

Cyndi Cantwell

Title

Curriculum Coordinator - Secondary Mathematics

Email

cacantwell@gbaps.org

Education Partner 2 (if applicable)**Educational Institution/Program Name****Address****Website****What type of institution is it? (If a program, where is it offered?)****Point of Contact****Title**

Email

Education Partner 3 (if applicable)

Educational Institution/Program Name

Address

Website

What type of institution is it? (If a program, where is it offered?)

Point of Contact

Title

Email

Provide information on any other education partners not listed above. Also, please use this opportunity to briefly explain the unique roles of these educational institutions/programs in the partnership (if there are more than one involved.)

K-12 taskforce

Alison Chapman - Lakeshore Technical College
Andy Rinke - Fox Valley Technical College
Ashley Knutson - Green Bay Chamber
Misty Betts - Wausaukee High School
Bill Richardson - Neenah High School
Billie Rau - Plymouth Middle School
Brian Kurszewski - New London High School
Brooke Mueller - Green Bay Area Public Schools
Joe Draves - Northeast Wisconsin Technical College
Jennifer Rauscher - Plymouth High School
Laura Warnig - Bonduel High School
Oran Nehls - Denmark High School
Sarah Learst - Marinette High School
Steve Gromala - Hortonville Middle High School
Steve Meyer - Fox Valley Technical College

STEM taskforce:

Cyndi Cantwell - Green Bay Area Public Schools
Mark Weber - Northeast Wisconsin Technical College
Steve Meyer - Fox Valley Technical College

Excellence in Mfg./K-12 Partnerships Awards committee:

Alison Chapman - Lakeshore Technical College
Andy Rinke - Fox Valley Technical College
Joe Draves - Northeast Wisconsin Technical College
Lori Peacock - Green Bay Area Public Schools

Math Council:

Billie Rau - Plymouth Middle School
Cyndi Cantwell - Green Bay Area Public Schools
Diane Godlewski - Kohler High School
Doug Schneekloth - Bonduel High School
Elissa Hoffman - Green Bay Area Public Schools
Erin Van Camp - Brillion High School
Joseph Turner - De Pere High School
Lisa Rowe - Neenah School District
Lynn Schaal - Seymour Middle School
Paige Dorn - Merrill Middle School
Rachel Johnson - Northeast Wisconsin Technical College
Tami Thorne - New London Middle School

1. What problem was this partnership developed to solve?

In northeast Wisconsin there is a shortage of people going into manufacturing careers. There was a negative image of manufacturing careers, along with a lack of understanding of the types of careers available in high wage - high demand careers in manufacturing. In the 18 county region of northeast Wisconsin, 23% of the employment is in manufacturing compared to the U.S. where 9% of the total employment is in manufacturing. There was an issue with industry and education not working together to solve the workforce development needs in our community. There were a few best practices of partnerships between the schools and manufacturers, but relatively few knew about them, so there wasn't any shared learning. In addition, educators needed assistance in showing relevancy in what they taught, so they could answer the question asked by many students 'When am I ever going to use this in the real world?'

2. What steps were taken to get the partnership started?

The NEW Manufacturing Alliance (NEWMA) was formed in 2006 by 12 manufacturers working in partnership with higher education, workforce and economic development. Over the years there was a focus of working in partnership with K-12. The first significant effort was to pay the sub costs for math teachers to come to a half day summit. The event asked teachers what they needed from industry and from that the K-12 taskforce worked on implementing ideas that were generated from that meeting. There are five taskforces focused on education including STEM, Math Council, Excellence in Mfg./K-12 Partnerships Awards, Solutions to the Tech Ed Teacher Shortage and K-12. The contacts that are part of the taskforces include principals, math teachers, curriculum directors, Deans and Associate Deans from area colleges, manufacturing HR managers and plant managers. The organization serves an 18 counties, so it was important to have representation from throughout the region.

3. Describe how the partnership was designed to support high-quality CTE.

NEWMA CTE programs

- Manufacturing All Stars – Over the past 10 years, the Alliance features 10 manufacturing employees between the ages of 18-36 in a careers magazine. There are 25,000 copies that are distributed to students, educators and parents. The online version of the magazine has 3 minute videos of each award winner sharing information about their career. To date there are over 100 career videos made. (<http://www.insightdigital.biz/i/754437-2017-all-stars>)
- The Excellence in Manufacturing/K-12 Partnership Awards recognizes schools and manufacturers who are partnering together and making a difference in their communities. Last year was the 6th year it was held and had over 400 people attend and raised \$15,000 in college scholarships.
- Get Real Math videos– Get Real Math has 35 videos featuring over 60 Common Core Skills from 4th grade to high school. The videos showcase real life math problems at local manufacturing companies. It answers the question that math teachers hear everyday, "When will I ever use this in the real world?". It is free for teachers to use and includes a lesson plan created by a math teacher. The Green Bay Area Public Schools donates its math curriculum educator, Cyndi Cantwell who writes the curriculum. The Alliance's Math Council provides content ideas for each year's videos. These videos are a real win/win. They not only help answer the question for teachers, but they also showcase manufacturing careers. In October there is a Video Premiere debuting the new Get Real Math videos for that year. Over 200 math teachers attend and have a chance to win \$500 cash awards for their math department. To view the What Does Toilet Paper have to do with Math?: <https://www.youtube.com/watch?v=8Bzw57h-EbA>.
- In the month of October, the Alliance funds bussing for schools to go to manufacturing companies for plant tours.

4. What were the results of the partnership? What was innovative about the partnership or its output? How did it benefit students and the community?

There has been significant increases in manufacturing-related enrollments at the four technical colleges in northeast Wisconsin. When comparing enrollments from the year before the Alliance was founded in 2005 to the latest data in 2016. In 2005 there were 180 people enrolled in machine-related degrees, 2016 there were 535 people enrolled. In welding there were 193 in 2005 and in 2016 there were 913. The organization believes that this increase was directly related to the partnership between industry and education. Students could hear directly from local manufacturing employees on the value of working in manufacturing via the All Stars videos and magazines. The Get Real Math videos provide an avenue for students to be introduced to manufacturing careers while learning how important math is to their future careers. At one of the Math Council meetings, a teacher reported that after watching the Get Real Math video, a student raised his hand in class and said "Wow, I really am going to use this when I grow up!" The Excellence in Mfg./K-12 Partnership Awards has everyone seated at a specific tables, so there are manufacturers and educators at the same table. There are numerous examples of how having people sit together has sprung up many plant tours after the event. One example is Green Bay Public Schools sitting next to Georgia-Pacific and from that conversation the entire staff at Southwest High School went on a plant tour, which included administration, faculty, school counselor, in total over 100 people. The work impacts students by making them aware of high wage - high demand careers, which pay on average higher than any other private industry in Wisconsin. In northeast Wisconsin 23% of employment is in manufacturing. It is critical that we help students understand what careers are in the region.

5. What were the lessons learned during the process of building the partnership? What would you have done differently?

It is critical to have equal participation from industry and education, so we can hear the voice of all. We had several meetings in which we didn't talk at the educators in the room, instead we asked questions, so we could learn what their needs are for the schools. We made a conscience choice of not having committees, but taskforce so people knew that there was a clear directive and outcomes. Partnerships take time develop relationships and have trust between the members. What was found is we have more in common than first thought. I think the organization assumed some things about education that wasn't correct. By working together, we have a greater appreciation for each other. Both industry and education have their own jargon and acronyms, which is assumed people all know. Nothing could be further from the truth. It would have been helpful to learn each others language.

6. Is this partnership sustainable? How do you anticipate it will change in the coming year(s)?

The partnership is sustainable via NEWMA charges its members an annual dues between \$600-\$1,500. There is no membership dues for schools, colleges and nonprofit organization to be a member of the organization. Each year the organization continues to grow from the original 12 members to now over 230 members (148 being manufacturers). The organization also receives in-kind administrative services from Northeast Wisconsin Technical College. The local workforce investment board also provides partial financial support of the director's salary and benefits. In addition, the Alliance has a few fundraising activities including an college internship fair at Lambeau Field called, Internship Draft Day and a scholarship golf outing. Over the twelve years of the organization it has never had a deficit.

7. How long did it take to create this partnership?

Less than 6 months

8. How large of an investment did the businesses and other partner(s) involved make in this partnership (time and money)?

The financial investment of NEWMA's CTE:

Manufacturing All Stars: \$22,000

Excellence in Mfg./K-12 Awards: \$16,000

Get Real Math Videos/Premiere: \$18,000

NEWMA annual college scholarships: \$40,000 (mostly for graduating high school students to go to a 2 or 4 year college)

Bussing students in October to plant tours: \$3,000

These events and activities are all managed via the Alliance's taskforces, which meet monthly:

K-12 taskforce meets the third Friday of every month from 8:30 a.m. - 10 a.m.

STEM taskforce meets the fourth Wednesday of each month from 3 p.m. - 4:30 p.m.

Excellence in Mfg./K-12 Partnerships Awards meets the four times a year for 2 hours

Math Council meets twice a year for two hours

There are additional events and programs that the Alliance sponsors that were not described in the nomination. Last year, those activities cost \$28,577. In total the Alliance last year supported \$127,577 related to school outreach.

9. Would you or an associate be willing to present a session at an ACTE event about this partnership?

Yes