

A-TECH GOVERNANCE BOARD MEETING

Meeting Minutes

October 21, 2020

4:30 PM

MEETING WAS HELD VIA GOOGLE MEET

Mission

The Appleton Technical Academy graduates students who possess the knowledge and skills necessary for successful entry into the career pathways of modern advanced manufacturing.

Opening

The regular meeting of the A-Tech Board was called to order at 4:30 pm.

Roll Call - Present

Ryan Scherer, Board President, Director of Operations - Miller (ITW)

Scott Ascher, Board Member, VP, Business Development, Werner Electric

Jon Schloesser, Board Member, Training Center - Oshkosh Corp. (Pierce)

Jerimiah Janssen, Board Vice President, VP, First Business Bank

Ron Buchinger, Board Member, Director of Operations - CMD Corp.

Steve Meyer, Board Secretary, Manager STEM Education & Development - FVTC

Dave Buss, Board Member, Parent Representative, Thrivent

Mark McQuade, Principal -A-Tech

Paul Endter, Lead Teacher - A-Tech

Amy Davis, Secretary - A-Tech

Not Present

Steve Haas, Board Treasurer, North American PMC Controller - Asten Johnson

Approval of Minutes

The minutes of the previous board meeting were unanimously approved as distributed.

Board Members

- 1) One vacant position is still open. Keep networking. Someone with an HR background is preferred. Ryan suggested that each board member come with two possibilities to the November meeting.

Staff/AASD Updates

Principal's Report: Mark indicated there is a focus on dip in enrollment. A-Tech works to deliver as much meaningful content via in-person learning method and in the current virtual status, this is proving difficult. Looking forward to getting the donated kits out to freshmen to help give them more of an

experience. Mark previewed the model is nearly in place to bring small groups of students into the building. This is slated for discussion at Monday's (10/26) Board of Education meeting. Optimistic we will get students in lab situations, which is what students are missing out on. Start with freshmen, then move to upperclassmen. Freshmen need orientation with equipment and to lean into the fun of A-Tech. When A-Tech can get to this model, we can leverage this experience with recruitment and retention of freshmen.

Lead Teacher's Report: Paul shared highlights of the AASD All Charter meeting that took place on 10/20. The common application (to apply to all AASD charters) is in the final stage, which should be available to the public by January. Paul indicated one of the missing pieces is getting in front of middle school kids to help drive high school charters. Superintendent Ben Vogel was at the meeting and Paul reminded him of A-Tech's enrollment goal. With no charter fair, which generates a few leads, Paul stressed the need to get creative quickly in order to attract prospective students. Currently 90% of A-Tech students come from the West attendance area. We need kids to embrace something new and envision themselves at A-Tech. Paul invited anyone with ideas to email him.

Paul indicated the usual recruitment push is late fall, traditionally after counselor visits, with the idea that charter applications come through in January when the link is live. Students may apply to more than one charter in this common application so that no charter school gets an advantage. Knowing numbers early in the calendar year is important for planning for staffing needs. A-Tech typically begins sending out acceptances to students in January and can take new students through August. Mark added that A-Tech cannot accept students that we do not think will graduate (on time), which is why evaluating transcripts is important before accepting students. This is really the only caveat with public charters and the main reason to turn students away is if they cannot graduate on time.

New Business

- 1) Sub-committees Report Outs - 2020-2021 Action Plans
 - a) Goal #1: Student Enrollment – Steve Meyer (Leader), Jerimiah Jansen, Scott Ascher (120 students is goal). Steve presented: diversity in numbers and clientele. Paul joined their team meeting to give the history of enrollment; he also shared trends and initiatives with the group to get a better understanding of where A-Tech's been and where to go. Working on brainstorming initiatives now: what event or thing could we have to get students excited and enroll. Work begun on framework for enrollment process. Ryan indicated he will work on a scorecard with only metrics. Student success rate - how is success defined? (100 grad rate, then students' success post-grad). Defining will help drive goal #1 and affect goal #2 to help students be more successful.
 - b) Goal #2: Hands-on learning outside the classroom – Paul Endter (Leader), Steve Meyer, Ron Buchinger, Kristin Comerford (non-board member) - working on.
 - c) Goal #3: Student Success Rate – Jon Schloesser (Leader), Steve Haas. Jon presented. Team met 10/20. Gap analysis discussion (with Gantt chart) in defining entry level positions. 32 silos by functional area: assemblers, electricians, plumbing, painting,

graphics applicators, fabricating, welding, etc. What are requirements at entry level? What do tech colleges deliver? 1- or 2-year degrees. Talked to FVTC's Earn to Learn coordinator Chuck Wachter, who has been working with A-Tech (Paul and Mark). Connect high schools with companies with the goal of paying for tuition reimbursement for students that join companies.

- d) Goal #4: Social Media Presence – Dave Buss (Leader), Mark McQuade, Jon Schloesser, Amy Davis, Chris Burns (non-board member). Dave presented. Shared Chris Burns accolades. Team needs to meet. Clarification of Lagging metric: number of social media platforms being used. Are we gaining likes? And Leading metric (what we can control): number of testimonials posted per week.
- 2) A-Tech Advantage – Amy Davis, Ryan Scherer. Ryan presented the unique selling proposition that Chris suggested in the marketing strategy meeting last month. Together with Amy, target groups identified and will be contacted via email asking them to complete a survey (Google form) with the goal of generating information to be used to craft the messaging of the A-Tech Advantage. Amy also previewed that going forward graduating seniors will be sent a survey for tracking of post-grad plans and to create an alumni database.
 - a) Board Members Assignment/Input for next meeting
 - What 5 words do you think of when you think of the A-Tech Advantage?
 - In 4-5 sentences, please describe the A-Tech Advantage

Motion to Adjourn

First: Ron

Second: Jerimiah

Board Officers:

President: Ryan Scherer

Vice President: Jerimiah Janssen

Secretary: Steve Meyer

Treasurer: Steve Haas

Next meeting November 18, 2020 @ 4:30 pm via Google Meet