

Minutes

New North Educational Attainment Committee Meeting

January 20, 2011
3:00 – 5:00 p.m.
NWTC – SC128

Meeting called by: Jeff Rafn, Damian LaCroix (Co-Chairs)
Type of meeting: NEW NORTH Educational Attainment Committee
Facilitator: Jeff Rafn
Note taker: Mary Jo Tilot
Attended: Jeff Rafn, Nancy Schopf, Kim Desotell, Julie Paavola, Nicole Peterson, Tammie Blaney, Carol Conway Gerhardt,

Review Agenda

All

<i>Status/Action:</i>	Person responsible:	Deadline:
Agenda stands as presented.	All	1/20/11

Approve Minutes of the October 14, 2010 Meeting

All

<i>Status/Action:</i>	Person responsible:	Deadline:
The minutes of the October 14, 2010 Educational Attainment Committee were approved as presented.	All	1/20/11

Response from Summit

All

Discussion:

Requested feedback from those that attended the Summit.

- Barbara Vo and those that worked with her on the exhibits for the Educational Attainment Committee did a fantastic job.
- Set up so that food is nearer the exhibits -- many people did not go down to the exhibits
- Hard to get a handle on the change of format, but it came off well.
- Informal nature of the set up prompted a lot of networking opportunities among those in attendance
- Panel did not have enough time – should have been longer
- If we know now that we are going to be doing exhibits, all of them could be a little more robust
- Marketing piece was missed – Communication of the date and time were delayed – need to get out well in advance. Many businesses were getting information on the Summit three weeks before the event.

<i>Response from Summit</i>		All
<i>Status/Action</i>	Person responsible:	Deadline:
Share Summit feedback form with Educational Attainment Committee	Jerry Murphy	
At this year's Summit – add piece to registration that asks if the business is a part of WisCareers – if answer is No – prompts them to put in data or at least indicate how they can register	Jerry Murphy	

Review Where Committees Ended Up on Goals All

Discussion:

Achievement Gap Committee – Nancy Schopf:

- Looking for additional funding for the printing of the Growth Charts
- Collected some data from Green Bay area and Oshkosh – will continue to work on this
- United Way in Brown County has a video that has a piece in it about the growth chart
- Collecting data from schools on observations last year and this year to date. Getting sporadic data from the schools.
- Tried to partner with Green Bay Foods, however, it ended up that they will distribute information to their workers for their families and have put inserts in their payroll statements.
- Second and third printings were translated into Spanish
- Oshkosh – created a sub-committee to work in the Oshkosh area. Nicole Peterson shared information (handout attached) on the creation of partnerships with businesses in early learning.

Taskforce II – Carol Conway Gerhardt

- Handed out Partnership for 21st Century Skills Benchmarks Curriculum Map – the 21st Century Skills for Learning were endorsed by the New North Board.
- Are looking into the publishing and copywriting of the document, and will provide information to Jeff Rafn to present to New North Board.
- Accomplished goals – will put on New North website when document is in final published format.
- Need New North businesses to support the adoption of the 21st Century Skills by the high schools (required skills for future workers). 21st Century skills blends the core skills required with work skills required.
- Suggestion: Draft a page in the front of the document that basically reflects that “this is New North’s 21st Century” business skills so that when it goes to the schools and businesses they know they are endorsed by that Board.

Rural Access – Chad Waukechon

- Current outcomes are still being worked on

Rural Training – Jeff Rafn

- NWTC has developed in partnership with Wausaukee, Pembine and Crivitz school districts a Learning Lab at Wausaukee High School offering welding and automotive program courses which will then transfer to the NWTC Automotive and Welding programs. Expanding that to the Nursing program courses also.
- Currently working with Door County school districts to create similar partnerships in a mobile classroom for CNC training
- Creating curriculum and will offer to all high schools on Marine Shipbuilding

Business & Education Partnership Committee – Nancy Schopf

- Barb Vo is the Chair – last meeting was held on November 3. Trying to bring together New North partnership groups. First will be to work on WisCareers as a group. Putting more effort into getting businesses to sign on to WisCareers
- Business Expo will be held in Oshkosh and will be an opportunity to get businesses signed on to WisCareers at that event
- www.wicareerpathways.org

Post-Secondary Access – Kim Desotell

- Monday will be meeting with at-risk students at an Academy in Manitowoc. Anyone interested invited to attend. Meeting at 4:30 p.m.
- Committee will reconvene to determine next steps

Work Plans for 2011

All

Discussion:

Achievement Gap:

- Look at age 3-Kindergarten group as a focal point for addressing achievement gap
- Community Partnership for Children partnered with PIE to put together the children’s’ growth chart
- John Benberg, Boys & Girls Club, is interested in joining the Educational Attainment group

Taskforce II Committee:

- 2-year and 4-year colleges need to cross-walk to the 21st Century Skills
- Look at piloting process with a school district (take across geographic areas) – before that is done need to map out what is currently in place
- Goal could be to identify districts that are mapping or have mapped out the curriculum
- Have business reps attend in-service where the plan is laid out

Status/Action

Person responsible:

Deadline:

Identify goals and metrics for 2011 that can be reported on at the Summit in December 2011.

All

4/21/11

Engagement of Businesses in Committee Work

All

Status/Action

Person responsible:

Deadline:

Deferred

Next Meeting Date & Agenda

All

The following dates were set for the 2011 meetings:

All

4/21/11

Next set of meetings for 2011

- January 20, 2011 – NWTC
- April 21, 2011 – Oshkosh
- July 28, 2011 – UWGB
- October 13, 2011 – Silver Lake

April Agenda Items:

1. Review 2011 Committee Goals & Metrics
2. Demo of WisCareers and Wisconsin Career Pathways
3. Committee Updates

Oshkosh Goals in Early Learning Partnerships

Objective: Create partnerships with business in Early Learning

Questions to be answered:

1. How do we show businesses the benefits of engaging in Early Learning?
2. What are the benefits that we can offer businesses to be engaged in Early Learning?
3. Show businesses the connection to success in post-secondary options beginning with Early Learning
4. What is it that we need from businesses in order to make this successful?
5. What are other communities in the New North doing to engage their businesses?

Our thoughts so far:

1. Partner with SHRM and Human Resource Directors
 - a. Goal is to communicate with employees the resources that are available in the community for their children
 - b. Can HR directors share that information with their employees?
 - c. Can HR directors help us in identifying issues and concerns that their employees have when it comes to their children?
 - i. Day Care Issues
 - ii. Identification of resources
2. Partner with New North to make this a unified effort in engaging businesses
3. Create the opportunity for an Early Learning Summit (Oshkosh held one this fall)

How Do We Engage Business and Other Partners – Who Needs to Be at the Table?

- Engage the NEW North in early learning.
 - ✓ Have an outreach with them – Damien LaCross, chairman (?)
- Presenting to Service Clubs.
- Lunch and learn.
- Presentation at Chamber.
- Convince NEW North to hold a summit.
- Impact families immediately (AnchorBank) hands-on.
 - ✓ i.e. books with food baskets, winter coats, book drives with book marks how to read to your child.
- SHRM – Society for Human Resource managers – 60 of them. Margie Harvey is state director.
 - ✓ Ask this group how do they work with employees to ensure their children are in a “rich childcare environment”.
- Determining their answers would help give us direction.
- HR people are huge. Focused employees focus on job so they want to help, concerned about.
 - ✓ Get the person in the company that is responsible for investing back in the community – Foundations or Marketing.
 - ✓ ELCCO go and meet with them and make contacts with those companies.
 - ✓ We need to go to them – half-hour, no more.
 - ✓ Need a plan – make them ask what they can do.
- Chamber as a partner as well as OACF – Service Clubs looking for programs as are church groups. PROPEL could be instrumental.
- Get in front of charitable giving foundations, community relations people.
- We need a plan – options other than just giving.
- Tie success of business back to our work.
- Work through some of groups in town.
 - ✓ Service groups
 - ✓ BNI type groups – get them involved, bring them education info on early learning.
- What is their interest level?
 - ✓ Right thing to do.
 - ✓ Get involved.
 - ✓ Create better employees.
- Pull in people to use positive peer pressure.
- “This is what my business is doing, what’s yours”?
- Instant credibility works against us. Not the first thing (would) people think of for credibility. Need presentation here.
- Example Badger Mining – top place to work in country because family friendly.
 - ✓ Tap into them for what they are doing – their policies.
 - ✓ Community (Berlin) role model, get them in to start conversation.
 - ✓ Not usual suspect.
- Celebrate little organizations, give them credit for what they do, get it started.

- Examples: newsletter, book exchange, “How to Read to Your Child”, give employees toolkits (big these days) – make it easy for kids, “Early Learning Toolkit for Business”, (how do you look for quality care?), give 20-minute newsletter clips.
- Identify partners – leave enforcement.
 - ✓ Chamber
 - ✓ Service Organizations
 - ✓ Pediatricians
 - ✓ Local Corporations
- Communicate through Chamber.
- Broaden outreach to NEW North.
- Establish leader – promotion – just for Early Learning Group.
- Brown bag lunches.
- Large corporations.
 - ✓ What do you do for employees to promote early learning?
 - ✓ Brown bag lunches.
 - ✓ Attend parent.
- “One Dollar at a Time”.(Cecilism)
- Set up a fund – Oshkosh Foundation.
- Capture imagination/resources of baby boomers....grandparents.
- Must have clear vision. Longer plan of how funds will be used and implemented. (Specifics on how dollars will be spent)
- Distribute resources through food pantries....”season of giving”.
- Develop an infrastructure:
 - ✓ Conversation with Brown County and find out how they were successful.
 - ✓ Set up fund at OACF.
 - ✓ Grant writing – possible CESA6.
 - ✓ Brochures, mission needs to be done.
 - ✓ Develop a Community Early Learning Website. Click and give.
 - ✓ Facebook and other social media opportunities.
 - ✓ Connect with UW College of Business and potentially their foundation. How else would they be involved? UWO students in grant writing.
 - ✓ Develop a library of letters of support for grant opportunities.
 - ✓ Develop an early learning resource library of news articles, facts, and other statistics so that when people need info for grants and articles, it is there for them rather than making them take time to do the research.
 - ✓ Find a business champion to bring in their friends.
 - ✓ Find ways to generate money whether alone or through current fund raising efforts like United Way.
 - ✓ Determine the commitment levels of other community organizations like United Way, OACF, and others.
 - ✓ Need for continued awareness and “top-of-mind” marketing.
- Grants.
- Share resources among community groups.
- Politicians (long term).

- Service Groups.
- Business sponsorship.
- ELCCO – approach businesses as a representative of all early childhood. Have businesses buy into early childhood as a group. (Thrivent, JJ Keller, Bemis, etc.) all support cause. Use foundation (Eileen Connolly-Kessler) as the facilitator.
- Clearly define what is going to be done with money.
- Replicate what Brown County did.
- What have successful early childhood programs done?
- Use small group from today – go out to businesses.
 - ✓ Explain in letter first – then visit.
 - ✓ Why beneficial to their business.
 - ✓ Plant the seeds.
- Remember we are benefiting The New North.
 - ✓ Corporate interest of New North to forefront.
 - ✓ Fill pipeline with smart, young children, this will create quality employees.
- Get info to service organizations.
- Make it clear as to why it is important for businesses to embrace.
 - ✓ Reiterate how this work is long term.
 - ✓ Keep community healthy.
- Tap into business budget allocations to help meet community needs.
- Keep things visual – center tours.
- US veterans, JJ Keller – bring this to their attention. Basic need, these organizations are raising a lot of money.

Partnership for 21st Century Skills Benchmarks Curriculum Map

Theme: Global Awareness	Grade 8 Level Development										Grade 12 Level Development										Subjects Addressed in				Courses Addressed in	
	Grade 8 Level Development										Grade 12 Level Development										Grade 9	Grade 10	Grade 11	Grade 12	Two-Year Degree	Four-Year Degree
	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8	Eng 9	Eng 10	Geog	CE						
Benchmark/Competency: Using 21st Century Skills to understand and address global issues.	Identifies role of United States in international politics/international relations and analyzes current events of global issues.										Understands role of United States in international politics/international relations and applies understanding to analysis of current events of global issues.											WH	Geog	CE		
	Recognizes major trends in international affairs and makes connections among international events and local and national community.										Analyzes major trends in international affairs and makes connections among international events and local and national community.											WH	Geog	CE		
Benchmark/Competency: Learning from and working collaboratively with individuals representing diverse cultures, religions, and lifestyles in a spirit of mutual respect and open dialogue in personal, work and community contexts.	Recognizes and respects similarities and differences between own culture and that of others. Associates with diverse individuals.										Appreciates, accepts, and associates with individuals with diverse beliefs, appearances, and lifestyles. Is cognizant of similarities between own culture and that of others.												FACE 1			
	Communicates with individuals from diverse groups and uses technology and other resources to gain access to individuals or resources from other cultures.										Interacts with individuals from diverse groups and uses technology and other resources to gain access to individuals or resources from other cultures.															
Benchmark/Competency: Understanding other nations and cultures, including the use of non-English languages.	Shows awareness that cultures and language impacts own behavior and the behavior of others.										Possesses some knowledge of and sensitivity to the beliefs, values, and language of self and others that contribute to specific cultural behaviors.										Eng 9	Eng 10	Poetry Shakes	Psych		
	Shows awareness nations impact one another and these impacts can be positive or negative, but has little knowledge of specific considerations and national/international policies.										Demonstrates awareness of connections between nations and can classify the impact of these interactions as positive or negative.										US Hist	WH	Geog	CE		

NEW North Employment Dashboard

John Doe
1234 Packer Lane
Littleville, WI 54321

Scale:

green
yellow
red

 Good-Superior
Fair
Poor

High School

Acme High School

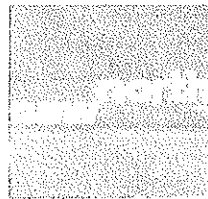
Graduated: 6/04/11

High School Attendance	
John Doe	98%
School Average	95%
NEW North Ave.	94%
State Average	93%

H.S. Grade Point Ave.	
John Doe	3.2
School Average	2.8
NEW North Ave.	2.9
State Average	2.7

ACT Score	
John Doe	22.5
School Average	22.7
NEW North Ave.	22.5
State Average	22.1

Accuplacer	
John Doe	18.7
School Average	19.0
NEW North Ave.	19.0
State Average	18.6



21st Century Skill Assessor	
John Doe	95
School Average	89
NEW North Ave.	90
State Average	85

Post Secondary

Northeastern Technical College

Graduated: 5/18/13

Associate Degree: Electrical Engineering Technology

Post Secondary Attendance	
John Doe	99%
School Average	89%
NEW North Ave.	94%
State Average	87%

Post Secondary GPA	
John Doe	3.9
School Average	3.2
NEW North Ave.	3.4
State Average	2.9

21st Century Skill Assessor	
John Doe	92
School Average	87
NEW North Ave.	90
State Average	82

New North Educational Attainment Committee
Taskforce Goals for 2010-2011

Achievement Gap Committee: Damian LaCroix, Chair

- 1) By the year 2020, we will advocate for and promote initiatives that optimize educational achievement of all children and minimize the achievement gap at the pre-kindergarten to grade-3 levels.
 - a. The widespread promotion of best literacy practices in early childhood education will be a topic of research and emphasis in 2010-11. Specifically, the goal of adults reading to or with children for at least 20 minutes per night will be publicized through available mediums.
- 2) We will communicate essential information to parents, service providers, employers, and educators about the urgency for quality early learning experiences and the utilization of available resources to improve early childhood education.
 - a. Business sites will be selected to pilot (e.g. American Foods, etc.) and one school district (i.e. Howard /Suamico) is targeted for implementation in the spring of 2010.
 - i. The *Stepping Stones* growth chart will be provided to expectant parents and parents of pre-school-aged children; baseline data will be collected for a three-year longitudinal study of behavior modification.

Taskforce II Committee: Carol Conway Gerhardt, Chair

- 1) By May 15, 2010: Present the Partnership for 21st Century Skills document from Task Force II to various Partners in Education groups in the NEW North for feedback.
- 2) By July 8, 2010: Seek Advancing Educational Attainment Committee's validation of the document that reflects benchmarks for 21st century skills in the PK-16 school setting.
- 3) By September 15, 2010: Achieve New North Board approval and have the means of endorsement across business and education sectors of the NEW North.
- 4) By October 15, 2010: Present a comprehensive implementation plan across PK-16, including accountability measures that include business & education and publish for NEW North stakeholders to pilot.
- 5) By November 1, 2010: Have process in place to assure presentation of Partnership for 21st Century Skills document at December NEW North Summit.

Rural Access Committee: Chad Waukechon, Chair

Goal: To create a model entrepreneur program for the rural areas of New North focused on education and economic development.

Outcomes

- Develop model to implement in pilot project (possibly Oconto Falls and Suring)
- Team will research and develop an entrepreneurship pathway
- Partners sharing resources to increase education opportunities

Business & Education Partnership Committee:

Goals:

- 1) Continue to partner with our New North region's SHRM Chapters, specifically their Workforce Readiness chapter leaders. Lead person is Helen Englebert and Joann Hall. The expected outcomes would include:
 - a. Bringing together each of the local SHRM Workforce Readiness chapter leaders (Bobbi Miller and others) and the State SHRM Workforce Readiness chairperson (Doug Hamm/new person?), to further discuss their group ideas and share best practices.
 - b. Speaking at their chapter meetings on the New North initiative on the importance of partnership and involvement.
 - c. Asking for quarterly updates in their newsletters to HR professionals on business/education partnership ideas.
 - d. Further utilize WisCareers throughout New North as appropriate (lead by Nancy Schopf and Julie Leschke).

- 2) Continue to partner with our New North region's PIE councils (local chamber supported "Partners in Education" business and education groups). Lead person is Nancy Schopf and Julie Leschke. Expected outcomes would include:
 - a. Bringing together local PIE leaders from each chamber to further discuss ideas and share best practices.
 - b. Speaking at their local meetings on the New North initiative on sharing best practices and additional ideas.
 - c. Asking for quarterly updates in their chamber newsletters to business leaders on business/education partnership ideas.

- 3) Work with New North Business and Education Alignment committee (Jeff and Kathy and Jerry). Lead person is Dave Rust and Marie Martin. (Margie and Nancy further explained at the next Alignment committee meeting.) The expected outcomes would include:
 - a. Marketing and communication plan on a summary of the "why and what" of the "21st Century Skills" for different audiences, including chamber breakfasts and chamber newsletters (business leaders) superintendents (educators), and newspaper articles (parents, general audiences)
 - b. Further define our "passion and belief" in the importance of a New North sponsored "summit" meeting.

- i. Key business and educator keynote speaker on 21st Century skills
- ii. Share successful partnership case studies
- iii. Small group brainstorming sessions to develop a "call to action" plan for:
 1. Schools: what are you looking for business to do
 2. Business: what are you looking for education to do

Metrics:

- 1) Meet with the northeast WI SHRM Workforce Readiness Chapter & the state W.R. Director at least twice in 2008 to further the mission of New North Bus./Ed. Partnership goals.
- 2) Have a speaker present to each of the five chapters in northeast WI on the New North Business/Educational Partnership.
- 3) Get a newsletter article published in each of the five northeast WI SHRM Chapters offering a success story of a Business/Educational partnership.
- 4) Publish a report/newsletter article on the state SHRM website about the work being done between the New North and SHRM partners.
- 5) Promote WisCareers with businesses, and double the number of businesses currently registered.

Post-Secondary Access Committee: George Arnold, Chair

We believe all persons need to pursue some type of education beyond high school in order to have a desirable quality of life as well as to meet the economic needs of the New North. To this end we will focus our outreach efforts on adults in the workplace.

Our goals for 2010/2011 are:

- 1) Create a best practices model that employers will use to encourage furthering of education amongst their employees.
 - a. Determine how institutions of higher learning and employers can each contribute to the process.
- 2) Implement best practices model
 - a. Meet with a selected group of employers by July 2010.
 - b. Determine contributions higher learning institutions will provide by August 2010.
 - c. Determine assistance employers will provide by August 2010.
 - d. Carryout determined initiatives throughout 2010 and into 2011.
 - e. Measure results by March 2011

