

Minutes

North Coast Marine Manufacturing Alliance Meeting
Thursday, December 8, 2016
8:00 to 9:30 AM
NWTC – Green Bay, WI

Type of Meeting: Steering Committee Meeting

Note Taker: Debbie Thompson

Attendees: **Jerry Clusen-NLUS, Josh Delforge-Marquis, Joe Draves-NWTC, Nate Millsap-Fincantieri**
Marinette Marine, **Ann Franz-NCMMA, Debbie Thompson-NCMMA**

AGENDA TOPICS

PRESENTER

SEAPERCH

The SeaPerch kits have been ordered. 16 teams are participating, with 7 of them being new to the competition.

SEAPERCH KITS School & Quantity	
Bay City Christian 1	Parkview Middle School 2
Elmore Elementary 1	Proto 1
Leonardo da Vinci 2	Seymour 2
Lombardi Middle School 2	Sturgeon Bay 1
Marinette 1	West De Pere 1
Menominee 2	
<i>If Marinette does not participate, Bay City Christian & West De Pere have each expressed interest in receiving an additional kit.</i>	

Ann recently toured the new Ashwaubenon Community Center. There are two pools at the site. One of the pools can be used for practice. Setup would take place the morning of the event. The facility is attached to one of Ashwaubenon's schools that may be able to provide additional setup space. Ann will share the rental quote upon receipt. Members can then decide whether or not to move forward with Ashwaubenon's facility.

- Joe confirmed that Dave Geitner will be involved in the 2017 competition.
 - Nate has extra obstacles that the Sturgeon Bay Sea Cadets put together.
 - Providing t-shirts for the kids who participate was discussed. Logo colors will be limited to blue & black for visibility.
 - Cindy Rasmussen of PMI offered to donate eight packs of 2017/2018 Green Bay Gamblers tickets.
 - A Madison group is currently in contact with Milwaukee reps who have area children interested in participating in SeaPerch. They are working to encourage SeaPerch startup in the Milwaukee area.
 - Members discussed possibly charging a spectator admission fee in the future.
-
- ✓ Kits will be delivered next week.
 - ✓ Event volunteers will be recruited after January 1.
 - ✓ Nate will follow-up will with Ready Eddy's as a possible breakfast sponsor. Nate will also contact his t-shirt vendor.

2017 NCMMA GOALS

- NWTC Program Promotion at Companies & Schools (Main Focus)
- SeaPerch
- Manufacturing First Expo & Conference (*In lieu of the Associate Member Vendor Expo*)
- Tall Ship Festival Planning
- Marketing Marine Manufacturing Careers via Brochure
- Outreach to K-12 Educators, School Counselors, K-12 Students and Tech College Students

HIRING NEEDS & PROMOTION OF MARINE RELATED DEGREE FIELDS

2017 will involve establishing formalized interaction at companies and schools in an effort to make known marine career pathways and NWTC programs.

Student Academic Career Planning (ACP) will begin in fall 2017. Job shadowing will be part of the ACP.

- Get more focused with some of the local schools.
 - Develop a marketing strategy that includes promoting plant tours.
 - Reach out with a brochure or flyer that appeals to kids.
 - Develop a marine based career pathway that can include a wide range of kids. Let them know the opportunities that exist and those that are forthcoming.
 - Encourage regional students who go away to college to return to the area.
 - NWTC trades hosts a number of free events. An effort will be made to invite more students. NWTC application fees could possibly be waived in exchange for attending.
 - Invite kids to an LCS launch.
 - Survey the boat builders regarding their present and future needs.
 - Provide students and teachers information about the retiring workforce. Include projections and future employee needs. Let students know there is a wide variety of career opportunities within the marine industry.
 - Create a student bussing fund.
 - Begin providing information and opportunities to students during the summer of 2017.
- ✓ Joe will follow-up with Sarah of NWTC in regard to marketing materials. Sarah will be invited to an NCMMA meeting in January or February.

NEXT MEETING

The next meeting of the North Coast Marine Manufacturing Alliance will be on **Wednesday, January 18, 2017, 8:00 – 10:00 a.m.** in the Business Assistance Center's BA133 boardroom. **Please note the date and time change. Invite your HR partner(s), as they are encouraged to attend.** Agenda items include the following.

- ✓ SeaPerch – Brief Update
- ✓ 2017 Goals & Strategize Outreach; Marketing, Tours, Job Shadows, etc.

Requesting attendance at the January 18 meeting: Nate will follow-up with Bill Behme and Amy from MMC. Ann will contact Curt Prokash, Tony Martens, and Grayson Gerndt.