



## PUBLIC AWARENESS COMMITTEE

February 9, 2024

Shake Shack Rosedale Center  
1630 County Road B2 W, Roseville

11:00 am - 12:30 pm

In attendance:

Chuck Schwartz	X	Jennifer Selchow	X	Lauren Letsche		Russ Matthys	X
April Crocket	X	Alan Offerman		Blake Hansen		Tyler McLeete	
Bob Moberg	X	Brian Schreurs		Mackenzie Grunig	X		

Minutes taken by: **Chuck Schwartz, PE**

1. Introductions
2. Membership/Recruitment
  - a. Thanks to John, Tyler, Kevin, Jordan, and Emily for their past work.
  - b. Ideal Committee Size
    - i. 10 to 12 preferred
  - c. Modifying our Event Coordination Approach
    - i. Stem Summit with other organizations
    - ii. April and Chuck to meet w/ Marsha from MNDOT
    - iii. Meeting my include MNDOT, YP, Met Council, and other professional organizations that are active in STEM
  - d. PAC Chair Discussion
3. APWA-MN/MSES Diversity & Inclusion Grant
  - a. Lauren Letsche Participated
4. Creativity Festival
  - a. January 9 and 10
  - b. Alan, Bob, Jen, and Mackenze
  - c. 3rd-5th graders
  - d. My favorite session was...
    - i. **APWA-MN: Design Challenge: We Need a Road comments**
      1. It was my favorite because...
        - a. "I learned the challenges of a civil engineer and faced them with a positive attitude"
        - b. "I could relate and problem solve and use math in real life problems"
        - c. "I worked hard with partners and we built a road"
5. CreativeCon – Canceled day of
  - a. January 11
  - b. Lauren and Chuck
  - c. 5th-8th graders

- d. Ted Mann Concert Hall, University of Minnesota, 2128 S 4th St, Minneapolis, MN 55455
- 6. Tech Fest 2024
  - a. February 24, 2024
  - b. Future Sponsorship and Volunteer Opportunities
  - c. PAC wants to remain in contact with The Works Museum
- 7. NSBE Introduce a Girl to Engineering Day
  - a. February 22, 2024
  - b. Sylvia Doerr, Bob Moberg, and Lauren Letsche
  - c. Three more volunteers needed (preferably female).
  - d. APWA Donated \$500 toward shirt purchase.
- 8. Science and Engineering Fair
  - a. Carter Schulze with the City of Eden Prairie forwarded this idea.
  - b. Executive Committee discussed our potential sponsorship for future budget expenditure.
  - c. Potential place to consider attending (with a booth) in the future and potentially a sponsorship or award donation for the organization.
  - d. [Science & Engineering Fair — Minnesota Academy of Science \(mnmas.org\)](#)
  - e. [2024 State Science Fair Details — Minnesota Academy of Science \(mnmas.org\)](#)
  - f. [Sponsor SSEF Event — Minnesota Academy of Science \(mnmas.org\)](#)
    - i. \$500 — May exhibit at the event.
    - ii. \$1,000 — Thanked wherever all SSEF sponsors are listed online, in printed event materials, and at the event. Listed in MAS monthly e-newsletter to 10,000+ constituents as a sponsor for one year.
    - iii. \$2,500 — Also thanked specially during event announcements and awards.
    - iv. \$5,000 — Also featured on the SSEF landing page and in social media posts.
    - v. \$10,000 — Also listed in SSEF media releases as a sponsor and posted on general MAS sponsors page.
    - vi. \$20,000 — Custom options available, such as sponsorship announcement press release, giveaways with company logo at the event, and program booklet advertisement.
    - vii. \$30,000 — Premier sponsorship, which includes additional custom options such as features in the MAS monthly e-newsletter, logo on MAS website footer, special thanks on the MAS homepage, and a company representative included in the award ceremony.
  - g. April to speak w/ Carter
- 9. FutureForward Career, College, and Job Fair
  - a. March 5 in Cannon Falls
  - b. This event will bring together over 125 employers and post-secondary institutions.
  - c. 1,300 students from 13 schools across Southeastern Minnesota, offering a platform for students to explore your business and discover potential career paths.

- i. Inform students about diverse career opportunities and spark their interest in future career prospects.
- ii. Showcase various training pathways that equip students with essential skills, including in-workplace opportunities and post-secondary programs.
- iii. Highlight current or summer employment prospects for students.
- iv. Demonstrate your commitment to partnering with area schools, opening avenues for classroom presentations, internships, site tours, or job-shadowing experiences.
- v. Mike Schnell at Southeast Service Cooperative [mschnell@ssc.coop](mailto:mschnell@ssc.coop) or (507) 281-6683.
- vi. Notice to APWA members through email blast.

10. Science Museum of MN

- a. KAYSC and Ideal Center

11. 2023 Goals

- a. Advocate for Public Safety
- b. Enable a Viable Workforce
- c. Facilitate Public Advocacy/Funding

12. Committee Liaisons and/or Initiative Updates

13. Open Forum

- a. Jen to update our STEM Calendar.
  - i. Add Future Cities
- b. State Fair
  - i. Chuck to check-in with Alex
  - ii. State Fair needs to be a standing agenda

14. Next Meeting

- a. Set 2024 Schedule

15. Adjourn