

A-TECH GOVERNANCE BOARD MEETING

Meeting Minutes

November 18, 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

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

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

Mark McQuade, Principal -A-Tech

Paul Endter, Lead Teacher - A-Tech

Kristin Comerford - Coordinator, Career Based Learning & Career and Technical Education-AASD

Amy Davis, Secretary - A-Tech

Not Present

Dave Buss, Board Member, Parent Representative, Thrivent

Approval of Minutes

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

Board Members

One vacant position is still open. Keep networking. Someone with an HR background is preferred. Steve Meyer indicated he will follow up on leads (Amcor & Plexus)

Staff/AASD Updates

Principal's Report: Mark shared that AASD's Virtual Plus is underway. ATECH/WHS is gradually bringing in small groups of students in the building. Safety measures/protocols in place. Miller Electric and Kristin instrumental in getting helmets, jackets and gloves for students -- thank you! ATECH (and all AASD schools) will learn from having students in building as AASD grows to the hybrid model of even more students in cohorts, when deemed safe, even while there will be an all-virtual cohort by choice.

Challenges for in ATECH's hands-on learning with all virtual. Freshmen ATECH students are the largest group coming in to help secure engagement and known recruitment links to underclassmen (to their 8th grade peers).

Lead Teacher's Report: Paul shared 18 freshmen were in the building starting Tuesday, 11/17 for Virtual Plus. Grouped in two pods; jumped in with safety procedures donning welding jackets, helmet and gloves. Got them to run a bead. Returning one additional day/week. A few juniors in the building on Wednesdays. Students and staff are excited to be in-person, while a few families are tentative about coming citing health/COVID and transportation concerns. Paul added electronic kits on back order. Scott, Paul and Steve Meyer will work together once kits are available.

8th grade recruitment update. Paul indicated the application for AASD charter schools will go live after January 1. Promotional videos may help in lieu of in-person tours/open houses. Live Virtual Tour is a preferred option and Bob Lemke is well versed in doing this. Paul will reach out to middle school counselor groups. Amy offered to help.

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 - have not met virtually since the last one, but did update initiatives on A3. Next step to meet with Paul and Mark to see where holes are. Big picture: What “pulls” students to want to enroll vs. what ATECH “pushes”. Nice visual that group created.
- b) Goal #2: Hands-on learning outside the classroom – Paul Endter (Leader), Steve Meyer, Ron Buchinger, Kristin Comerford. Paul confirmed that hands on learning is always a priority. Update: Group met and Steve is ready to help with curriculum when electronic kits come in. Looking for things from our business partners that lends themselves to relevancy and how to best transition ATECH students/grads to local workplaces. Paul stressed the need to simulate in the classroom what is on the production floor. We need to truly have the business partners that are applicable to businesses. Push/Pull factor - relevance in classroom work to create buy-in and help with retention and business partners' requirements. Start identifying pieces to bring into the classroom. Mentoring, job shadowing. Paul indicated a former grad is willing to assist in these efforts: Kevin Pelkey, an ATECH graduate, now CMD shift manager, may be a good lead for a potential testimonial/mentor.

Steve shared the idea of beginning with the freshmen curriculum having a “culminating project” so freshmen can see why they are doing these dual credit courses. “How am I part of that?” Get that look and feel experience for the younger ATECH students. “What plan are we going to execute?”

Kristin shared information on business engagement via the district's Business Engagement Resource Guide: AASD Classroom to Career Employee Resource Guide found here: [BUSINESS ENGAGEMENT RESOURCE GUIDE](#)

- c) Goal #3: Student Success Rate – Jon Schloesser (Leader), Steve Haas. Jon presented and asked if they could please meet in person sometime soon. Presented notes on curriculum citing Advanced Manufacturing Career Pathway 20-21 and benchmarking against retirement risk. We know what the risks are in the industry. How do we simplify the curriculum? For instance having enough pipefitters and plumbers are a risk -- fire trucks need plumbing. Electricians and painters too. Curriculum for electricians does not align at present for example.
 - d) Goal #4: Social Media Presence – Dave Buss (Leader), Mark McQuade, Jon Schloesser, Amy Davis, Chris Burns (non-board member). Amy presented. Team needs to meet. Chris Burns sent a social media plan 11/18, which aligns with the marketing plan he developed in August. Recent surveys of ATECH students and parents confirmed parents primarily use FaceBook and students primarily use Instagram. Amy has been sending/pitching posts to Kylie to post for several weeks. Recent analytics illustrate a healthy uptick in reach, views, engagement. Each post helps. Will continue this course and solicit from board members ideas for future posts. Will also work to get newer photos of students in the classroom (donning the donated welding swag) for posting.
- 2) A-Tech Advantage – Amy and Ryan shared highlights of the survey data, including that paid internships (“hands-on” learning), earning dual credits and a jumpstart to a rewarding career are the top 3 reasons why students enroll, which is echoed by data from the parent survey data. Amy and Ryan to begin work on distilling the verbiage received from the surveys for defining the ATECH Advantage and to compare with the website to keep that current.

Motion to Adjourn

First: Jon

Second: Ron

Board Officers:

President: Ryan Scherer

Vice President: Jerimiah Janssen

Secretary: Steve Meyer

Treasurer: Steve Haas

Next meeting December 16, 2020 @ 4:30 pm via Google Meet