

Vision: *Preparing and supporting today's students for tomorrow's workforce.*  
Mission: *Uniting schools and businesses to help students prepare for their futures.*

**SUN PRAIRIE BUSINESS AND EDUCATION PARTNERSHIP  
November 16, 2017 – Minutes (taken by B. Butler)**

**Present:** Christi Winchel, Sharlot Bogart, James Ackley, Chris Swenson, Nancy Everson, Yvonne Lovicott, Marv Hupp, Patrick Malinowski, Krista Kaltenberg, Sarah Smith, Jenny Stebnitz, Jill Conaway, Chad Wojtysiak, Taran Katta, and Betsy Butler.

**Guests:** Paige Butler.

**Call to Order:** The meeting was called to order at 7:35 a.m. by Christi Winchel (Vice President standing in for James Ackley) at UW Health. Thank you to UW Health and John Sheehan for hosting the meeting today.

**Welcome & Introductions:** Betsy Butler introduced Paige Butler. Paige is a graduate from UW Madison Business School with a degree in marketing who is willing to donate some time to us to work on our marketing initiatives. She is here to learn more about our needs.

**Approval of October 19 BEP Minutes:** Motion made by Everson; seconded by Malinowski to approve the 10-19-17 minutes. Motion carried.

**Student Feature:** Taran Katta reported that he was at the recognition yesterday at the middle schools. Taran spoke with a teacher after, and the teacher felt that the program was effective. Everson asked if there were fewer students this time; Katta said yes, due to the criteria. Football is in the state championship game on Friday, Marketing is working at getting a professional day and have a whole day devoted to business. The group wants to come to the board meeting to flush out ideas.

**Treasurer's Report:** Nancy Everson shared that we spent a lot of money. We bought the folders and bought for several years (\$3000 from general fund), we joined the chamber, purchased banner for Northside, paid the design consultant for new logo. Checkbook is a little lean right now. Upcoming costs are printing charges, Reality Rocks.

**Membership Report:** Chris Swenson reported that Butler is working with Deb to get the invoices out. Chris shared the membership list from last year to those who needed it. Some will pay right away; others will trickle in. We will need to make collecting dues a team effort this year. Recruiting breakfast is an important part of our membership drive this year. James is bringing me the revised brochures. Swenson will put together 30 membership kits. Chamber events are a great way to make personal contact with

potential members; then we need to get them to events so they get hooked on working with kids. Swenson got a list of chamber members to Chad and Betsy. Jill has ordered the thank you notes. Good time to ramp up membership with the new schools opening. Bailey knocked on doors last year with clings - we need to do this again this year. It will take all of us to do that. Clings - yes, we want the year attached each year. Stebnitz will work with Dan McIlroy to get these ordered. Questions were raised as to how many to order. Winchell suggested we do something for recognition for number of membership years. Stebnitz will talk to Dan about this. Winchel made suggestions about getting people at events, then asking for membership. Swenson stated that working with kids is a powerful recruiting tool.

**Calendar of Events:** Everson discussed GRIT recognition dates/times (see GRIT below). December - Reality Rocks on December 13. Culvers has a new nominee for the GRIT program. Wants us to come and surprise the student at Culvers the week after Thanksgiving. Looking at Nov. 29 - not set yet. Reality Rocks on April 25th. Clarification - next board meeting is Dec. 21, not Dec. 14.

**Unfinished Business/Old Business:**

- Recruiting Breakfast: Everson shared that she spoke with WPPI. They want to host the breakfast - they will pay the cost of the breakfast. No dates yet. She contacted the city for a list of businesses in that business park. Targeting about 20 businesses to get more involved. Should we open this up to more businesses? How big is this budget? Swenson mentioned hand delivering invitations. Winchel said we need to have a draw to get people there. Could we do a prize drawing? Paige Butler asked questions about what our needs are. Jill Conaway suggested bringing in students who have been impacted - we need the student testimonials. Teacher testimonials were suggested as well. The video will work great for the student and teacher aspect. How do we get the people there? How do we make them realize that they have been missing out? Malinowski stated that we need to solve a problem for the business to get them there. Skilled labor was a pull to many of the businesses in the business park. Businesses need to have the student who is ready for the workforce. What needs to be on the invitation to get the business there? Katta suggested that we need to appeal to the fact that they need workers. "Now Hiring - look familiar?" Job shortage will be for the next 20 years, Everson stated. Winchel suggested - "be the change, be a part of the impact," kids on front with GRIT folders. Conaway believes they need the what's in it for me. Personal ask to attend is huge - making that touch is essential - Ackley. We need to divide things up as a board. Wojtysiak suggested having someone call with a script and make those phone

calls as well. Swenson is concerned about making this too big and too quick. Limit the size of the event to just the business park - Nancy. We need to discuss with WPPI what their vision for this event would be. Looking at dates - what do we want to decide today. Early February? A separate event from the board meeting. Time? Tuesday, Weds, Thursday in early to mid February. Officers will meet to finalize more things before the next meeting.

- Final Vision & Mission: Ackley shared the new brochure with the finalized logo and vision/mission (see below). He will give 35 of these to Swenson for the membership kits. Brochure done by ProAdSpecs for us.
- INSPIRE: Everson is part of Career Cruising. INSPIRE is the business part of it; our data base is weak in INSPIRE as very few businesses are signed up. From her meeting on Friday with Dane County, Everson sees this as a tool to help kids. Nancy speaking to the chamber today about ways to get involved: company profile, career coaching, speaker, mentoring, job shadows, etc. No cost to a business to sign up.

### **New Business:**

- None today.

### **Committee Reports**

- Volunteers: Nothing new.
- Reality Rocks: December 13th. We are doing well. Numbers have been updated for the students for pricing, Volunteers are strong. We will need help setting up. Everson will put out a call.
- Marketing/Membership/PR: Discussed earlier.
- Reading Buddies: Everything is going well. All the new companies are loving this program.
- GRIT: Everson is having difficulty getting volunteers due to the time (7:45); Swenson said that 8:15 would work better. Everson needs to evaluate that and make an adjustment. Should we have people come for second hour instead? (Second hour starts at 8:39). Everson will try it one more time at that time.

Northside's GRIT presentation went well. Kaltenberg emailed 5th grade teachers again regarding t-shirt idea. Royal Oaks had their event last week. At Westside. teachers were wearing their GRIT shirts. At Westside, one teacher only chose 7 kids. Malinowski educated the teacher about the program so that she better understands the program. Royal Oaks does a self-reflection piece; Kaltenberg shared that tool with teachers.

- Adopt a School: Kick-off was successful. Lovicott spoke that they have 2 teams in the partnership with the school. Lots of interaction happened. She loved the experience. Both teams are planning on going there at least once a month. They had lunch with the kids. Special thank you to Costco for supplying the cakes, water, and fruit (napkins and forks). This is greatly appreciated. Costco may do the same thing for Northside's event. They would rather supply food stuffs than donate.
- Adopt a Future: Nothing at this point.
- Prairie Voices: Nothing at this point

**Activities:**

- Working Wednesdays: Handled by the high school admin.
- Teach-In/Career Day: We need their dates ASAP.
- Career Night: This year all 8th graders are going to Future Quest with other Dane County students. They do not need an event locally this year.
- Mock Interviews: We had some last month. We will run some again in January.

**Adjournment:** Motion by Hupp, seconded by Lovicott to adjourn at 8:54 a.m. Motion carried.

**Next meeting:** Thursday, December 21 at the home of Shirley Statz at 7:30 a.m.

Vision: *Preparing and supporting today's students for tomorrow's workforce.*  
Mission: *Uniting schools and businesses to help students prepare for their futures.*