

## ATECH GOVERNANCE BOARD MEETING

Meeting Minutes

December 16, 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 ATECH 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, Director of Robotics, Werner Electric

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

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

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

Mark McQuade, Principal -ATECH

Paul Endter, Lead Teacher - ATECH

Amy Davis, Secretary - ATECH

### **Not Present**

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

Dave Buss, Board Member, Parent Representative, Thrivent

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

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

### **Approval of Minutes**

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

### **Board Members**

One vacant position is still open. Someone with an HR background is preferred. Steve M. indicated his Plexus lead is out, but his Amcor lead may be open to the opportunity. Remains an open action item.

### **Staff/AASD Updates:**

**Principal's Report:** Mark indicated AASD/ATECH is getting ready for return to fully hybrid mid-January and that Virtual Plus has been successful. Every student who wants access to in-person ATECH support has it. Kudos to Paul and ATECH staff. Students are following safety protocols. No COVID issues within that group to date. Hybrid explanation provided: two student groups -- Mon/Tues and Thurs/Fri. Still working through food service logistics and other details. Students do have a choice to

return for in-person learning or remain fully virtual. Confident most ATECH students are choosing in-person, with the exception of those who may live with a vulnerable family member.

**Lead Teacher's Report:** Paul reported that Virtual Plus began with grade 9, and progressively added 10, 11, 12 grade students in that order. Virtual Plus students spend about an hour of time twice a week in ATECH classrooms depending on grade level. Upperclassmen are sectioned out by content-based material. Recruitment efforts kicked off this month with the charter school application window opening December 1 and homeroom teachers received information on Monday regarding scheduling students for next year. Direct mail recruiting piece going out early next week to 8th grade enrolled students in AASD. We will have a better sense of incoming 9th graders at the end of January. Paul indicated course planning guide sections need to be addressed in some areas and he's proud of the ATECH teaching team delivering instruction virtually and using student support time (SST) time to bridge the gap. He added that safety gear is in place so every student has their own set of gear, which was fast-tracked to COVID. AASD made it a priority with the help of Kristin Comerford's efforts and donations from Miller.

### **New Business**

- 1) **Budget Review.** Mark and Steve H. presented. Mark previewed ATECH's Budget Review with an overview, aka "Budget 101" where he underscored the importance of understanding things unique to education, especially the state of Wisconsin. Steve indicated public education budgets are "a world away" from the normal business practices of the world.
  - a) Budget 101: Mark highlighted that Wisconsin ranks at or near the top in school funding; however, it is the most complex of the 50 states due to the value placed on good, local schools. Monies come from the Federal and State aid and property taxes. Federal aid is stable funding applied to Special Education (SPED) and transportation costs, following Federal guidelines. State aid accounts for 60% of funding and local tax levies pick up the rest. About \$10K is allocated per student annually. With the voucher system, funds can follow students to private schools, although public schools are still responsible for SPED. Less stable funding includes grants and donations. For example, Act 56 ensures we receive money back from youth apprenticeships, which is why ATECH remains apart from CESA 6. Perkins Grants, which are Federal grants (think ATECH equipment) are tougher to get as they require more demonstrated connection to career pathways, which is Kristin's bailiwick. ATECH's programming helps her meet tough guidelines more easily so it's a win-win. ATECH is grateful for donations, which have fallen off since inception.
  - b) AASD's Budget: 78-81% spent on salaries and benefits; about 2% for extracurricular activities (sports, music), maintenance/repair, insurance, facilities, legal fees
  - c) Where is money kept? WUFAR Codes are used and allow auditors to see how we spend. Coded accounts tell us the object: building, supplies, equipment. Steve H. suggested creating separate supply accounts for welding, machining, etc. While there is no promise on carryover year-to-year, ATECH has been able to do so; however, we try to spend \$ in the year. There are also activity accounts (like checking accounts), where personal donations would go. We dip into Activity Accounts after the first bucket (District Budget). There are also two annual scholarships. Overall, ATECH is tracking favorably.
  - d) Steve M. asked about a 5-year spending plan. Mark identified equipment recycle wish list. Paul indicated there is a good procedure in place to plan for things; however, the real issue is attracting and retaining talented educators, vital to the future success of ATECH.
  - e) Ryan suggested revisiting the budget in a few months.

## 2) 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 M. presented. Recruitment Audiences include: prospective students, current students, parents, staff. Categorize recruitment projects and identify person(s) responsible. Try to track ROI by project. Mark added we need continued ideas and input from board members. Fact: 48% of kids do what their parents tell them. Parents do not have an accurate image of modern manufacturing and many’s perspectives of the old “shop floor” are incorrect. Suggestion that board members assist by attending certain events targeting benefits of ATECH based on the audience. Recruitment cannot be all on the teaching staff. Suggestion to tap into Ann Franz (NWTC) and others as needed..
  - b) Goal #2: Hands-on learning outside the classroom – Paul Endter (Leader), Steve Meyer, Ron Buchinger, Kristin Comerford. Paul indicated we are making a shift with Virtual Plus and our partnership with Ron’s company on the Haas to see it live. Plan is to record a video to post on webpage and social media. Also, Paul reported that electronic kits are here and in kids’ hands, coordinated by Lorne Daane. Our focus has been on students coming into school. Youth apprenticeships are another animal. There is currently one student at Miller who started this week and a few students recently employed at Kolosso Jeep, although not a YA. Tough to employ many due to COVID. Maybe Pierce can help, but it won’t help seniors this year. Plexus is another candidate for LT relationship.
  - c) Goal #3: Student Success Rate – Jon Schloesser (Leader), Steve Haas.
  - d) Goal #4: Social Media Presence – Dave Buss (Leader), Mark McQuade, Jon Schloesser, Amy Davis, Chris Burns (non-board member). Amy indicated the current plan of sending/pitching posts to Kylie to post for several weeks is working well and will continue. Recent analytics show another healthy uptick in reach, views, engagement.
- 2) ATECH Advantage Statement. Ryan shared the one sentence statement that he and Amy worked on after receiving input from board members for defining the ATECH Advantage. *The ATECH Advantage delivers customized education and specialized training to students through in-depth, hands-on projects, and real-world experience to prepare them for a meaningful technical career.*
  - 3) Ryan asked if there is a soft skills curriculum piece given the industry trend in reviewing employability skills and employee review process. While there is no class at present, Mark indicated we do issue Career & Life Skills (CLS) grades. It would be helpful to have examples from business partners to show real-life examples. Running a leadership class is in discussion. Steve M. indicated there is an opportunity for kids to be part of SkillsUSA, which is free.. Ryan will share a copy of performance review standards as 50 percent deals specifically with relating to others. Idea to have some industry leaders come in to address some of these in the meantime.

### Meeting Adjourned

Board Officers:

President: Ryan Scherer

Vice President: Jerimiah Janssen

Secretary: Steve Meyer

Treasurer: Steve Haas

**Next meeting January 20, 2021 @ 4:30 pm via Google Meet**