

Overview

Given the essential role of data and analysis in educating the public about the benefits of a skilled and robust manufacturing workforce, the Manufacturing Institute's Center for Manufacturing Research¹ is now offering companies and associations custom research products.

Possible avenues of research include, but are not limited to:

- ▶ Economic impact studies for an industry, both nationally and regionally
- ▶ Macroeconomic forecasts for an industry or the U.S. economy
- ▶ Labor market research for the sector, including salary surveys
- ▶ Legislative and regulatory impact analysis for an industry or the U.S. economy
- ▶ Member surveys and/or industry-specific measures of activity

Deliverables

Analysis of complex issues and economic impact is only the first step in educating the public about manufacturing workforce issues; the other half is communicating those findings. In addition to delivering data and economic analysis, the Center for Manufacturing Research can provide the following:

- ▶ Backgrounder
- ▶ One-pager
- ▶ Press release
- ▶ Custom print-quality graphics and layout services
- ▶ Other resources at additional charge

Expertise

Led by Dr. Chad Moutray, the NAM's Chief Economist and the Director for the Center for Manufacturing Research, each engagement leverages the internal expertise of the Manufacturing Institute, National Association of Manufacturers and partners with expert data and analysis firms to support the research engagement.

How Do I Get Started?

If you are interested in brainstorming possible projects, contact Dr. Chad Moutray directly at (202) 637-3148 or by email at cmoutray@nam.org.



¹ The Center for Manufacturing Research is part of the Manufacturing Institute, the 501(c)(3) affiliate of the National Association of Manufacturers (NAM). The Institute is driving an agenda to research and support manufacturing excellence, innovation and talent, and deliver solutions to make manufacturers in America globally competitive.

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