Adopt a SCHOOL

the FloridaMakes network

Adopt A SCHOOL

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Background

In today's economy, it is imperative for employers to address the growing shortage of skilled workers by enlightening youth of the careers available in the high-tech manufacturing industry and its contribution to innovation, productivity, economic growth, and high-quality manufacturing with the goal of inspiring them to pursue a future in this industry.

The Advanced Manufacturing Workforce Leadership Council of FloridaMakes is proud to announce the Adopt a School program as a new talent development educational initiative. This program is designed to provide k-12 and college students with access to valuable educational resources and constructive hands-on learning experience throughout the year.

The FloridaMakes Network is a statewide, industry-led, public-private partnership operated by an alliance of Florida's regional manufacturers associations with the sole mission of strengthening and advancing Florida's economy by improving the competitiveness, productivity and technological performance of its manufacturing sector, with an emphasis on small- and medium-sized firms. It accomplishes this by providing services focused on three principle value streams: technology adoption, talent development, and business growth. FloridaMakes is a representative of the Manufacturing Extension Partnership (MEP) National Network in the state of Florida, a program of the National Institute of Standards and Technology, an agency of the U.S. Department of Commerce. The MEP National Network is comprised of 51 Centers located in all 50 states and Puerto Rico, and over 1,300 trusted advisors and experts at more than 400 MEP service locations, providing any U.S. manufacturer with access to resources they need to succeed.

The "Adopt a School'" program was developed and supported by manufacturers and the regional manufacturers associations (RMAs) across the state represented in the Advanced Manufacturing Workforce Leadership Council. The program is intended to increase student engagement and provide consistent year-round activity with regional educators and students to expose youth to advanced manufacturing careers. The program would segue to successful Manufacturing Month activities during celebrations in October sponsored by FloridaMakes Network and Florida Advanced Technological Education Center (FLATE).

The Adopt-a-School Program connects students and their schools with manufacturers in their area to give them an in-depth look at the world of manufacturing. Manufacturers that join the program have the opportunity to engage with parents, teachers and local students to increase awareness of advanced manufacturing careers. Manufacturers can participate in activities such as hosting students on tours of their facilities, visit schools to give talks offering insight into their industry, mentor interested students and promote valuable internships for students and externships for teachers in real world facilities. Schools in the program provide their students an insightful look at careers in growing manufacturing industries across the country and offer them exciting learning opportunities outside the traditional brick and mortar walls.

Program Goals

The overall goal of Adopt-a-School is to increase the number of youths pursuing manufacturing education and career pathways thereby increasing the number of qualified applicants for advanced manufacturing jobs. Two other goals of the Adopt-a-School project would be to involve manufacturers in the recruitment/training of their future workers and to inform educators of the careers available in the manufacturing industry.

In summary:

- To involve Florida manufacturers in the recruitment/training of their future workers.
- To inform students, parents and educators of the careers available in the manufacturing industry.
- To create and maintain a sustainable partnership with schools, Career and Technical-CTE educators, MFG companies to embrace manufacturing education.

Acknowledgment

This how to Get Started Guide has been created with the assistance of FLATE staff, members of the AMWLC Committee, and the invaluable assistance from the Minnesota State Advanced Manufacturing Center of Excellence.

For more information contact your local regional manufacturers association at:

www.floridamakes.com/network

NOW LET'S GET STARTED...

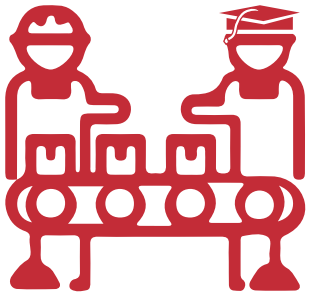
Why Adopt-A-School?

IT'S A WIN-WIN

This guide is a tool for working with your local school system to **improve student outcomes and decrease manufacturing labor shortages.** Partnership ideas range from tours of facilities to internships, and everything in between. Bringing students into your manufacturing facility is a great way to help youth connect classroom learning to a real business environment

HOW CAN THIS HELP COMPANIES?

Adopt-A-School is a great way to partner with your future workforce! The concept of adopting a school will result in a 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 A COMPANY GET STARTED?

Start by identifying and talking to your local school officials to determine what their needs are and matching one of their needs with one of your member's interest and resources.

It is our hope that this Guide will inspire you to start engaging with their future talent with these practical ideas that will help you create your own regional student engagement success story!

How To Start The Process

GETTING CONNECTED WITH SCHOOLS

The first step to Adopt-A-School is getting in touch with the Career and Technical Education (CTE) Director of your local school district.

It would be best to form an Adopt a School Committee with your Regional Manufacturers Association members. Survey members and garner the level interest in your region and determine what types of activities show the most interest when getting started. Once you get the program going, it should grow organically as the manufacturers see the benefits of this type of talent engagement.

Choose one of your school district CTE Directors 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 roles by going to your local school district website.

When reaching out, keep in mind what your members or your company can do to help introduce manufacturing in their school. You may decide to focus on related Career Academies or focus on Math and other STEM classes relevant to manufacturing careers.

For detailed checklists on connecting with a school, see Addendum A & B on pages 14 -15.

- Career & Technical Education (CTE) Director
- Perkins Coordinator
- Teachers
- Counselors
- School Board Members
- Principal
- School Superintendent

TEACHERS TO CONNECT WITH:

PROJECT LEAD THE WAY (PLTW): Teachers responsible for PLTW pre-engineering curriculum.

SCIENCE, TECHNOLOGY, ENGINEERING, & MATH (STEM): Teachers responsible for a wide variety of STEM classes.

CAREER & TECHNICAL EDUCATION: Teachers historically responsible for vocational training, formerly "shop class," and industrial arts.

How You Can Help

PRACTICAL WAYS TO ENGAGE WITH SCHOOLS

After initially connecting with your local school district, think about how your members/company is best able to provide opportunities for students that meet the needs of the district while improving student outcomes and building interest in manufacturing.

Plant tour - Field trip

Manufacturing Month: The FloridaMakes Network MFG Month statewide tours of manufacturing facilities provides one of the best opportunities for schools, families, and the 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. These tours traditionally conducted in person are now often offered as virtual tours. These virtual tours offer an on-demand platform for wider student and teacher engagement without the burden of transportation to and from schools, limiting the number of students who can participate.

Florida's Governors have proclaimed October as MFG Month celebrating manufacturing as a key economic driver in the state.

You can register your company to participate by going to www.madeinflorida.org.

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 to get the attention of tomorrow's workforce.

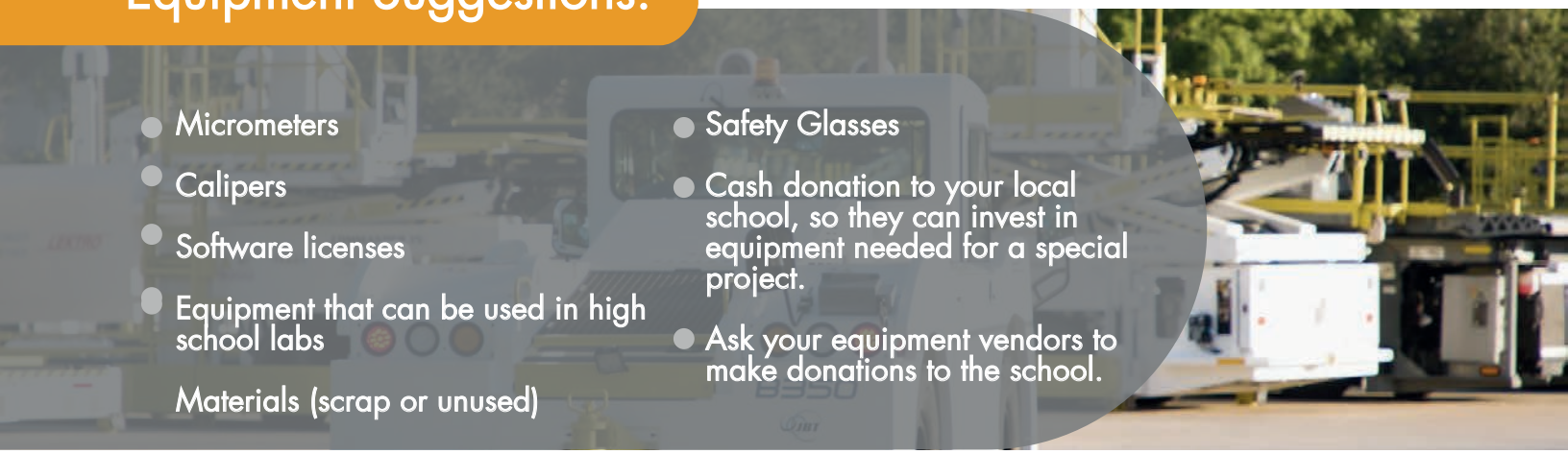
- Work with the instructor to provide a tour and hands-on activities for students.
- Keep your target audience in mind—showcase your work in a way that will appeal to the age of the visitor.
- Work together to support transportation logistics & funding. Or schedule a time to host the virtual event for the students in their classroom using FloridaMakes ON24 Meeting Hub.
- Review the logistics, safety, and security plans with employees and screen employees who will interact with tour group.
- Confirm school administrative leadership has approved the plant tour/field trip and students have parental permission.
- Ensure that all persons entering your company have been properly briefed for emergencies.

Equipment Selection and Donations

If your school is updating their technical labs, it is always helpful for the industry to step in and advise on the proper equipment that will meet the general needs of your regional manufacturers and expected skill level of your students. Let them know that you are interested in advising in this capacity.

If your members updating your equipment, before you get rid of your old equipment, talk to your local school to see if they could use it. 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.
- Ask your equipment vendors to make donations to the school.

Student Interaction

CLASSROOM SPEAKERS

Walk in my Shoes: Share your professional knowledge and technical expertise as a guest speaker in the classroom or on a virtual platform. This can enhance a school's curriculum and help students connect what they are learning to the real world. There is a huge impact on students when they can relate to the speakers' story.

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 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, resume writing, and navigating career choices.

CAREER DAY

Many schools plan a "Career 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.

- Be involved with planning the event, and if your local school does not have a "Career Day," offer to host one at your facility.
- Government funded workforce service agencies in your area may assist with planning, sponsoring, or hosting the event.
- Work with school officials to provide employees for Career Day.
- Use technology to reach the current audience and look for creative ways to provide information to students and parents.
- Work with counselors to provide current information about your company or industry.
- Work with the Florida Advanced Technological Education Center (FLATE) on programs and activities that are relevant and age appropriate.

STEM ORGANIZATIONS

Identify regional STEM organizations

Work-Based Learning (WBL) Programs

State-approved WBL experiences may require a written agreement and training plan between school, employer, student, and parent/guardian and are supervised by a licensed work-based learning teacher.

JOB SHADOW

Job shadowing gives students a better understanding of the work environment and the types of skills that they need to develop. Shadowing is short-term, usually one day in length, and is a great way to increase career awareness and strengthen the link between classroom learning and work environments.

Developing A High School Job Shadow Program:

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

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.

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

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.

INTERNSHIP

Internships are a longer-term experience. In an internship, a student receives a deeper understanding, and more in-depth knowledge in a job field that is of interest to them.

- Let schools know what types of internships are available.
- Match students to positions 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 coverage.
- The student intern is subject to company safety and conduct guidelines.
- Provide any necessary safety instruction and/or safety equipment. Enforce the use of such safety equipment.

Career Counseling

Invite Career Counselors to tour your facility on In-Service Professional Development Days. Having teachers and Counselors see how impressive, advanced manufacturing facilities are has been very successful in changing attitudes about steering students to manufacturing careers.

Volunteer counselors 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.

Student Organizations

TSA State Conference and Competitions

TECHNOLOGY STUDENT ORGANIZATION (TSA): http://floridatsa.org/
Florida Department Of Education encouraged and supported organizations for CTE students

Annual technical competitions in all CTE fields (regional, state, national, international)

All include leadership and professional skills

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. Research has shown that robotics activities have the ability to change students' attitudes about science, math, teamwork, and the working world. Companies can volunteer with local teams to provide technical expertise or help by donating robotics kits.

Check out the Vex Robotics website, www.vexrobotics.com and the FIRST Robotics website, www.usfirst.org.

SKILLS USA

Skills USA, a nationally acclaimed program, is a partnership of students, teachers, and industry, working together to ensure America has a skilled workforce. Skills USA helps instructors reach and engage their students so they will succeed.

For more information go to SKILLS USA (https://skillsusafl.org/)

How a company can help:

- Non-cash contributions of volunteer time and expertise.
- Providing contest equipment.
- Donating/providing team shirts, hats or contest prizes.

How a company can help:

- Volunteer to judge during competitions.
- Provide scholarships.
- Recognize students who participate in local, regional, or national events.

Education Programs

THE GREAT AMERICAN TEACH IN

The Great American Teach In is an opportunity to give elementary and middle school students real life insights into the world of work and careers and to reinforce the importance of education for success in any occupation. During this event, members of the community are invited to speak to students about their careers, travel and hobbies, and how their early educational experiences relate to their current lives. Please contact Kristin Earley at 850-245-9944 or edrecruit@fldoe.org.

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.

- 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, RMA and member websites with specific examples illustrating the difference you are making in the district and in classrooms.

For more information, visit

http://www.fldoe.org/academics/career-adult-edu/

Initial Conversation Checklist

Use this checklist as a guide to help establish initial communication with your local school district. A phone call may receive the best response

Person to contact:

Name of School: Title/Role:

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 FloridaMakes Adopt-A-School Guide and think we may have some opportunities to engage with student and teachers to increase awareness of advanced manufacturing career opportunities. 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 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:

- ☐ For discussion purposes, have them request a copy of the Adopt-A-School Guide.
- ☐ Provide your contact information.

NOTES:

ACTION ITEMS:

Face-To-Face Meeting Checklist

Use this checklist as a guide to help when meeting with district representatives for the first time.

- [ ] Prior to the meeting send a "What is MFG video" (FLATE resource)
- [ ] Gather contact information from each of the stakeholders. The FloridaMakes Adopt-A-School guide will assist you with the conversation.
- [ ] Ask the school representatives if there is engagement by manufacturers that you may not be aware of.
- [ ] What manufacturers are engaged with the school currently or pre-COVID?
- [ ] What you can do to help introduce manufacturing in their schools.
- [ ] Discuss their needs and what you may be able to provide.
- [ ] Are there any policies, companies need to be aware of- MOU, classroom/ in school participation policies etc.
- [ ] Take this information back to your members and ask them to choose activities that meets the needs of their company and the school district to start the relationship.
- [ ] Come to consensus on how to move forward with the chosen project. Will you need additional stakeholders?
- [ ] Set the next meeting date and how you will meet (face-to-face or virtually).
- [ ] Identify some agenda items for the next meeting prior to adjourning.

DATE: TIME: LOCATION:

NOTES:

ACTION ITEMS: