

Minutes

North Coast Marine Manufacturing Alliance Meeting

Wednesday, March 1, 2017

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, Grayson Gerndt-KCS/Cruisers, Tracy Schneider-KCS/Cruisers, Ann Franz-NCMMA, Debbie Thompson-NCMMA

AGENDA TOPICS

PRESENTER

SEAPERCH RECAP

Members were pleased with the 2017 event and venue. Having the majority of spectators seated on the second level worked well, making it less congested around the pool. The microphone allowed for announcements to be heard clearly. All participants received a certificate and t-shirt. There was a discussion of changing the cubes that were used, because they were too heavy.

Members agreed to move forward with hosting the event in 2018. A firm deadline for team signups and their commitment to attend the competition, or cancel by a determined date, will be priorities for next year. There was discussion of having teams pay for part of the SeaPerch kit, so they are less apt to dropout at the last minute.

OVERVIEW OF THE NEW MANUFACTURING ALLIANCE

Due to NCMMA's merger with NEWMA, Ann provided an informational overview of the organization.

- The organization began 10 years ago with 12 companies.
- 2016 Membership Structure: Manufacturers 135, Associate 31, Affiliate 36.
- 67% of the membership base is manufacturers.
- Members represent 18 counties.
- Member companies employ 39% of the manufacturing employees in the area.
- 70% of the membership has 250 or less employees.
- Scholarship donations have increased substantially each year, over the last 10 years the Alliance has given \$150,000 in scholarships.
- The #1 metric of the organization is the number of students enrolled in welding and machine degreed programs. The tech colleges have made some major investments in these programs. Substantial increases in enrollments have taken place.

All NEWMA accomplishments are done by the collaboration of its various task forces (TF).

- Board of Directors
- Communications TF
- K-12 TF
- Machine Operator Training TF – *Awarded \$110,000 Fast Forward Grant to upskill operator training.*
- Manufacturing First
- Math Council
- Retired Worker Strategies TF - *New for 2017*
- Solving the Skills Shortage in Marinette/Oconto TF
- STEM TF - *New for 2017*
- Talent TF
- Tech Ed Teacher Solutions TF

Events & Programs

- All Stars Program
- Excellence in Manufacturing/K-12 Partnerships Awards - *October 25, 2017*
- Full Membership Meetings – *Held Quarterly (Next meeting is Tuesday, 3/14/2017, at the D.J. Bordini Center at FVTC, Appleton.)*
- Get Real Math Videos & Movie Premiere – *October 2017*
- Internship Draft Day at Lambeau Field – *November 9, 2017*
- Leadership Academy for Frontline Production Workers – *Offered through LTC & NWTC*
- Manufacturing First Expo & Conference – *October 25 & 26, 2017 – Day 2 of the event allows for manufacturers to network with the over 600 high school students who will be in attendance. College students will also be in attendance.*
- Social Media Campaign

- Sponsor Scholarships & NWTC's Mobile Modular Lab

Various opportunities to connect with students and sponsor initiatives are available!

The following are new engineering degrees NEWMA helped create.

- Electrical Engineering Technology B.S.
- Environmental Engineering Technology B.S.
- Manufacturing Engineering B.S.
- Mechanical Engineering Technology B.S.

- **The NEW Manufacturing Alliance is being recognized at the Wisconsin Technology Education Association (WTEA) Awards Dinner on 3/2/2017.**
- **In June 2017, the Manufacturing Leadership Council will be recognizing NEWMA at the Manufacturing Leadership Awards Gala in Huntington Beach, CA.**

MARKETING CAREERS – INCLUDING PARTNERSHIP WITH NWTC

Joe Draves shared that NWTC is making a concerted effort to increase marketing exposure of manufacturing programs, with a focus on middle and high school students. A manufacturing programs video has been produced and will serve as an excellent marketing tool for their programs. Flexible options are being offered, especially for people already working. This marketing campaign will begin in the next few months.

One of NWTC's goals is to have every high school student graduate with 12 college credits, as this increases their chance of going on to college and being successful. Members found it is much easier and more successful to mold local candidates vs. bringing them here from down south, as the weather is a significant factor as to whether or not they stay in the area.

NWTC is considering a scholarship program, within the Alliance, to start a sustainable fund. This program would allow for scholarships to be offered without the applicant having to go through federal aid agencies.

NEWMA is looking at having member companies put together advertising that communicates they hire NWTC graduates.

NEXT MEETING

The next meeting of the North Coast Marine Manufacturing Alliance will be on **Wednesday, April 12, 2017 - 1:30 p.m. at NWTC's Business Assistance Center – BA101 classroom**. The agenda will include a recap of the 3/14/2017 Full Membership meeting and marketing careers.