Community of Learners Webinar: Responding to President Obama’s Call To Action

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June 15, 2011
**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.
Agenda

- Welcome and Introductions
- Presidential Event
  - Background Work
  - Days Leading Up – Supporting Partnerships
  - Telling the Story – Capturing Success
  - Announcing the Goal
  - Leveraging the Goal
Background Work

- Impact Matrix
- OSTP
- PCAST
- National Academy of Sciences
Days Leading Up

- Department of Labor
- Department of Education
- Department of Commerce
- National Science Foundation
- Department of Defense
- Discovery Channel
- Futures Inc.
National Partnerships

- Jobs for America’s Graduates
- SkillsUSA
- Society of Manufacturing Engineers, SME-Education Foundation, and NACME
- Futures Inc.
Days Leading Up….Supporting Partnerships

**Skills for America’s Future:** strategic partnership to promote the implementation of industry-recognized credentials and to recruit employers to implement the NAM-Endorsed Manufacturing Skills Certification System.

**SkillsUSA:** include industry-recognized credentials in their career and technical education pathways, to connect with SkillsUSA’s 10.2 million alumni, and to champion the credentials with manufacturers and students.

Employer Sponsor: Air Products

**Jobs for America’s Graduates (JAG):** establishing a five-year goal of helping 30,000 high-risk young people obtain professional credentials in high demand occupations including those in advanced manufacturing.

Employer Sponsor: Archer Daniels Midland Company
Society of Manufacturing Engineers (SME) and the SME Education Foundation: partnering with the National Action Council for Minorities in Engineering, provide over 1,000 mentorships every year for the next 5 years.

Employer Sponsor: General Dynamics

Futures Inc.: partnering with The Manufacturing Institute to leverage Pipeline in partner states to connect the job seekers to training and rewarding careers in advanced manufacturing.
Articulate the Value of Certification from the perspective of

- Employers
- Individuals
- Educators
“In the competitive nature of the world, winning today requires exceptional talent. This makes the pipeline of workers a significant issue for manufacturers. Partnering with schools that provide nationally portable, industry-recognized credentials gives us confidence that we can hire people with the right skills to expand our business.”

- Don McCabe, Senior Vice President, Corning, Inc.

“A smart, safe, and sustainable manufacturing sector relies on the knowledge, advanced skills, and innovation of its workforce. We need to attract students to long-term careers in manufacturing and prepare them to meet future marketplace demands. An education system that provides industry-sponsored credentials is a critical part of creating the workforce we need to be successful.”

- Blake Moret, Vice President, Rockwell Automation
“To succeed as a U.S. manufacturer in the 21st century, I must invest in programs that recruit talented individuals onto advanced manufacturing career pathways that provide the provable skill sets I need to grow my company and innovate for the future of the aerospace industry.”

- Collie L. Hutter, Owner, Click Bond, Inc.

“Manufacturers look at their workforce as a business investment: the more mobile, adaptable, technology-savvy, and creative an employee, the more secure the investment. That’s why we keep two balance sheets – one financial and one human capital – to develop and manage our workforce as a business asset. The nationally portable, industry-recognized credentialing system is a critical tool to ensure Illinois’ community colleges can graduate students with the skills needed at Bison Gear.”

- Ron Bullock, President, Bison Gear
“[Our employees] realize they can take the National Career Readiness Certificate with them wherever they might go. I would recommend this system to other unions in any industry. It can help their members as individuals, and it can help their company. It can cut down on waste, it can reduce training time, and it can tell you exactly where a worker stands and the amount of time it might take to train them for a particular job. This system benefits everyone.”

- Gerald Nickelson, president of IUE-CWA Local 86114

“I advise each of my staff that every worker hired is a million-dollar investment for this company. I’m calculating that most hires are under 45 years old; we intend to keep them for at least 20 years, and our average annual salary/benefits package is $55,000. In other words, we can’t afford to make a mistake—to hire someone without the right skills. Verifiable skills certification programs can make the difference between a good investment and a high-risk.”

- Dennis Rohrs, Director of Human Resources, Fort Wayne Metals, Inc.
RESPONDING TO PRESIDENT OBAMA’S CALL TO ACTION ON SKILLS, MANUFACTURING INSTITUTE AND NAM ANNOUNCE GOAL TO CREDENTIAL ALMOST A MILLION STUDENTS FOR THE MANUFACTURING WORKFORCE

ALEXANDRIA, VA, June 6, 2011 — Today at Northern Virginia Community College, President Obama announced the new Manufacturing Institute and Manufacturing USA, led by Manufacturing USA, to play a critical role in retraining workers for jobs in the advanced manufacturing sector. The Institute will be based at the Manufacturing Institute and Manufacturing USA, led by Manufacturing USA, and will bring together the nation’s leading universities, colleges, and industry partners to develop and implement a new national strategy for manufacturing workforce development.

To help achieve this goal, the Manufacturing Institute and Manufacturing USA will launch a new program called the “Manufacturing Career Pathway,” which will provide technical training and job placement services to help workers gain the skills they need to succeed in the manufacturing sector.

“The Manufacturing Institute and Manufacturing USA are proud to be a part of this important effort,” said Manufacturing Institute President John R. Bounds. “By working together, we can ensure that our nation has the skilled workforce it needs to succeed in the global economy.”

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“Today’s announcement is a significant step forward in our efforts to build a strong and skilled manufacturing workforce,” said Manufacturing Institute President John R. Bounds. “By working together, we can ensure that our nation has the skilled workers it needs to succeed in the global economy.”

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Five Year Goal

500,000 New Certifications

2011 Baseline

76,459 certifications issued
How are we going to achieve a 31% increase in certifications in 5 years? Through expansion into community colleges.

By 2016, our goal is to have half the community colleges in the U.S. (nearly 600) providing nationally portable, industry-recognized credentials.
Impacting the Investment in Education

Impact the $600 billion spent in education (k-12) and the $15 billion in workforce development to support nationally-portable, industry recognized certifications

America Works (H.R. 1325)
- WIA
- Perkins
- Pell

Funding
- TAACCT
- H-1B

Impacting State Action
- Model policy and legislation
Leveraging the Goal

- Responding to the media
  - Maximizing visibility
  - [http://institute.nam.org/page/whitehouse](http://institute.nam.org/page/whitehouse)

- Engaging Industry
  - Gathering business stories

- Engaging Community Colleges
  - Connecting to jobs

- Leveraging State Policy
Questions
Webinars will be from 12:00-1:30 p.m. Eastern Time

- July 20
- August 17
- September 21
- October 18
- November 16
Please take a moment to fill out a very brief survey to let us know how today’s discussion and tools helped you. Thank you.

http://www.surveymonkey.com/s/D8NJJ2G