

Minutes

North Coast Marine Manufacturing Alliance Meeting

Wednesday, May 11, 2016

1:30 to 3:00 PM

Marinette Marine Corporation – Marinette, WI

Type of Meeting: Steering Committee Meeting

Note Taker: Debbie Thompson

Attendees: **Peggy Boudreau-FMM, Jerry Clusen-NLUS, Josh Delforge-Marquis, Joe Draves-NWTC, Tony Martens-Cruisers, Brian Lancour-NWTC, Nate Millsap-MMC, Bethany Skorik-FMM, Dave Young-Bay Shipbuilding, Ann Franz-NCMMA, Debbie Thompson-NCMMA**

AGENDA TOPICS

PRESENTER

MEMBER UPDATE

Brian Lancour

Northcoast Marine Manufacturing Training Center Open House - Marinette, WI - July 19 & 20, 2016 (Tuesday & Wednesday) - 9:00 AM to 2:00 PM

TALL SHIP FESTIVAL

The North Coast Shipyard (NCMMA) will be featured at the entrance. An estimated 60,000 attendees will have to walk through the shipyard as they enter the grounds. NCMMA boat builder logos will be featured on various Tall Ship Festival communications.

Josh distributed the floor plan. Ideas and considerations for filling the designated area include the following.

- Create brand awareness of the organization itself, promoting it as a whole. Include a cool factor. Provide handouts and/or QR codes.
- Setup a cohesive display. History, profiles, hiring, and the kids' area will be presented together.
- Display a banner that includes all of the member logos.
- Feature uniform career banners with an employee profile, salary range, testimonials, background, education required, and pertinent labor market data. Each banner will include the North Coast logo and not use site specific information.
- Provide an entire tent of scale models, in addition to having real boats on display.
- Host a treasure hunt. Kids could hunt for a series of parts that can be built into a boat.
- Promote the history and evolution of shipbuilding in the area. Get the local maritime museums involved.
- Display an old wooden Carver next to a new one.
- Provide hands-on learning.
- Have a SeaPerch display under one of the tents. This display will require a pool.
- Feature Coastie. A hard/flat surface will be needed for Coastie.
- Setup NWTC's virtual welder. Middle school students and beyond can use the virtual welder that scores each user's weld.
- Have pilings, anchors, and roped sections.
- Include video(s).
- If there is extra space, provide a seating area with shade and tables.

NEXT STEPS

- ✓ Email to Josh the dimensions of any large items, including boats, being displayed at the festival. Josh will use the dimensions when designing the space.
- ✓ Ann will email to members a list of occupations that were included in last year's Press-Gazette, NCMMA articles. Each company rep is asked to email to Ann one or two careers they would like to spotlight. Ann will forward the information to Josh and coordinate having the banners made.
- ✓ Determine where power outlets will be needed.
- ✓ Contact Cindy Rasmussen of PMI for tent options and pricing.
- ✓ Ann will contact Mark Hawkins (photographer) regarding his boat building proposal.
- ✓ Jerry will coordinate with the museums.
- ✓ Nate will work on bringing Coastie to the event.
- ✓ A total of 10 careers will be featured. Each boat builder will decide what career(s) they would like to promote.

ASSOCIATE MEMBER EXPO

Attendees agreed to eliminate the large booth exhibit at November's Associate Member Expo.

HIRING NEEDS & PROMOTION OF MARINE RELATED DEGREE FIELDS

At the April meeting, Tim Johnson, executive director, shared NMEC's workforce development for the maritime industry and their efforts to develop standardized curricula and assessments. This includes nationally recognized portable credentials. With this in mind, today's discussion centered on offering high school students dual credit opportunities. "Dual credit" refers to courses that provide high school and college credit for high school students. Traditionally, boat builders have had to train their employees.

Transcribed credit is offered through NWTC. Courses require a certain level of instructor, insuring a quality control piece. The credit would feed into another program. The marine construction program that was developed was specialized, making it difficult to recruit students. Marine specific courses are offered through NWTC's Corporate Training & Economic Development.

Interest must be determined within the schools, with the courses added to their offerings in a timely manner. Many high school students are seeking dual credit opportunities. Course fees are covered by the state, so it costs nothing for high school students who enroll in the dual credit courses.

The challenge will be getting high school students interested. Efforts should include getting students excited about local boat building. Teachers need to know about the industry to establish a working relationship. Industry must meet with the principal and superintendent. Further considerations are as follows.

- Where are the gaps?
- What can industry drive?
- Establish the curriculum. Determine the career paths, while allowing for flexibility. Courses must be finalized that make sense to promote.
- How can the courses get exposure, allowing for teachers and parents to be informed? Students are needed who can work with their hands.
- Spotlight individuals who have moved through an organization, showing it can be done. Have them tell their own story. Give examples.
- NWTC was awarded a National Science Foundation grant that can take high school students to different manufacturing facilities to do tours.
- After completing a class, the student could do an internship at one of the companies.
- One of the goals is to be able to hire the student after they completed their training.
- The career banners made for the Tall Ship Festival can also be used for NCMMA school events.

Successful partnerships between high school and industry were discussed. KI and Denmark High School have been partnering, giving students real-life experiences. Brillion High School has partnered with Ariens Company and Brillion Ironworks. In addition, a number of high schools have been working on career pathways. West De Pere High School has an exceptional woods program. Exposure can start in middle school. Knowledgeable teachers help foster these programs.

NEXT STEPS – FOR JUNE 8 MEETING

- ✓ Identify the various K-12 outreach opportunities and then develop a strategy around it.
- ✓ Establish long and short-term needs.
- ✓ Discuss how to attract graduates, unemployed and underemployed people.

NEXT MEETING

The next meeting of the North Coast Marine Manufacturing Alliance will be on **Wednesday, June 8, 2016 – 1:30 to 3:00 p.m. at NWTC's Business Assistance Center.** Agenda items include the following.

- ✓ Finalize the Tall Ship Festival
- ✓ Hiring Needs & Promotion of Marine Related Degree Fields