“The return on your investment will be worth it!”

CONNECT WITH YOUR FUTURE WORKFORCE

ADOPT-A-SCHOOL GUIDE

Inspiration and practical ideas to help you create your own local success story

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INTRODUCTION

WHY ADOPT-A-SCHOOL?

IT’S A WIN-WIN SCENARIO

This Adopt-A-School guide is a tool for working with your local school system to improve student outcomes and decrease manufacturing labor shortages. In these pages, you will find many best practices which have proven successful in Minnesota and throughout the United States.

These partnership ideas range from tours of manufacturing facilities, to internships, and everything in between. Bringing students into your manufacturing plant is a terrific way to help youth connect classroom learning to a real business environment.

HOW CAN THIS HELP MY COMPANY?

Adopt-A-School is a great way to partner with your future workforce! The concept of adopting a school will result in potential long term return on investment by providing a future talent pool for the manufacturing industry and relationships that pave the way to give back to the community.

HOW DOES MY COMPANY GET STARTED?

Start by talking to your local school to find out what their needs are, and matching one of their needs with one of your resources.

It is our hope that this publication will give you a good dose of inspiration and some practical ideas that will help you create your own local success story!
WHO SHOULD MY COMPANY TALK TO?

To get started, choose one of the people listed below or talk to someone in the district you already know. Position titles and responsibilities vary from one school district to another. You will be able to find contact information for the following individuals by going to your local school district website. (See Addendum A & B - checklists on pages 13-14.)

1. CAREER & TECHNICAL EDUCATION (CTE) DIRECTOR

CTE Directors manage all CTE programs in their district by providing leadership for rigorous CTE programming. Not all school districts have a CTE director.

2. PERKINS COORDINATOR

The Perkins Coordinator typically manages all aspects of the Federal Carl D. Perkins Act such as grant funds, programming, accountability, and grant writing. The purpose of the Act is to fully develop the academic, career, and technical skills of secondary and postsecondary students who choose to enroll in CTE programs.

3. TEACHERS

Teachers are responsible for creating lesson plans and delivering classroom instruction. They represent an important link between students and school administration. Teacher/employer relationships are crucial to student success and meeting the needs of manufacturing.

TEACHERS TO CONNECT WITH:

- Career and Technical Education teachers—historically responsible for “shop class” and industrial arts.

- Science, Technology, Engineering, and Math (STEM) teachers—responsible for a wide variety of math, science, engineering and technology classes.

- Project Lead the Way (PLTW) teachers—responsible for PLTW pre-engineering curriculum.
4. COUNSELORS

Guidance counselors advise and help students evaluate their abilities, interests, talents, and personalities to develop realistic academic and career goals. They also operate career information centers and career education programs. Because your local school guidance counselor is helping students select a career path, inform them of emerging industry trends that relate to employment opportunities within your industry.

5. SCHOOL BOARD

School boards are a mix of people that work voluntarily in the best interest of the students and the community. The school board acts as a watchdog, making sure that both the educators and the administrators are actively pursuing excellence. They are responsible for school budgets, analyzing the progress of a particular school, and setting policies to improve school performance.

6. PRINCIPAL

Principals set the tone for learning and accountability. They must maintain an effective discipline plan to create a safe environment for students and staff, provide positive leadership, motivate employees, and serve as a role model to both teachers and students. Principals interpret budgets and prioritize fiscal needs. They must be familiar with all district, state, and federal requirements. They are accountable to the superintendent of schools and the community they serve.

7. SCHOOL SUPERINTENDENT

A School Superintendent serves as the highest executive or administrator of a school district or group of public schools. Superintendents report directly to the school board. They are responsible for staying within budget and providing quality education in a safe environment.
HOW CAN MY COMPANY ADOPT-A-SCHOOL?

Here are some practical ways you can engage your school district with manufacturing!

OPEN HOUSE — MINNESOTA MANUFACTURING WEEK

The Dream It. Do It. Minnesota Statewide Tour of Manufacturing provides one of the best opportunities for schools, families, and the general public to see first-hand what a modern manufacturing facility looks like, as well as getting a rare, behind-the-scenes look at high-tech manufacturing careers.

Minnesota Manufacturing Week is typically the first week of October. You can register your company by going to tourofmanufacturingmn.com or dreamitdoitmn.com. Transportation scholarships are available for schools that are in need of funding to support busing to and from a manufacturing business.

PLANT TOUR/FIELD TRIP

Plan a plant tour specific to a course at your middle or high school. Many students have never been inside a business like yours and have no idea about the variety of career opportunities that exist inside your company. It’s an opportunity for you to educate students about your business and your industry, demonstrate what it is that you do, and get the attention of tomorrow’s workforce.

"It’s an opportunity for you to educate the public about your industry and demonstrate what it is that you do!"

COLLABORATION:

• Work with the instructor to provide a tour and hands-on activity for students that allows them to experience what your company does.
• Keep your target audience in mind—showcase your work in a way that will appeal to the age of the visitor.
• If possible, a take-away for students is always appreciated.
• Work together to support transportation logistics & funding.

REMEMBER TO:

• Review the logistics, safety, and security plans with employees.
• Make sure school administrative leadership has approved the plant tour/field trip.
• Confirm that all students have parental permission to participate.
• Receive approval to take pictures of participating students.
• Properly screen all employees who will be interacting with students and school personnel.
• Ensure that all persons entering your company have been properly briefed for emergencies.
• Ask for feedback and look for ways to improve next time.
CAREER DAY

Many schools plan a “Career Day” event. This is usually a one-day, or half-day event at which students — usually juniors and seniors — can learn more about area employers and employment opportunities. It’s a great way to introduce yourself and your company to tomorrow’s workforce.

• If your local school does not have a “Career Day,” offer to host one at your facility.
• Be involved with planning the event.
• Connect with the government funded workforce service agency in your area. They may be able to assist you with planning, sponsoring, or hosting the event.
• Work with school officials to provide employees for career day.
• Look for creative ways to provide information to students and parents.
• Work with counselors to provide current information about your company or industry.
• Offer to be interviewed by students about your job, company, or industry.
• Use technology to reach the current audience.
• Update your website with information for students, teachers, and parents.
• Produce a video explaining your jobs and provide it to the teacher and counselors.

EQUIPMENT DONATIONS

If you are updating your equipment, before you get rid of your old equipment, talk to your local school to see if they could use it. Rest assured that your donation will be appreciated! New or used, large or small, your donation will have an immediate impact on a child’s education and help to develop a lifelong love of learning.

EQUIPMENT SUGGESTIONS:

• Micrometers
• Calipers
• Software licenses
• Equipment that can be used in high school labs
• Materials (scrap or unused)
• Safety Glasses
• Cash donation to your local school, so they can invest in equipment needed for a special project.
CLASSROOM SPEAKERS

Share your professional knowledge and technical expertise as a guest speaker in the classroom. This can enhance a school’s curriculum and help students connect what they are learning to the real world.

TUTOR

Impact a student or small group of students by volunteering to tutor. Tutoring can assist students who need extra help to maximize their learning outcomes. The purpose of a tutor is to assist students in becoming independent learners.

MENTOR AND/OR E-MENTOR

Mentors can make a strong impact on students. The knowledge and life experience of an industry insider can help students work through challenging class projects, as well as helping them with interviewing skills, resume writing, and navigating career choices. While traditional mentors meet in person with students, E-mentors relate to students through instructor-monitored software or email.

WORK-BASED LEARNING (WBL)

WBL programs are approved by the Office of Career and College Success at the Minnesota Department of Education. State-approved WBL experiences require a written agreement and training plan between school, employer, student, and parent/guardian and are supervised by a licensed work-based learning teacher. The following are descriptions of WBL opportunities. For more information go to http://education.state.mn.us/MDE/dse/cte/tl/wbl/

JOB SHADOW

Job shadow is a work experience in which students are given the opportunity to learn about a job by walking through the work-day as a “shadow” to a seasoned worker. The experience gives students a better understanding of the work environment and the types of skills that they will need to develop. Job shadowing is a great way to increase career awareness and strengthen the link between classroom learning and work environments. Job shadow is short-term, usually one day in length. You may find that a student is interested in working for your company after school or during the summer. After the student finishes post-secondary training, they may seek employment with your company, based on their earlier positive experience.

DEVELOP A HIGH SCHOOL JOB SHADOW PROGRAM:

• Offer to host a student for a one-day job shadow.

• Let the school know what types of positions would be possible for a job shadowing experience.

• Match students to specific jobs based on their interests. Build time for questions into the day.

• Plan the job shadow to include a number of activities that give the student a good (realistic) overview of what the job actually entails.

• Most schools have liability policies in place, insuring students for these activities. Check with the specific school district to determine the extent of their insurance coverage.

• Sending students out in pairs or groups will avoid concerns about having students with “unknown” adults.

• Generally speaking, the job shadowing student is subject to the same safety and conduct guidelines as any other public visitor.

• Provide any necessary safety instruction and/or safety equipment as well as enforce the use of such safety equipment to the job shadowing student as you would to any other visitor or vendor in the workplace.
INTERNSHIP
Offer internships to high school students. Internships are a longer-term unpaid experience than a one day job shadow. In an internship, a student receives a deeper understanding, and more in-depth knowledge in a job field that is of interest to them.

- Offer student internships.
- Let the school know what types of internship positions are available.
- Match students to specific jobs based upon their interests.
- Most schools have liability policies in place, insuring students for internships. Check with the specific school district to determine the extent of their insurance coverage.
- The student intern is subject to company safety and conduct guidelines.
- Provide any necessary safety instruction and/or safety equipment as well as enforce the use of such safety equipment.

APPRENTICESHIP
Apprenticeships are longer than an internship and require a strong commitment from the student and the employer. Apprenticeships are positions where a student is paid to learn a specific technical job. Classroom instruction is directly tied to the apprentice occupation.

EXTERNSHIP
Develop and support teacher externship and awareness activities. An externship at your company places the instructor in your workplace. This provides the teacher with work site learning experiences that can be applied in the classroom. By working at a local business, the instructor is able to experience the new technology and receives first hand knowledge of what a business needs and expects from its workforce.

CAREER COUNSELING
As a volunteer counselor, you can help students understand what a career choice might entail and what type of preparation it will require.

- Offer resources to discuss current or future jobs in your industry.
- Work with students on interviewing techniques, confidence exercises, writing resumes, filling out applications, and starting work.
- Communicate with counselors and teachers to make sure that what you are saying is in sync with what they are hearing in the classroom.
- Properly screen all employees before sending them to the school.
- Best practices suggest working with groups of three or more.
STUDENT ORGANIZATIONS

ROBOTICS

In a robotics competition, teams of students are tasked with designing and building a robot to play against other teams in a game-based engineering challenge. Robotics competitions engage K-12 students in science, technology, engineering, math, and related careers. Research has shown that robotics activities have the ability to change students’ attitudes about science, math, teamwork, and the working world. Check out the Vex Robotics website, www.vexrobotics.com and the FIRST Robotics website, www.usfirst.org.

Here are a couple of ways for employers to get involved...

• Volunteer to work with teams. Providing technical expertise to a team is a valuable contribution.
• Donate robotics kits.

SKILLS USA

Skills USA is a national program being used in many Minnesota schools. This acclaimed program is a partnership of students, teachers, and industry, working together to ensure America has a skilled workforce. The mission of Skills USA is to “empower its members to become world-class workers, leaders and responsible American citizens. The organization improves the quality of our nation’s future skilled workforce through the development of personal, workplace and technical skills grounded in academics.”

Skills USA help instructors reach and engage their students so their students will succeed. For more information go to http://www.skillsusa.org.

YOUR COMPANY CAN HELP BY PROVIDING:

• Non-cash contributions of volunteer time and expertise.
• Contest equipment.
• Contest prizes.

FUTURE FARMERS OF AMERICA (FFA)

FFA is an intracurricular student organization for those interested in agriculture and leadership. The National FFA Organization remains committed to the individual student, providing a path to achievement in premier leadership, personal growth and career success through agricultural education. FFA continues to help the next generation rise up to meet those challenges by helping its members to develop their own unique talents and explore their interests in a broad range of agricultural career pathways. While they are still known as the Future Farmers of America, they are also the Future Biologists, Future Chemists, Future Veterinarians, Future Engineers, and Future Entrepreneurs of America, too.” For more information go to www.ffa.org

• Volunteer to judge during competitions.
• Provide scholarships.
• Recognize students who participate in local, regional, or national events.
SUMMER CAMPS
Partnering with your local school district for a summer camp allows your company to impact students for more than one day and you have the full attention of the student. There are many types of camps your company can become involved in.

- Sponsor science, technology, engineering, and math (STEM) camps.
- Collaborate to create a manufacturing camp for young women.
- Join forces to present a manufacturing camp for high school students.
- Integrate technical employees into teacher science and math camps.
- Develop and support student science and energy/industry-related camps.
- Support student scholarships for industry-related programs.

CAREER & TECHNICAL EDUCATION PROGRAMS

- Become an active Advisory Committee member.
- Help review the CTE curriculum in your field.
- Work with the school board and CTE Director to showcase current programs.
- Work with leadership to ensure that long term strategic plans are consistent with industry needs for the future workforce.
- Join employee – teacher - industry networks.
- Consider promoting a program through your company website, with specific examples illustrating the difference you are making in the district and in classrooms.
- For more information, visit www.ctecouncil.org

“The return on your investment will be worth it!”
Massman Automation Designs, LLC has been providing innovative packaging systems to a variety of industries for over 35 years. The company began manufacturing case packing machinery in Villard, Minnesota in 1978 and has since expanded to include the design and manufacture of machinery used for palletizing, robotics, cartoning, liquid filling, and more. The original one-man shop operating in a garage now houses 130+ employees in a 60,000 square foot state-of-the-art manufacturing facility.

To ensure a future supply of skilled workers, Massman Automation has invested time and money in multiple efforts to increase interest in manufacturing careers. Massman supports local robotics teams, represents at career expos, hosts student and teacher tours and demonstrations, opens their doors for public tours, provides paid training to employees, offers internships, and serves on area high school advisory committees.

“Providing students hands-on experience to engage them with modern manufacturing principles is a strong investment in our future workforce,” says Duane Taillefer, Vice President of Operations, Massman Automation. “We want students at all levels to gain exposure to the high demand manufacturing careers that exist in their backyard, and we are proud to be part of developing the next generation of skilled workers.”
CHECKLIST

Initial Conversation with School
(a phone call may receive the best response)

Person to contact ____________________________

Phone Number ____________________________  Email ________________

☐ Provide your name and the company you represent.

☐ Let the person know why you are calling. “I have been looking at the Dream It. Do It. Minnesota Adopt-A-School Guide. I would like to make an appointment to talk with you about partnering your school with our manufacturing company.”

☐ Are there additional individuals that we should include in this meeting in order to make the best use of our time? Would you be able to contact them?

☐ Discuss and set up a meeting date, time, and location that is best for you and your potential new partner(s).

☐ Date ___________  Time ________________  Location ___________________


☐ Provide your contact information.
CHECKLIST
Face-to-Face Meeting with Stakeholders

☐ Gather contact information from each of the stakeholders.

☐ The Dream It. Do It. Adopt-A-School guide will assist you with the conversation.

☐ Ask the school representatives what you can do to help introduce manufacturing in their school.

☐ Discuss their needs and what you may be able to provide.

☐ Choose one activity that meets the needs of your company and the school district to start the relationship.

☐ Come to consensus as to how to move forward with the chosen project. Will you need additional stakeholders moving forward?

☐ Set the next meeting date and how you will meet (face-to-face or electronically).
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Thank you for your support

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You can also visit our website dreamitdoitmn.com to learn more about our program!