



# The Manufacturing Institute

2022 Annual Report





# ➤ THE MANUFACTURING INSTITUTE: DRIVING SOLUTIONS, FORGING PARTNERSHIPS AND SCALING FOR IMPACT

Here's a milestone: the manufacturing workforce in the U.S. is now 13 million strong—and growing. While we've faced an average of 800,000 job openings in manufacturing every month over the past year, Americans are becoming more eager to learn about and pursue pathways to careers in modern manufacturing, and the Manufacturing Institute's mission has gone a long way toward making this happen. In 2022, we began to evolve to scale the impact of our work as we drive the solutions manufacturing employers seek. This has shaped the MI's commitment to build, diversify and strengthen the manufacturing workforce by empowering the next generation of manufacturing teams; growing diversity, equity and inclusion within the workforce; providing training and upskilling; and ensuring manufacturing talent has the skills that will keep America's workforce the best in the world.

*The MI's mission is clear: to build, diversify and strengthen the manufacturing workforce of today and tomorrow.*

Uniquely situated at the very center of a complex “manufacturing workforce ecosystem,” the MI is connecting employers, training providers and community partners together as we grow our ability to source and share practical insights through the creation of the **Solutions Center**. This leverages the MI's expertise, world-class analysis from our **Center for Manufacturing Research** and the expansive reach of our network of partners to provide manufacturers the solutions to access and grow the talent to remain competitive and power the growth of manufacturing in the U.S. We've done this through the successful launch of our inaugural **Workforce Summit**, workshops within our **Solutions Series** and sharing effective strategies to ensure the best and brightest talent for manufacturing.

Our portfolio of initiatives are growing, such as **Women MAKE America**, and the launch of the MI's **35x30 Women's Campaign** to grow the number of women in the manufacturing workforce to 35% by 2030, which will also close the overall talent gap we face via mentorship, leadership and scholarships. We are scaling the reach of the MI's **Heroes MAKE America**, which trained and helped hundreds of veterans and members of the greater military community find manufacturing careers last year. **FAME USA**—a global-best workforce development program founded by Toyota and managed by the MI—continues to expand and strengthen. Over the past year, FAME has become the American model for manufacturing skills training, with five new FAME chapters launching and further expansion underway. The MI is expanding talent pipelines for manufacturing employers as we work with more than 150 companies on **second chance hiring** initiatives to bring more hardworking individuals who have been involved with the justice system into our workforce.

We're also very excited about the ongoing success of the **Creators Wanted** campaign in conjunction with the NAM. Now in its third year, the Creators Wanted Tour, which features an award-winning mobile immersive experience, showcases the opportunities in modern manufacturing to students, emerging workers, parents and others who influence career decisions. The newly launched **Creators Connect** platform is the first and only unified platform on which to search and explore career pathways, job openings and job training programs across the entire manufacturing sector. And **MFG Day** is broadening its reach as it becomes a nationwide movement to support manufacturers in their work to open their doors to inspire the next-generation workforce each year.

We are looking forward to achieving many new milestones together this year as we build the manufacturing workforce of today and tomorrow.

Carolyn Lee  
President and Executive Director  
The Manufacturing Institute

*The Manufacturing Institute builds a resilient manufacturing workforce prepared for the challenges and opportunities of the future. Through implementing groundbreaking programs, convening industry leaders and conducting innovative research, the MI furthers individual opportunity, community prosperity and a more competitive manufacturing industry. As the 501(c)3 nonprofit workforce development and education affiliate of the National Association of Manufacturers, the MI is a trusted adviser to manufacturers, equipping them with solutions to address the toughest workforce issues.*

# ➤ THE MI DRIVES WORKFORCE SOLUTIONS

## WE PLAN FOR TOMORROW:

The MI elevates and advances solutions to support the industry's skilled workers and advance modern manufacturing. The MI's mission is to build, diversify and strengthen the manufacturing workforce for individual opportunity, community prosperity and a competitive manufacturing industry.



**NEW SOLUTIONS:** The MI launched its new Solutions Center to provide actionable strategies for recruitment, upskilling and retention. The MI's Center for Manufacturing Research released eight papers in 2022, including studies on compensation practices and closing the gender gap and a future skills outlook.

**NEW CONVENINGS:** The MI's inaugural Workforce Summit brought **300** employers and workforce development partners together in Cincinnati, Ohio, for insights on effective workforce strategies. The MI also launched a new Solutions Series with the first workshop that brought together manufacturing professionals to learn what is working and to exchange ideas and insights on top retention solutions.

## WE BOLSTER YOUR TEAMS:

The people who make things in America are our industry's greatest resource. The MI's diverse initiatives are inspiring new strategies to attract and retain the individuals who will support the manufacturing industry of today and create the industry of tomorrow.

**Women MAKE America** is recruiting and supporting women in manufacturing to close the gender gap.

- **\$1 million** in commitments secured by the MI for a landmark 35x30 campaign to add half a million women and increase women's representation in the manufacturing workforce to 35% by 2030.
- **100 Honorees and 30 Emerging Leaders** were recognized at the MI's 10th Annual STEP Ahead Awards, now known as the Women MAKE Awards.
- **"This. Event. Was. Life. Altering! The workshop lineup was 🍋 the topics were 🔥 and the energy was ⚡"** – Kate Heiken, Drilling Manager, Ovintiv USA Inc.
- **"This was truly an amazing experience, and I am so happy to forever be a part of this group and give back."** – Bonnie Davis, Vice President, Global JEM, JELD-WEN



**Heroes MAKE America** is training and placing transitioning members of the military to help them bring their skills to the manufacturing industry.

- **2022:** 303 graduates hired by 87 companies in 28 states
- **Since 2018:** 957 graduates hired by 250 companies in 44 states
- **"[Heroes] gave me everything I needed."** – Chris Wilf
- **"Every day I learn something new."** – Fernando Gonzalez
- **"The opportunities afforded to you are insane. It's invaluable."** – Nicole Reyna



**The Federation for Advanced Manufacturing Education (FAME)**, founded by Toyota and now operated by the MI, offers technical training and hands-on experience to build the future of the modern manufacturing industry.

- **“FAME set the path for my entire career. I can’t speak highly enough about it.”** – Ellery Kring
- **“The opportunities presented to me during this program were once in a lifetime.”** – Chaise Blisset



- We’re growing! **31** chapters; **13** states; **5** new chapters for 2023; **More than 30** potential new locations under consideration.

**Second chance hiring** initiatives are connecting hardworking, formerly incarcerated individuals with careers in manufacturing.

- Efforts are underway with **11** companies in **7** states. Another 150 companies have engaged in the MI’s second chance trainings and webinars.

**Diversity and inclusion** initiatives are helping manufacturers attract and retain a talented workforce—and more than **3,000** people have used new D&I roundtables and resources from the MI.

- **Update on a Pledge:** In 2020, manufacturers approved a pledge that committed to taking **50,000** tangible actions to increase equity and parity for underrepresented communities by 2025, creating 300,000 pathways to job opportunities for Black people and all people of color. To date, we’ve identified 900,000 pathways—and we’re still moving forward.



## WE EXPAND THE WORKFORCE:

The MI is reaching people across the country, bringing manufacturing careers to new people in new places.

**MFG Day**, the MI’s annual nationwide workforce event, encouraged thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders, showcasing the reality of modern manufacturing careers.

- **More than 620 events hosted**
- **5,350 posts on social media**
- **\$701.3K in earned media**
- **55 million social media impressions**
- **19 state proclamations**





**Creators Wanted**, launched by the NAM and MI, is a year-round effort to shift perceptions about modern manufacturing careers and build the workforce of the future.

## CREATORS WANTED

**Creating the Future: By 2025, Creators Wanted and the MI's ongoing work aims to:**

- Reduce the skills gap in the U.S. **by 600,000**;
- Increase the number of students enrolling in technical and vocational schools or reskilling programs by **25%**; and
- Increase the positive perception of the industry among parents to **50%** from 27%.

**Moving toward our goals:**

- 840,000+ students and career mentors have signed up to learn more about modern manufacturing careers.
- 7,900+ students have participated in the Creators Wanted Tour, and 75% of tour attendees exit the experience with a significantly improved view of modern manufacturing careers.
- The campaign has generated more than \$5 million in positive earned media about industry careers and opportunities.
- Creators Connect launched on CreatorsWanted.org, providing a career pathways and jobs board to accelerate journeys from Creators Wanted events and online engagement to education, training and jobs placement.



## WE CHANGE PERCEPTIONS:

The MI's work is transforming the way people think about manufacturing. New research from the MI and Deloitte found that **40%** of respondents are likely to encourage their child or other youth to pursue a career in manufacturing—up from 27% in 2017.



