Advanced Manufacturing Partnership (AMP) 2.0
Northeast Regional Meeting

Workforce/Image Breakout Session

April 24, 2014
Facilitators

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(Scribe: Chris Traci: The Wessel Group)
Workforce Work Team Charter

GOALS

- Scaling best-in-class demand-driven workforce solutions to develop technical skills.

SCOPE OF WORK

- Increase career pathways and “dual credit” opportunities in advanced manufacturing.
- Increase nationally portable, stackable credentialing systems through certifications and work-based learning elements.
- Establish internship/apprenticeship models regionally across the US.
- Develop practical competency based “bridging modules” for transitioning veterans.
Workforce Work Team - Progress Update

- Divided into Four subteams, focused on each of the four priorities

- Important elements based on successful models and expert feedback
  - multiple entry and exit points along career pathways
  - modularized training programs
  - “regionality” of the effort
  - importance of partnerships between industry and academia with local “intermediaries”.
GOALS
Implement the recommendations from Outreach Workstream in Advanced Manufacturing Partnership (AMP) report.

SCOPE OF WORK
- Recommend an awareness campaign to improve image of manufacturing
- Develop outreach program for support
- Host Regional Meetings (including this one)
- Conduct National Meeting – June 9, 2014
Image Work Team - Progress Update

- Conducted a full day workshop: Developed communications plan and recommendations
- Supported Regional Meetings
- Developed Plan to conduct National Imaging and Engagement Meeting at Big M Conference June 9 in Detroit

- Manufacturing image will need to be worked at the regional/local level: *National Campaign not enough, local follow-up, one time message limited impact*
- Recommend a layered approach:
  - *National media campaign – public service type message*
  - *Partnership with Professional Organizations to message and follow-up*
  - *Coordinate with Academic Institutions and STEM Initiatives*
  - *Use National Manufacturing Day as Platform for Manufacturers to showcase their own images*
  - Use AMP 2.0 and Big M to sign up Industry to participate in National Manufacturing Day
The Context

Levels of Education for New York Residents, Ages 25-64

- 20.0% - Bachelor’s degrees
- 14.6% - Graduate or professional degree
- 5.6% - Less than 9th grade
- 7.7% - 9th-12th grade; no diploma
- 25.7% - HS graduate or equivalency
- 17.3% - Some college; no degree
- 9.1% - Associate’s degrees

Source: College Board Advocacy & Policy Center 2010 Progress Report
Guiding Principles

Leverage collective assets of 30 community colleges statewide and partnership with over 150 employer partners in every region of the State.

Educational Pathways in Advanced Manufacturing, Stackable credentials, PLA, Innovative Remediation, P-Tech, On-Line and Other Alternative Delivery Formats
Workforce Solutions – Connecticut/Regional

• **Early College/Dual Credit**
  - Governors Task Force Committee
  - Attributes/Promising Models

• **Credentials/Manufacturing Institute SCS**
  - CTHSS and AMTC NIMS
  - Goodwin College MSSC

• **Apprenticeship Models**
  - Expanded State Apprenticeship Council
  - Apprenticeship Training Tax Credit

• **Veterans**
  - CT Veterans Manufacturing Job Match
  - Unemployed Armed Forces Member Subsidized Training
• **Connecticut. Dream It. Do It.**
  - Outreach & Awareness Activities
  - Young Manufacturers Academy
  - Making it Real: Girls & Manufacturing

• **National Manufacturing Day**
  - Governor’s Proclamation
  - Manufacturing Mania Events
  - Open Houses/Facility Tours
  - Public Relations/Marketing Campaign
Q1 – Does the manufacturing industry have a vested interest in promoting industry-endorsed credentials to support hiring/advancement policies?

Q2 – Has the establishment of the NNMI Institutes resulted in new career pathways?

Q3 – How important is the establishment of comprehensive apprenticeship programs as a successful training model? How would manufacturers support these apprenticeships?

Q4 - What else can States do to better leverage their collective assets?

Q5 - What ideas do you have to fast track a greater number of students/trained employers in NY?

Q6 - What ideas should be discussed that no one has covered up to this point…what else should we be speaking about?