Advanced Manufacturing Partnership 2.0
Manufacturing Image and Engagement Team
Working Group 5

CoChairs: Joseph Ensor – Northrop Grumman Corp
Jack Hu – University of Michigan

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# Manufacturing Image and Engagement Team – What We Set Out to Do

**Led by Northrop Grumman and University of Michigan**

## Working team goals
- Implement the recommendations included in the “Report of the Advanced Manufacturing Partnership Steering Committee Annex 5: Outreach Workstream”

## Anticipated deliverables (timing)
- Recommend an awareness campaign to improve image of manufacturing
- Develop an outreach program for support
- Host Regional Meetings – March-May 2014
- Conduct National Meeting – June 9, 2014

## Proposed process and schedule
- Identify Target Group – Nov 12
  - K-12 - focus on STEM Outreach
  - Universities and Technical Community – Innovation
  - Business Community - Importance
  - Policy Makers, State & Federal – Jobs/Trade
- Reach out to Associations for support – Mid November
  - Institute of Industrial Engineers (IIE),
  - Society of Manufacturing Engineers (SME)
  - National Association of Manufacturing (NAM)
- Plan to reach target groups – Before Dec SC meeting

## Problems, concerns, and open questions
- On Schedule
Recommendations - Draft

• Manufacturing image will need to be worked at the national/regional/local level
  • *National Campaign is not effective without simultaneous regional and local deployment*
  • *Experiences and examples have to be local where people live and work*
  • *One time message will have limited impact, this should be a sustained campaign*

• Recommend a layered approach:
  • *National media campaign – public service type message w/Ad Council*
  • *Alignment with Professional Organizations to extend the reach of the message and follow-up*
  • *Coordinate with Academic Institutions and STEM Initiatives*
  • *Use National Manufacturing Day as Platform for Manufacturers to showcase their own images* – reinforces the message at local level

• Use AMP 2.0 and Big M to sign up Industry to Participate in National Manufacturing Day
  • No better spokesman for the Image and Engagement Campaign than Industry
The Manufacturing Extension Partnership (MEP) is a catalyst for strengthening American manufacturing – accelerating its ongoing transformation into a more efficient and powerful engine of innovation driving economic growth and job creation.
AMP 2.0 has Partnered with SME to Conduct a National Meeting at the Big M

- Will be held the day before the Big M Conference
- Similar format to Regional Meetings

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