Webinar Logistics

- Please mute your phone line. If you are unable to manually mute your line, press *6 and your line will be muted.

- If you have a question, you can raise or lower your hand by clicking the Raise Hand icon and selecting Raise Hand from the drop-down menu at the top of your screen.

- Please change your information to your full name and state by clicking on the Attendee List drop-down and selecting ‘Edit My Info’.

- All questions will be addressed following the presentation.

- We would like to remind everyone that this call is being recorded and will be available on The Manufacturing Institute website shortly following the webinar.
A Closer Look at Implementation

Community of Learners, March 2012
Agenda

- Welcome
- Year One Implementation Updates
  - Iowa
  - Nevada
- Facilitated Discussion
- Technical Assistance Plan of Action
  - Highlights of Survey Results
  - Helpful Tools
- National Update
- 2012 Schedule of Webinars
Update on Certification System Roll-Out

Jennifer McNelly
Vice President, The Manufacturing Institute
Deployment and National Scope

States with national philanthropic funding for deployment (AL, AR, CT, FL, IL, IN, IA, KS, MS, NV, NY, NC, OH, TN, TX, WA, WI)

States with grassroots efforts and strategic partnerships advocating for deployment (AZ, CA, GA, ID, KY, MD, MI, MN, MO, NE, NM, OK, OR, PA, SC, VT, VA, WV)
Manufacturers’ Skills Certification System

Producing a High-Performance Manufacturing Workforce

- Change the Image of Manufacturing
- Promote Successful Careers
- Provide Evidence of Education and Skill Attainment Through Certification
- Identify Pathways Through Education
MANUFACTURERS’
Skills Certification System
Producing a High-Performance Manufacturing Workforce
Founding Partners

Partners
Certify 500,000 in five years

- Institute will report 2011 certification numbers in April
- Institute projects to reach close to 50% of all manufacturing education programs in five years
Critical Components of Success

PLANNING & RESEARCH
1. Identify Regional Economic Demands (Data Validation)
2. Create an Asset Map
3. Determine Advanced Manufacturing Career Pathways
4. Develop a Timeline for Action

DESIGN AND DEVELOPMENT
1. Engage Industry Leaders & Build Demand
2. Engage Faculty and College Leadership
3. Audit Programs of Study
Critical Components of Success

IMPLEMENTATION

1. Align and Map Certifications to Programs
2. Align to STEM
3. Assess Faculty and Implement Professional Development
4. Develop Certification Partnerships
5. Deploy Dream It. Do It. & Student Recruitment Strategies
6. Develop Feeder Systems

REASSESS FOR CONTINUOUS IMPROVEMENT

1. Develop Benchmarks
2. Drive a Policy Agenda
3. Sustain the Certification System
Lessons Learned to Date

- Every college/every state is in a different place in terms of readiness for implementation.
- The “steps” to implementation are not necessarily linear, but some do build off others.
- Some efforts start with an individual pilot college and “build up.”
- Some efforts start with organizing high-level political and system-framework components and “build down.”
- Some efforts are a mix of both.
- All partners benefit from a national Learning Network to learn about how others have achieved results.
The Iowa Story

Kim Didier
Executive Director, Des Moines Area Community College Business Resources

Lin Chape
Sr. Director of Organizational Development and Human Resources, Vermeer Manufacturing
Overview of Approach

- **Build and cultivate diverse networks**
  - Position Industry Champions as spokespersons

- **Align and link related initiatives**
  - Regional Innovation Grant strategic plans
  - CC’s career pathways
  - NCRC movement
  - Association of Business & Industry “About Jobs” focus
  - Governor’s Education Reform & STEM initiatives

- **Embrace openness and collaboration**
  - All invited to the table

- **Encourage innovation and regionalism**
  - Recognition of unique industry needs across state
Key Partners

- Association of Business & Industry
- Iowa Innovation Gateway
- Community Colleges
- State Policy Leaders
- Workforce Development
- Economic Development Authority
- Department of Education
- Local/Regional Economic Developers
Areas of Focus

- Industry leadership
- Policy integration
- Systemic adoption
Progress to Date/Key Activities

- Mike Ralston, President of ABI, briefs community college presidents on ABI’s support of initiative (Feb. 2011)

- Iowa Innovation leaders meet with State Directors of Education, Workforce Development, and Economic Development (March 2011)

- Jose Ybarra, Alamo College, and Lin Chape, Vermeer, present at Iowa Community College Trustees state-wide annual conference (July 2011)

- Mary Andringa, CEO of Vermeer & NAM Chair, speaks at ABI Manufacturing Luncheon (Oct 2011)
Emily DeRocco, President Manufacturing Institute, speaks to ABI Board and attends ABI legislative reception (Jan. 2012)

Iowa Innovation Gateway hosts Iowa Community College representatives for day of technical assistance with MI staff (Jan. 2012)

Emily DeRocco meets with Iowa Lt. Governor, Kim Reynolds (Jan. 2012)

MI host Dream It Do It webinar for Iowa leaders (Feb. 2012)
Building Momentum

- Paul Gregoire, Fisher Division of Emerson Controls & Chair of IIG, writes editorial for Des Moines Register calling for Iowa to embrace NAM Endorsed SCS (Feb. 2012)

- ABI business leaders meet with Lt. Governor (Feb. 2012)

- Dave Landon, Welding Engineer with Vermeer & Officer of AWS, presents a technical assistance day to community college welding instructors
Successes

- ABI business leaders driving efforts for a state-wide Dream It Do It campaign.

- Lt. Governor, Director of IA EDA, and Director of IWD support and reference NAM Endorsed SCS as a strategy of the state.

- NCRC is amended into Governor’s Education Reform bill before legislature.

- NAM Endorsed SCS/NCRC is specifically referenced in current workforce bill before legislature.

- Community Colleges aligning around a framework for state-wide implementation of NAM Endorsed SCS.
Iowa Skilled Manufacturing Talent

**Employers**
- Build endorsement and demand for the NCRC and NAM SCS Certifications.
- Identify regional industry needs
- Advise CCs on regional industry needs, applicable certifications, & curriculum alignment
- Drive Dream It Do It Campaign

**Community Colleges**
- Consult with industry on regional industry needs
- Consult with IWD data sources on state and regional needs
- Align CC programs and curriculum with identified state and regional needs
- Implement certification systems based on identified needs
- Partner on Dream It Do It campaign
- Work with Career Academies to implement core advance manufacturing curriculum

**State of Iowa**
- Drive State policy to support NAM implementation across State bodies and agencies
- Provide data to industry and community colleges on state and regional talent needs
- Support use of NCRC
- Support implementation of core advance manufacturing curriculum for Career Academies
Challenges

- Pace of progress in networks
- Dedication of resources
The Nevada Story

Ryan Costella
Director of Strategic Initiatives, ClickBond, Inc.
Overview of Approach

- **Building Infrastructure and Identifying Need**
  - Establish Dream It. Do It. and identify leadership team
  - Foster partnerships and promote collaboration
    - National and State level

- **Leverage Dream It. Do It. and Launch Communications Campaign and Pathway Development**
  - Leverage for industry expansion
  - Right Skills Now
  - Statewide NCRC

- **Expand System and Sustain Communications and Credentialing Campaign**
Key Partners

- **Policy**
  - Governor and Lieutenant Governor
  - Nevada Office of Economic Development
  - Nevada Department of Employee Training and Rehabilitation
  - State and Federal Congressional Delegations

- **Education**
  - Nevada Department of Education
  - Nevada Community College
  - K-12 Education (Public and Private)
  - STEM Network

- **Industry**
  - Nevada Manufacturer’s Association
  - Nevada Mining Association
  - Additional Key
Areas of Focus

Industry Leadership

+ Policy Integration and Alignment

+ Student Recruitment and Awareness Campaign

= SUSTAINED PATHWAYS DRIVING ECONOMIC GROWTH
Meeting with Governor Sandoval (January 2011)

Established Dream It. Do It. Nevada (Summer 2011)
  • www.dreamitdoit.com/Nevada
  • Established Board of Directors and 501c3 status

“Looking Up From the Bottom” debuts featuring Dream It. Do It. Nevada with local PBS station (September 2011)

Convened workshop with ACT and key stakeholders to develop implementation plan for statewide NCRC (October 2011)

Developed plan and held convenings with key stakeholders to implement Right Skills Now and Skills Certification System (Fall 2011)
Challenges and Continuing Work

- Developing additional revenue streams to expand SCS and Dream It. Do It.
Successes

- Key stakeholders (policy, education, and industry) are better connected and communicating
  - Enthusiastic industry engagement
  - Engagement with K-12 and higher education
  - Direct conversations with SCS certification partners
- Dream It. Do It. Nevada
- First semester of Right Skills Now students graduate in June 2012!
Facilitated Discussion

Q & A
Technical Assistance Needs

Preliminary Survey Results
Implementation – Critical Steps

- Measurement and Improvement
- Research and Planning
- Implementation
- Design and Development
## Current State of Play

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Greatest Challenges

Over 30% of respondents identified:

- Engage faculty and college leadership
- Assess faculty and provide professional development
- Audit programs of study
- Align and map certifications to programs
- Sustain the system
Most effective TA to date includes:

- “Sharing” webinars: Ohio Case Study
- “Informational” webinars: Skills Gap Report
- “Topical” webinars: Employer Engagement
- On-Site visits (from those who have had them)
- E-mail communication
Top three target audiences identified for outreach and technical assistance:

- School Administrators
- Instructional Deans/Department Chairs
- Employers
Suggestions of Additional TA

Additional TA suggestions:

- **Specific topical webinars:** Present a common theme/issue and facilitate discussion about solutions
- **Peer-to-Peer sharing:** via webinars or conference calls. Examples:
  - Instructional Deans discuss their role in implementing the certification system
  - Machining faculty discuss NIMS certification and program accreditation process
  - Manufacturing trade association leaders share effective strategies/discuss challenges
If you have not as yet completed the Technical Assistance Survey, please go to the following link by Friday, March 9. Thank you!

http://www.surveymonkey.com/s/6PYBJZ3
In January 2012, Iowa Innovation Gateway invited The Manufacturing Institute to hold a technical assistance forum with Iowa Community Colleges.

- This webinar presentation is designed to help guide community colleges through a closer analysis of implementing the SCS and identify a go-to action strategy.

Dream It. Do It. Nevada was highlighted in “Looking Up From the Bottom”, hosted by local PBS station KNPB.

- For states that have or are considering Dream It. Do It. networks, this idea could be replicated to help drive implementation plans.
- ** Dream It. Do It. Nevada is featured starting approximately 11 minutes and 30 seconds into program.
National Updates

- New Foundation Support
- Manufacturing Institute Scholarships
- National Badges Initiative
New Foundation Support

- Alcoa Foundation
- Joyce Foundation

1-12-MI
FOR IMMEDIATE RELEASE

1-12-MI
FOR IMMEDIATE RELEASE

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News Alert

Joyce Foundation Teams with Manufacturing Institute to Educate Employers About Industry-Based Certifications That Verify Worker Skills Initiative will help match employer HR practices to education movement of using industry certifications to develop a technically skilled manufacturing workforce

WASHINGTON, D.C., January 26, 2012 —The Manufacturing Institute has received a $200,000 grant from the Joyce Foundation to enhance the use of industry-based certifications in manufacturers’ human resources practices. The funds will help employers about the benefits of using certifications to verify the skills of their current employees. The work will focus on creating or advancing those of current employees in Illinois, Indiana, Minnesota and Iowa, Michigan, New York, Ohio, Pennsylvania, Tennessee, Texas and Washington to prepare students for advanced manufacturing jobs in the United States.

NEW YORK, December 13, 2011 —Alcoa Foundation announced today that it is making a $200,000 grant to The Manufacturing Institute in honor of Helmut Wieser, who is retiring as President. Alcoa’s Global Rolled Products (GRP) in February 2012. Alcoa’s donation will help to deploy the National Association of Manufacturers (NAM)-Endorsed Manufacturing Skills Certification System at community colleges in California, Indiana, Iowa, Michigan, New York, Ohio, Pennsylvania, Tennessee, Texas and Washington to prepare students for advanced manufacturing jobs in the United States.

“Helmut has a passion for excellence in manufacturing and has served as an advocate for building workforce competencies in the skilled trades and operations throughout the world,” said Paula Davis, President, Alcoa Foundation. “This initiative will help prepare a high performance workforce, enable independence, strengthen communities and bolster U.S. competitiveness - all values demonstrated by Helmut throughout his 13 year career at Alcoa.”
Eligible Degree: Undergraduate or Master’s degree

Application Deadline: Wednesday, April 18, 2012

Award Date: June 23, 2012
Institute Wins National Badges for Lifelong Learning Competition

“The Manufacturing Institute’s national Manufacturing badge System will recognize the wide range of skills, competencies and achievements that students and workers need to be competitive in today’s Advanced Manufacturing workplace.”

March 1, 2012, San Francisco, California—The National Manufacturing Institute’s National Manufacturing System will recognize the wide range of skills, competencies and achievements that students and workers need to be competitive in today’s Advanced Manufacturing workplace.

Learning happens everywhere and at every age. Traditional measures of achievement, like high school diplomas, associate degrees and college degrees, do not adequately convey the full range of knowledge and skills that students and workers master. Badges are a simple, visual representation of accomplishments that can be earned through a variety of formal and informal learning environments. They can present a more nuanced picture of what an individual knows and can do. These competencies can then be demonstrated and marketed to employers.

The Manufacturing Institute’s National Manufacturing badge System engages youth in nature-based exploration, offering them a way to learn about and become advocates for wildlife and wild places.

The Manufacturing Institute’s National Manufacturing badge System will recognize the wide range of skills, competencies and achievements that students and workers need to be competitive in today’s Advanced Manufacturing workplace.

Advancing Science, Technology, Engineering and Mathematics (STEM) education and engagement is critical for ensuring the United States remains a leader in advanced manufacturing. The Manufacturing Institute’s National Manufacturing System will enable students to track their progress, display their badges, and share their work with others.

The Manufacturing Institute’s National Manufacturing badge System will help students develop the skills and knowledge they need to succeed in today’s advanced manufacturing workforce.

“The Manufacturing Institute’s National Manufacturing badge System will help students and workers develop the skills and knowledge they need to succeed in today’s advanced manufacturing workforce. It will help students and workers demonstrate their achievements and help employers recognize the value of their training and experience.”

badges for lifelong learning competition winners announced

Digital badges show promise, potential to charge 21st century learning

March 1, 2012, San Francisco, California—The badges for Lifelong Learning Competition winners were announced Thursday, March 1, at the Digital Media and Learning Conference. The competition seeks designers, business leaders and educators with both business and industry experience to build digital environments, technologies and educational opportunities that can help people learn, demonstrate skills and knowledge and find new jobs, educational and career opportunities. The competition is beingtsx with Mozilla and is supported by the John D. and Catherine T. MacArthur Foundation and administered by HASTAC.

The 2012 winners range in age from early in their education to professionals with years of experience. They illustrate the potential of new technologies to improve academic achievement, economic opportunity and civic engagement. Thirty-one teams submitted projects to the competition, which was open to any U.S. educational institution and any community organization.

The winners — awarded grants ranging from $15,000 to $75,000 — demonstrate the wide range of approaches from both academic institutions and non-academic settings:

- Hands-on learning with games, puzzles, and simulations
- In-person learning opportunities
- Online communities for learning
- Mobile learning opportunities
- Assessment and feedback tools
- Interactive projects and challenges

The outcomes of this competition will be shared with the larger community to inform future badge design and development.
Please mark your calendar for the 2012 Community of Learners Webinars

12:00 p.m. - 1:30 p.m (Eastern)
11:00 a.m. – 12:30 p.m. (Central)
9:00 a.m. – 10:30 a.m. (Pacific)

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***Dates are subject to change***