

Meeting Notes
October 31, 2016

Present: Wendy Dzurich, Sarah Learst, Peter Behnke, Jacque Boudreau, Cindy Bailey, Christine Polzin, Ann Hartnell, Amy Hofer, Jim Golembeski

I. What is Currently Happening?

There are a number of committees and activities working on connecting schools and businesses in the Marinette area. The Marinette/Menominee Chamber has the Education and Business Partnership Committee which Christine Polzin currently chairs. The EBPC has several subcommittees that are primarily focused on specific events and programs:

- Mini-Business World
- Career Opportunities Expo (six school districts participate)
- Scholarship Program
- Game of Life (8th grade)
- Leadership Academy (community program)

There is a separate committee that convened a Business/Education Summit in April 2016 with a second Summit planned for December 8, 2016. Jim has been invited as a keynote speaker to the latter. Ellen Geisler, UW-Extension, is the Chair and Peter is active in this effort.

NWTC and UW-Marinette also have a number of activities aimed at 4th/5th graders and high school students. NWTC has a number of summer camps at the Green Bay campus. UW-Marinette has CAP classes for 8th and 9th graders.

Wendy pointed out that these are all good projects, but they are not done in as part of a cohesive, comprehensive career planning system, but tend to be onetime events.

The Marinette School District (and other Marinette County schools) has a number of articulation agreements with UW-Marinette and NWTC that provide dual credit for students who take them while still in high school. **Sarah and Cindy will provide a listing of those courses to Jim.**

II. An ACP Model

Jim provided a presentation on the ACP model that is being used in other NEW North areas. He emphasized that this needs to be viewed as a five year project. There are four parts to successfully connecting schools and businesses for career planning:

1. Career Cruising is an online career planning tool for students. The state legislature has budgeted funding for a statewide license that gives every school district access to this tool. DPI conducted a competitive procurement process for this selection. Schools have to determine how a career assessment process using CC will be integrated into their curriculum.
2. There has to be a connection between the students' career plans and area businesses. Currently there are two programs filling this need: INSPIRE (a product of the Career Cruising company) and "Your Future" developed by the Fox Cities Chamber. There is a cost to purchasing these tools. Sheboygan and several other areas of the state have adopted INSPIRE. Green Bay Chamber and the Fox Cities are using Your Future. These tools allow area businesses to connect to students whose career plans match their industry sector to offer plant tours, occupational information, and other connection to careers in the regional economy. There are several efforts underway that might provide regional or state funding for this tool.
3. Someone needs to manage the tool connecting businesses and students to maximize its effective use. Businesses in particular need constant assistance to utilize the tool and connect with students. The Sheboygan Chamber has managed to put together an agreement in which the school districts and area businesses together fund a fulltime position to manage this activity. The Fox Cities Chamber and Green Bay Chamber have managers who are assigned to Your Future among other duties. This is an essential part of a successful ACP implementation, but there is considerable cost to it. In some areas other entities, such as economic development agencies have taken on the lead role.
4. There needs to be a regional NEW North connection to these ACP efforts. Jim and Peter have been working with a NEW North ACP Steering Committee to plan this. Our customers, students and businesses, will be best served by a regional connection to each other. Businesses will not be bothered or pay to connect to numerous county-based systems. At some point soon, Your Future and INSPIRE will connect technologically. The Steering Committee estimates that at least six fulltime staff will be needed regionally to support a NEW North system and coordinate it effectively. The Steering Committee will be convening an asset mapping exercise early

in 2017 to better understand all the ACP related activities currently going on. Marinette needs to plan to participate in this NEW North system.

III. Action Plan for Marinette

1. We need to develop a Marinette vision for ACP to bring together the existing efforts and implement a complete ACP model that gets beyond onetime events to put a comprehensive system in place. **Wendy will draft a Vision Statement and put it out for review and comment.**
2. This issue and information should be brought to the Marinette/Menominee Chamber Board as well as to the Marinette County Association for Business and Industry (EDC) Board. The United Way (Justin Searles) also need to be engaged in this effort.
3. We need to determine ultimately who will own this project. There will be cost to implementing ACP effectively, but what could be more important than connecting our young people to good paying careers in our community? This will help to keep more of them here and assist them to achieve financial success.
4. CESA 6, 7, and 8 are coterminous with NEW North. Peter will explore what their role will be in successfully implementing ACP on a regional basis.
5. We will present this effort as a future focus at the upcoming Business and Education Summit on December 8 to get additional buy-in from business and move forward.

This group will reconvene on Thursday, December 15 at 3 PM at the Marinette School District office to follow up on the Summit and determine how to move forward.