

1. Report on Child Labor laws – Randy Warnke
 - Talked to Karen Swindells and she is interested in coming to talk to this group. One budgeted trip planned for Sheridan and must be done by September.
 - Industry insurance companies have a bigger say in what can be done and what can't.

2. Report on student survey (this will give a base line of student interest and present employment) – Kathleen Pilch
 - Good turnout at Job Fair. 155 dropped their surveys in the box for a prize.
 - Event well received by the students.
 - Have lists of kids interested in various jobs. Not sure what we want to do with the list.
 - Kathleen will send file of results (Excel file) to Shari for Forward Sheridan (Due to privacy issues, cannot send lists of students).
 - Is there going to be a survey of businesses in the job fair who hired students from the job fair?
 - Heating/cooling and plumbing are specific needs in the community, but they were not areas of interest among the students.
 - Kathleen will get lists to teachers.
 - Career/Tech teachers will touch base with students in their classes that have expressed interest (including students in their classes that did not go to job fair, but are employed) and with employers who have positions.
 - Make sure they know they can be registered in an apprenticeship program for certification.
 - If do not have a job, are they interested in jobs?
 - If possible and practical take photos of kids at the work place.
 - Construction Trades Booth was a good addition to Job Fair.
 - One or two stood out as interested and received applications.
 - Are NSI students a good opportunity for the trades?

- It would be hard to set them up in an apprenticeship program (4 years) knowing they likely will not be in the community to complete it.
- Child care was well received
 - High school has child care internships with the Children's Center
 - NSI is beginning a child care facility and would be interested in interns

3. Marketing Plan

- Set long- and short-term goals
 - Time line for campaign -- 5-10 year plan (2 classes working through the high school)
- Target populations – when students are making career decisions
 - Immediate target populations
 - freshmen/sophomores and their families
 - parents in community (make aware of available options)
 - Middle school – mid-range goal
 - Elementary students –future goal
 - Employers
 - Awareness campaign – programs available that benefit both employers and students
 - Need to know to register with the high school for maximum benefit to business and kids (especially builders)
 - Need for students to have flexible schedules
- Approach Whitney for funding an apprenticeship program
- Ideas for Marketing
 - Posters – photos of a local student on-the-job with a particular business
 - Posters of business owners who graduated from SHS
 - Posters of prior graduates in technical careers
 - Posters – “end” and “beginning”
 - Field trips showing them actual projects that are being done (before school ends this year – early a.m. meeting at site for doughnuts) – then a field trip during next school year
 - Information for parents --
 - data on expected employment opportunities in technical jobs
 - at 6th grade level & 9th grade level
 - information on how to get involved in programs in the trades

- Elementary –
 - Hat day – employers come that wear specific kinds of hats
 - Truck days – employers with special vehicles
 - Nuts & Bolts Foundation and WY Contractors Association -
- programs for elementary classrooms
 - Programs for high school kids to go into the elementary schools and do a project with them
 - Media
 - School newspaper – articles about kids and their jobs
 - Local media -- where it becomes a story is how what we are doing was tried years ago, but now new plans are reviving the process.
 - Ward will visit with Philippe about the media.
4. Communication Plan
- What organizations in Sheridan County are involved in Career planning and training programs?
 - Develop links between organizations
 - Use NCWWP to maintain contacts among groups
 - Set up a plan or program that passes information between the organizations
 - Liaisons and collaborations between organizations – tie the committees together
 - Use Forward Sheridan’s columns in paper and Public Pulse appearances to get word out
 - Need to know target audience
5. Food service industry and child care are good opportunities (both short on staffing)
6. Employers need to register with the high school to begin mentorships
7. Talk to Kathy Hecker re their speaker????? Sorry, Kathy, I did not catch this information -- HELP
8. Tie together and present some ideas that will work – cost, etc. and see what the response is.
9. Funding -- approach organizations with businesses involved – Rotary, Big Horn Homebuilders, specific businesses, etc.
10. Main purpose of this group:
- Revive apprenticeships
 - Get kids interested.

- Avenue to showcase what we are doing here at high school to prepare kids for these professions.
- Out of that will come awareness in community
- Hook up kids on site and use it to market
- Major difference now is the difference in the job market – worker shortage and better paying jobs now
- Shoot for filling the technology classes at the college

ACTION: Shari will work above information into the Action Plan.
Time lines need to be developed.
Costs and resources need to be assigned.

ACTION: Over summer – visit with employers already employing students about registering them – make connection between high school, employer and student -- also talk to students about the programs so they can visit with their employers about registration.

Next meeting – bring in companies who have students who will be working (i.e. Fry, Fine Home Buildings, Adler Welding, Jack’s Auto Body, etc.) – Dan could talk to kids and see if they want to be registered. Make sure employers know there is a program they can be registered in that would be advantageous for the kids.

Have to register through Bureau of Apprenticeship Training (BAT) and with the High School – both together – then it articulates as concurrent enrollment to the college apprenticeship program.

NEXT MEETING: 7:00 a.m., Tuesday, August 21.