On average, the manufacturing industry is facing more than 800,000+ open jobs a month, and the talent shortage is expected to grow over the next decade.

Meanwhile, women account for less than one-third of manufacturers (29%) despite representing almost half of all workers (47%). Further, one in four women are considering leaving the industry due to perceived workplace and work-life balance, and women are still vastly underrepresented in STEM education due to leaky pipelines.

Our biggest talent opportunity comes from closing the gender gap in manufacturing, so now is the time to supercharge our proven strategies and reaffirm that Women MAKE America.

Here’s how:

The Manufacturing Institute’s Women MAKE America initiative builds on more than a decade of success, going beyond just recognizing and connecting women to growing retention practices and focusing on recruitment as an industry.

In March 2022, we launched the 35x30 campaign, focused on increasing the percentage of women in manufacturing from 29% to 35% by 2030. We will do this by:

1. Creating a nationwide movement designed to change perceptions by engaging face-to-face with students and teachers with more than 1,000 female mentors connecting into four-year universities, community colleges, high schools and middle schools.

2. Driving the opportunity for the industry to break the glass and collaborate on strategies to attract and retain women by committing to increasing women in their company by 10% by 2030.

3. Broadening the pipeline by supporting women throughout their education by creating an alumnae-funded scholarship, with management supported by an alumnae council and executed by the MI by 2025.

Together, we have the potential to add half a million women to the manufacturing industry by 2030.

Help us define the future of our industry. Learn more about the role you can play by contacting womenMAKE@nam.org.