

**Advanced Manufacturing Collaborative
Talent and Branding Working Group**

March 10, 10:00 - 11:00am

Zoom Conference

Minutes

Attendees:

Kelley French, North Central Workforce Board
Joseph Kunze, SI2
Donna Ramos, Greater New Bedford Workforce Board
Theresa Rowland, Commonwealth Corporation
Shelby Soleimani, Lincoln Labs
Mike Tamasi, AccuRounds
Allan Brown, General Dynamics

Absent:

Rosalin Acosta
Julie Chen
David Cruise
John Killam
Robert LePage
Brian Norris
Emily Reichert
Israel Soibelman
Kristy Grignon
Carolyn Kirk

Guests:

Randolph Kirchain, MIT
Bradley Mingels, UMass Lowell
Bruce Mendelsohn, MassHire Central

Staff:

Helena Fruscio-Altsman, MA EOHED
Christine Nolan, MassTech Collaborative
Meghan Abella-Bowen, MassTech Collaborative
Farhad Vazehgoo, MassTech Collaborative

Welcome and introductions

Christine Nolan welcomed all attendees and a roll call was taken.

Approval of Minutes: Christine Nolan

Farhad Vazehgoo introduced a motion to approve the Nov. 19, 2020 Talent and Branding Working Group minutes, seconded by Mike Tamasi, and approved unanimously.

CAM update

Christine Nolan shared research data from MIT that illustrates manufacturer's priorities from 2008 through 2020. While most factors – costs, growth, product, & technology – have remained relatively constant over the last 12 years, workforce has grown significantly, overtaking all other factors except cost.

Christine Nolan provided an update on CAM's progress & planning process for FY 2022.

- CAM's focus moving forward will be around broadcasting that MA manufacturing is "open for business": Manufacturing provides good career opportunities, there are significant resources to support and grow manufacturing, and a connected ecosystem advertisement will be the emphasis.
- Christine Nolan displayed a chart providing CAM's overview of the manufacturing ecosystem resources as well as CAM's programs which target 3 audiences: OEMs, SMEs, and workforce.
- CAM's four core focus areas are represented by the three working groups and a fourth, business opportunity.

Talent Development Programs

Meghan Abella-Bowen provided an update on talent development programs.

- The Manufacturing Training Grant programs focus on meeting employment needs of manufacturers across the state. The state is divided into 4 regional consortia, with each consortia offering training programs based on their 5 year manufacturing strategic plan. In FY'21:
 - 48 programs are being offered statewide.
 - Pipeline courses include: Machine operators, welding & machine welding, shop map, OSHA
 - Incumbent training focuses on: lead supervisory training, communication training, and LEAN/Six Sigma.
- The Virtual Training Manufacturing Training (VMT) Grants will focus on individuals displaced by COVID. The VMT program will create an online training program for 500 individuals who are currently unemployed and will introduce them to manufacturing and provide them entry level overview and insight into career paths available to them.
- The goal of the MassBridge program is to develop and test a state-based training model for technicians that spans the gaps between the Commonwealth of Massachusetts state wide advanced manufacturing programs and the needs of the Manufacturing USA Institutes. Current progress on the program includes:
 - The "Workforce Roadmapping" team is conducting interviews with industry to assess the current and future occupation and skill set needs of manufacturers in MA.
 - The "Curriculum Benchmarking" team has completed initial research on existing advanced manufacturing training programs nationally. The report highlights the core competencies covered in advanced manufacturing training programs nationally and curriculum delivery models.
 - The MassHire regions have been hosting Industry Forums to introduce the program to Massachusetts manufacturers and validate initial findings from Roadmapping and Benchmarking work.

Presentation by Randy Kirchain from MIT - Technical Workforce Roadmap Findings

Dr. Kirchain provided an overview of the initial findings from the MassBridge Roadmapping surveys and interviews with AIM and AFFOA. The goal of the surveys is to characterize technical workforce needs for advanced manufacturing and understand what types of workers are needed in terms of both occupations, skills, and positions in increasing demand.

Increasing Awareness around Careers/Training in Manufacturing

Christine Nolan discussed how to create awareness of these resources and opportunities in advanced manufacturing in Massachusetts.

- Manufacturing as a whole needs to showcase that manufacturing and advanced Manufacturing is open for business in Massachusetts. We need to let OEMs know that the full supply chain is here.
- We need to have consistent messaging and one brand.
- We are also planning an in-person statewide conference to showcase technology, bring together OEMs and SMEs, and to showcase resources available to manufacturers. It will be a great way to kick off the work.

Next steps

The next full AMC Board will be May 13, 2021 12:30-2:30pm

The next set of Working Group meetings will be the week of July 12.

Materials and Exhibits Used at this meeting:

- Draft Minutes – November 19, 2020 Talent & Branding meeting minutes
- Presentation: Talent and Branding Working Group, March 10, 2021