Student Recruitment Strategies

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Webinar Logistics

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- 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.
Agenda

- Welcome and Purpose of Webinar
- Overview of Dream It. Do It.
- Dream It. Do It. In Action
  - Dream It. Do It. Nevada Model
- Q&A
Critical Components Driving Success

1. Identify State/Regional Economic Demands (Data Validation)
2. Develop Advanced Manufacturing Career Pathways
3. Develop a Timeline for Action
4. Engage Industry Leaders/Building Demand
5. Engage Faculty and College Leadership
6. Audit Programs of Study
7. Align and Map Certifications to Programs
8. Align to STEM; Emphasize/Integrate STEM Skills
9. Assess Faculty and Implement Professional Development
10. Develop Certification Partnerships
11. **Deploy Dream It. Do It. (Student Recruitment)**
12. Develop Feeder Systems (WIA, Adult Basic Education)
13. Develop Benchmarks
14. Drive a Policy Agenda
15. Sustain the Certification System (Administrative, Staffing & Fiscal Realities)
Workforce Challenges

- Demographics—The Graying of the Workforce and the Shrinking Pipeline
- Technological Advances in Modern Manufacturing Require More Skills
- Deficits in Our Education System
Supply Chain Model of the STEM Pipeline

25% Get them in the door!

High School & Higher-Ed.

8th Grade

15% not attracted to STEM Careers

5th Grade

45% not excited about math and science

15% without alternative pathways

75% = Lost STEM Pipeline
STEM Pipeline Demographics and Target Audience

- Transitioning Military
- Youth (16-26)
- New Americans
- Transitioning Adults
- Women
- Under Represented Populations
- Out of School Youth (LIYA)
Dream!t Do!t®

Supplying the Pipeline

Exciting, Educating and Employing the Next Generation Manufacturing Workforce
What is Dream It. Do It.?

- National manufacturing careers recruitment program to engage, educate, and employ individuals in manufacturing.
- Economic development initiative, fostering growth, innovation and jobs by building entrepreneurial, regional alliances and providing youth-oriented awareness and education initiatives designed to capture and prepare the next generation of skilled American manufacturing talent.
- An engagement tool that feeds young students into educational and industry certification pathways aligned with career pathways in high-quality, high-paying jobs.
Core Concepts in Action

- Promotes a clear understanding of advanced, high-tech manufacturing and its contribution to innovation, productivity, economic growth, wealth building, and high-quality jobs;
- Promotes a modern image of manufacturing aimed at 16-26 year olds, their parents, and educators, that expels old stereotypes of manufacturing;
- Promotes strong regional, cluster-oriented, pro-manufacturing partnerships among local business, political, education, and civic leaders, and economic developers;
- Offers dynamic and interactive career navigation resources, including web-based exploration tools and “personal touch” mentorship opportunities; and
- Serves as an initial channel into aligned educational pathways in post-secondary education and career pathways in manufacturing through the NAM-Endorsed Manufacturing Skills Certification System.
Key Messages

From nanotechnology to robotics, innovative ideas happen every single day. But who transforms these raw ideas into the must-have products that improve the lives of everyone around us? With a career in manufacturing, **YOU WILL**.

- **U.S. Manufacturers MAKE**
  - The jets that let us fly
  - The technology that lets us groove
  - The medicines that save lives
  - The hybrids that drive us
  - The drones that keep us safe
  - The rockets that open space for us
  - The computers that connect our world
National Scope and Impact

Alabama
Arizona
Connecticut
Illinois
Indiana
Michigan
Minnesota
Mississippi
Nebraska
(reach to SD and IA)
Nevada
New York
Ohio
South Carolina
Texas
Virginia
Washington
Additional Student Recruitment and Youth Development Partnerships

- SkillsUSA
- FIRST Robotics
- The Maker Movement
- Project Lead the Way
- Jobs for America’s Graduates
- FabLab
Pathways to Employment

Dream It. Learn It. Do It.

Recruitment, Career Guidance and Navigation

On and Off ramps to programs of study, certification-career pathways

Link to employment

Expand Pipeline

Measurable High Quality Workforce

Job Growth / Innovation

Learn It. Do It. Dream It.
Skills Certification System

Education Path
- Industry Graduate Degree
- Applied Industry Bachelor's Degree
- Associate Degree with Multiple Specialties
- Associate Degree with Specialty
- Diploma + Specialty
- High School Diploma

Certification Path

Career Path
- Engineer, Business Manager
- Engineer, Manager
- Engineering Technician
- Engineering Technician
- Certified Production Technician
- Operator

DreamItDoIt
Engaging Employers: Manufacturing Ambassadors

Manufacturers:
- Interact with students to promote careers in manufacturing
- Speak at schools to parents, teachers, and counselors who influence students’ career decision-making
- Sponsor student internships and teacher externships
- Host plant tours for a first hand look at modern manufacturing
- Assist educators in developing manufacturing career pathways and aligning current and future curriculum with the needs of manufacturers
Nevada
Dream It. Do It. In Action
Discussion Forum and Questions
## 2011 Schedule of Webinars

Webinars will be from 12:00-1:30 p.m. Eastern Time

- **September 21**
  - Topic: Engaging Faculty and College Leadership

- **October 18**

- **November 16**