

# **BUILDING THE MANUFACTURING TALENT PIPELINE**



**The Manufacturers' 501(c)3**

# The Problem

A black and white photograph of a man in a cap and work clothes operating a lathe in a factory setting. The man is shown in profile, focused on his work. The background is filled with industrial machinery, including a lathe with a workpiece being turned. The lighting is dramatic, highlighting the man's face and the textures of his clothing and the machine.

**Every day, we try to combat the misperceptions.**

**Today's manufacturing is *not* your grandfather's manufacturing.**

# We lose good, talented workers due to the misperceptions



3 out of 10 parents would encourage their kids into manufacturing as a career

# Out of Inventory Skills Shortage Threatens Growth for US Manufacturing



The skills gap is real.

And it's costing  
manufacturers.

# COSTING US 11% OF POTENTIAL EARNINGS

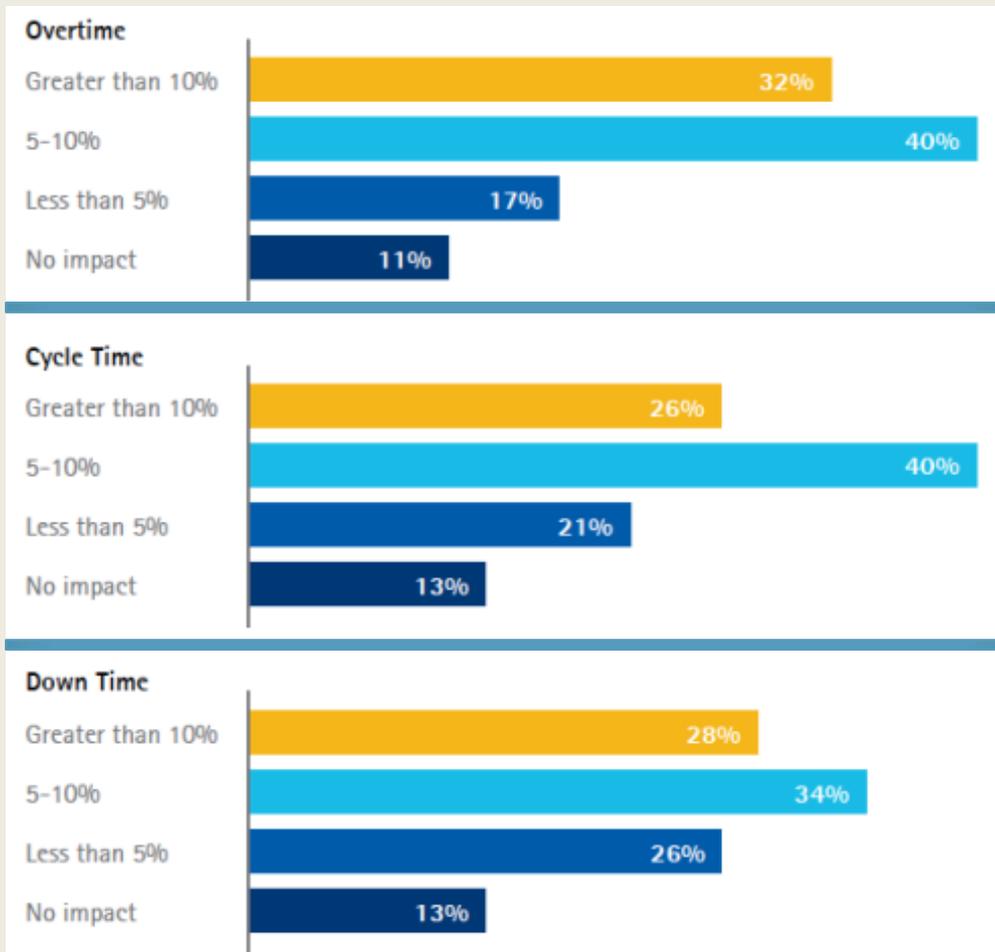
**12% increase in overtime**

+

**8% increase in cycletime**

+

**10% increase in downtime**



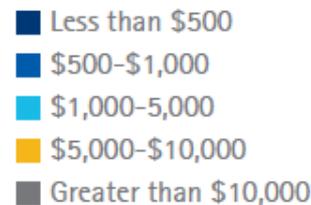
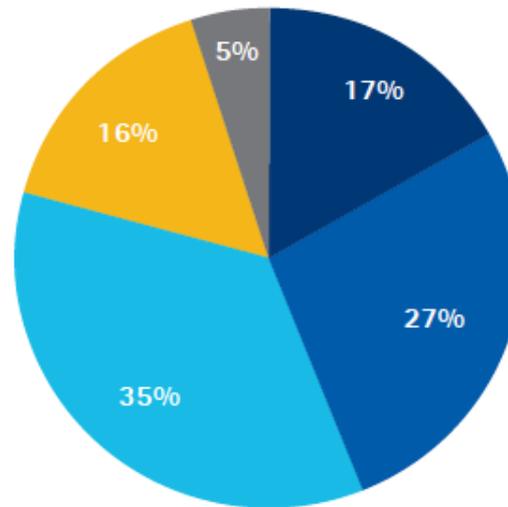
Source: Accenture 2014 Manufacturing Skills and Training Study

# The Training Gap

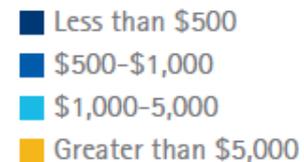
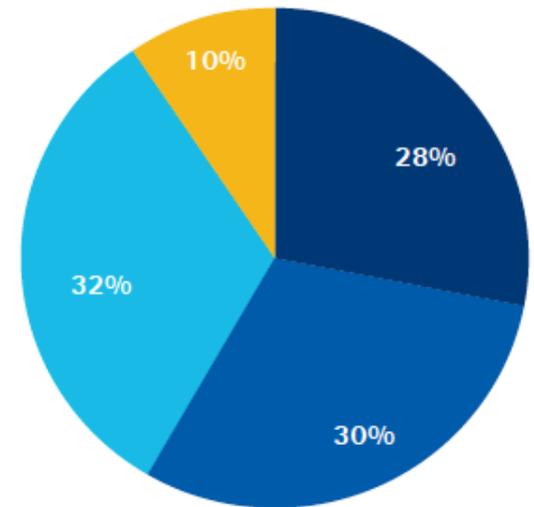
**Manufacturers spend an average of \$3,000 per new employee training and only \$1,000 per current employee.**

**Figure 7: Average annual expenditure on skills training for manufacturing roles.**

**New Hire Skills Training Spend**



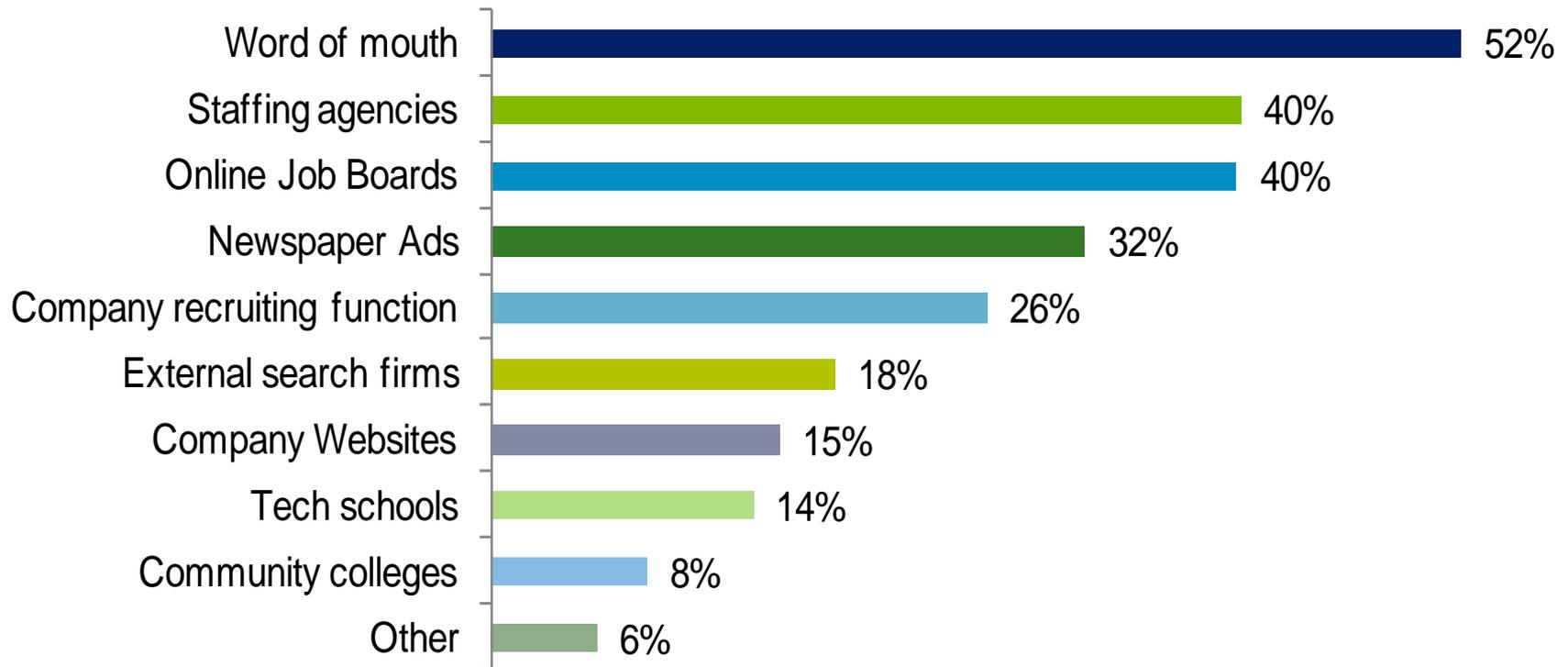
**Overall Skills Training Spend**



Source: Accenture 2014 Manufacturing Skills and Training Study

# MANUFACTURERS NEED NEW WORKFORCE STRATEGIES

## Top sources for new employees



# The Solution

# NATIONAL LEADERSHIP – LOCAL ACTION

## *PUBLIC – PRIVATE PARTNERSHIP*

**IMAGE**

LEARNING

**MANUFACTURING**

ENGAGE

**QUALITY**

ADVOCACY

EDUCATION

TECHNICAL

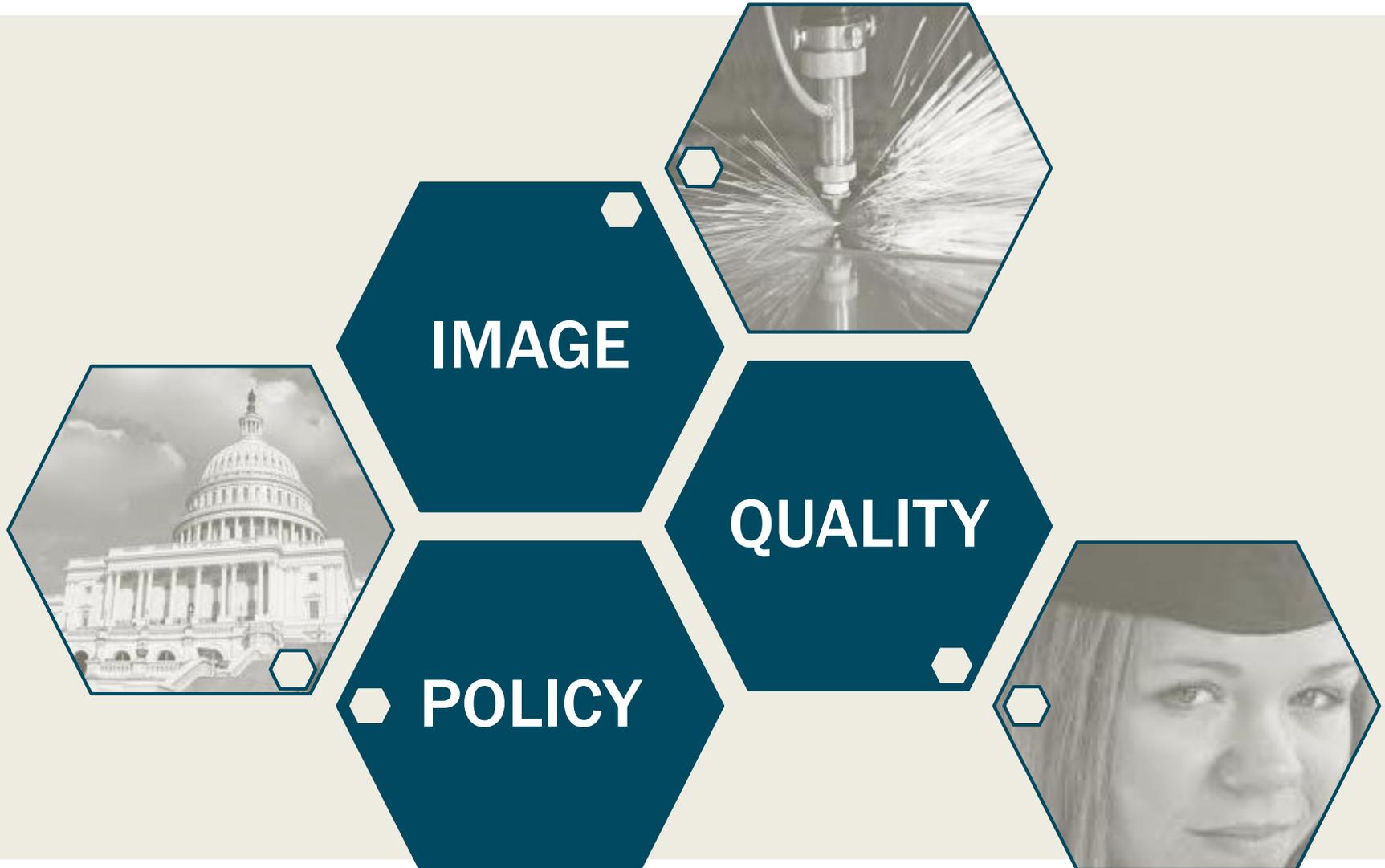
PARTNERSHIPS

WORKFORCE

CERTIFICATIONS

**POLICY**

# SUCCESS



**GOAL 1:  
CHANGE THE  
PERCEPTION OF  
CAREERS IN  
MANUFACTURING**

Image



Diversity



Military



Youth



There are  
10,000  
manufacturing  
companies to  
work for.



# MEG DAY

OCTOBER 3, 2014



**OCTOBER 4, 2013 REACH**



**30,000 students**



**11,000 parents & teachers**



**in 48 states**



**15 Proclamations**

# DREAM IT. DO IT.



Manufacturing workers earn **\$78,000** in average compensation.



## Ideas that MOVE US.

From groundbreaking to quality, innovation has transformed our world. But who controls it? Who decides what the world gets next? And how do we ensure that it's all for the benefit of everyone?

With a Career **STRATEGY** YOU WILL



Manufacturers Perform **100%** of all private sector research.



Where the **THOUGHT** Becomes the **THING**



# 2013 REACH



**Last Year  
Reached:**



**250,000 students**



**50,000 parents**



**11,000 educators**



**in 25 states**

# STEP AHEAD: WOMEN IN MANUFACTURING



1. Honor leadership
2. Celebrate careers
3. Develop a more diverse workforce
4. Ensure new opportunities
5. Inspire the next-generation

# GET SKILLS TO WORK: TRANSITIONING VETERANS

## Success by the Numbers

- 50,000+ vets were reached through Get Skills to Work
- 8,000+ veterans hired
- 12,000+ vets have had matches through LinkedIn
- 5,000+ vets have been trained via community and technical college partners, Tech Shop, Hiring our Heroes and GSTW pilots



# WHAT CAN YOU DO?

## Employers

- Tell your company story
- Form meaningful and long-term partnerships with schools

## Educators

- Learn about modern manufacturing
- Promote manufacturing careers

## Community Leaders

- Stress the impact of manufacturing on the local and regional economy
- Join the Dream It. Do It. network and support Manufacturing Day

**GOAL 2:  
RE-ESTABLISH THE U.S.  
AS THE GLOBAL LEADER  
OF MANUFACTURING  
EDUCATION.**

Quality

**We are developing  
quality education through**



**SKILLS  
CERTIFICATION  
SYSTEM**



# SKILLS CERTIFICATION SYSTEM

ACT



sme

APICS



MSI  
MANUFACTURING  
SKILLS INSTITUTE



NADCA  
NORTH AMERICAN DIE CASTING ASSOCIATION



# WOULDN'T IT BE NICE IF...

You *knew* a job applicant had baseline skills in:

Reading & Writing

Applied Math

Locating Information  
(like in a table or  
blueprint)

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Career Readiness Certificate

**ACT**<sup>®</sup>

# WOULDN'T IT BE *EVEN BETTER* IF...

You *knew* a production applicant had baseline skills in:

**Safety**

**Quality  
Practices &  
Measurement**

**Manufacturing  
Processes**

**Production**

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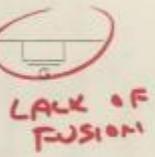
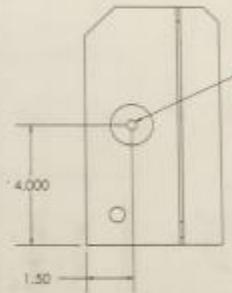
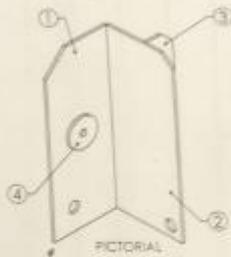
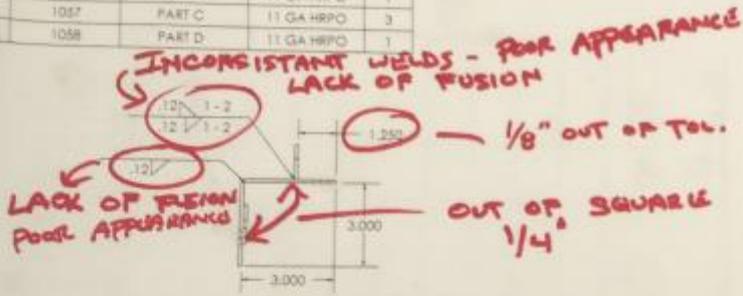


Certified Production Technician Certification



ITEM NO.	PART NUMBER	DESCRIPTION	MATERIAL	QTY.
1	1055	PART A	11 GA HRPO	1
2	1056	PART B	11 GA HRPO	1
3	1057	PART C	11 GA HRPO	3
4	1058	PART D	11 GA HRPO	1

REV.	DESCRIPTION	DATE	APPROVED



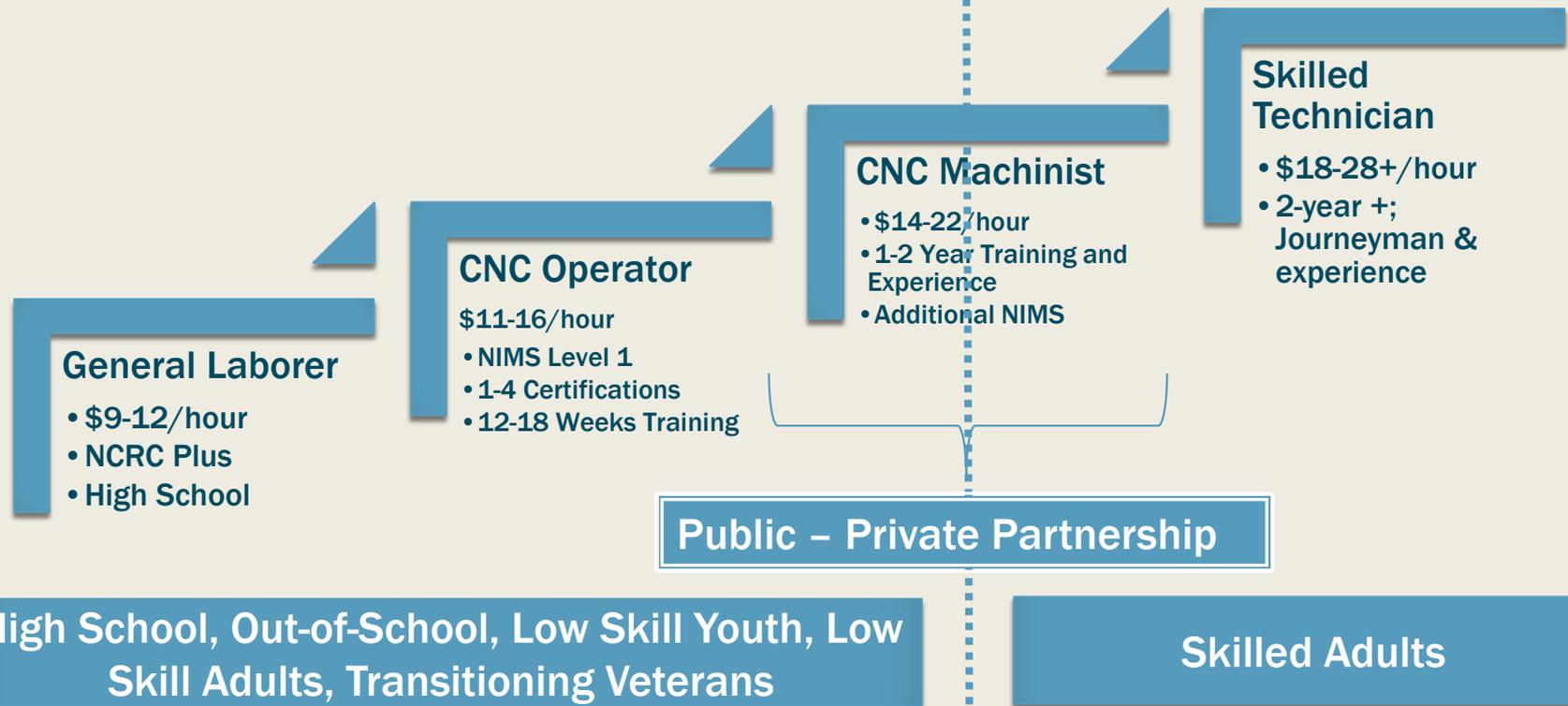
PROPRIETARY AND CONFIDENTIAL  
 THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF GENERAL METALWORKS. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF GENERAL METALWORKS IS PROHIBITED.



# THE PATH FORWARD...

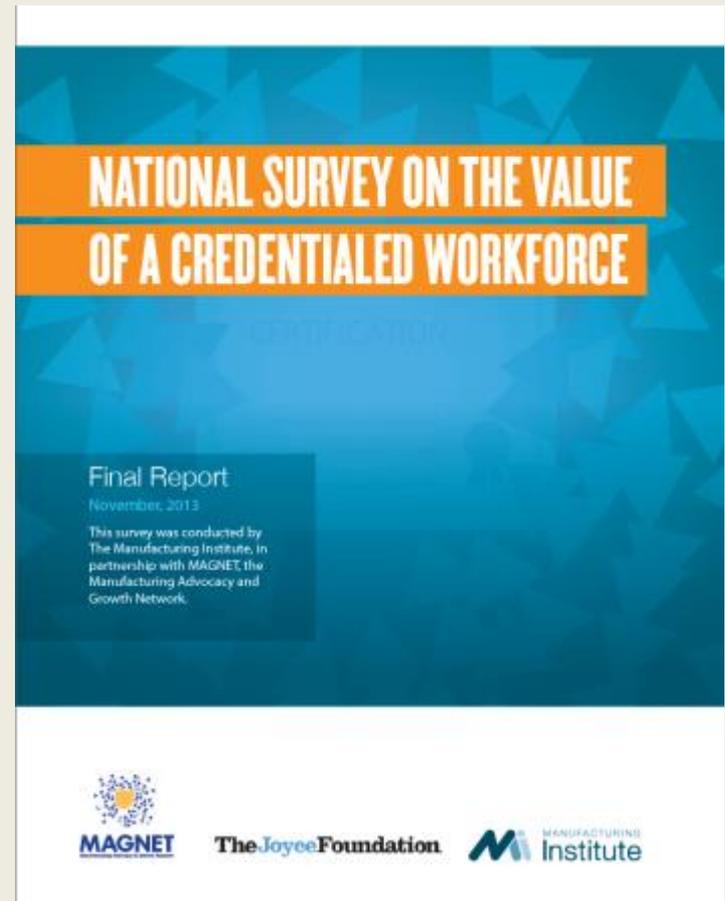
## Talent Pipeline

## Employee Development



# VALUE OF CREDENTIALS

- Over 90% of companies that use industry-recognized certifications believe they make a difference in validating the skills of their employees;
- Community colleges are the most used partner by companies looking to incorporate certifications.





**SKILLS  
CERTIFICATION  
SYSTEM**

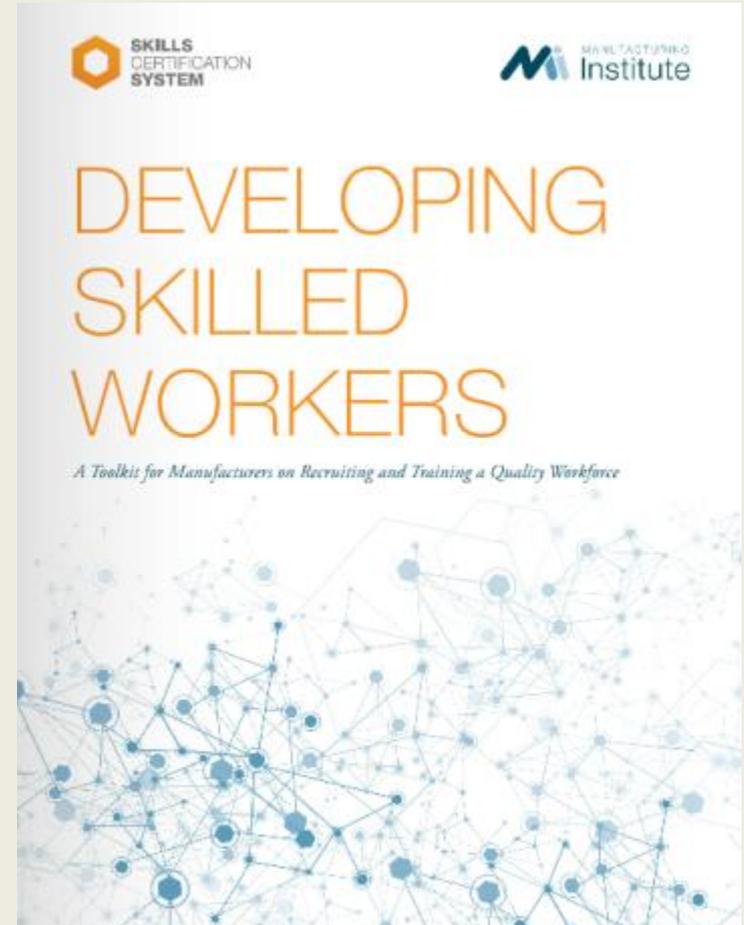


**In the past three years,  
SCS reported over  
290,000  
industry certifications**

# WHAT CAN EMPLOYERS DO?

## What can EMPLOYERS do?

- Prefer certifications as part of the HR screening process for hiring and promoting workers.
- Ask your education partners to deliver nationally certified students.
- Provide work-based learning, co-op, internships and apprenticeship opportunities to give students real-world experience.



**GOAL 3:  
ADVOCATE FOR  
EDUCATION AND JOB  
TRAINING POLICIES  
THAT STRENGTHEN THE  
U.S. MANUFACTURING  
WORKFORCE**

**Policy**

# MAKE YOUR VOICE HEARD



# WHAT WE'VE LEARNED

# LESSONS LEARNED



## EVALUATION REPORT

Moving Systemic Reform across 12 States to Implement Nationally Portable, Industry-Recognized Credentials in Advanced Manufacturing

OCTOBER 2013

EVALUATION CONDUCTED BY:  
Kennedy Consulting LLC

- The most successful efforts were galvanized and led by business associations, engaging employers.
- The effort changed the conversation about the importance and value of industry-recognized credentials.
- State-level leadership convening activities result in unprecedented partnerships and collaboration.

# LESSONS LEARNED FROM 12 STATES

- The effort has to be employer-driven.
- Select a champion to drive the change.
- There is no “one size fits all” approach.
- Take a good regional program and expand it.
- Persist and keep the momentum going.
- Use Dream It. Do It

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