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 5: Progress Update

• Conducted a full day workshop
• 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