

Image Work Team 5: Charter

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