

**Advanced Manufacturing Collaborative  
Talent and Branding Working Group  
November 19, 10:00 - 11:00am  
Zoom Conference**

**Minutes**

**Attendees:**

Kristy Grignon, MassMEP  
John Killam, MassMEP  
Michael Tamasi, AccuRounds  
Kelley French, North Central Workforce Board  
Jim Oliveira, Greater New Bedford Workforce Board  
Joseph Kunze, SI2  
Dave Cruise, Hampden County Workforce Board,  
Julie Chen, UMASS Lowell  
Israel Soibelman, Lincoln Labs  
Bob LePage, MA EOE

**Absent:**

Rosalin Acosta, MA LWD  
Brian Norris, NAMC  
Ken Warnock, Medtronic  
Theresa Rowlands, CommCorp  
Shelby Soleimani, Lincoln Labs  
Allen Brown, General Dynamics

**Staff:**

Farhad Vazehgoo, MassTech Collaborative  
Cassidy Ferguson, MassTech Collaborative  
Meghan Abella-Bowen, MassTech Collaborative  
Helena Fruscio-Altsman, MA EOHED  
Scott Martin – MA, EOHED

**Welcome and Introduction: Farhad Vazehgoo**

Farhad Vazehgoo welcomed attendees & a roll call was taken.

**Approval of minutes: Farhad Vazehgoo & Julie Chen**

A motion to approve the September minutes was made and minutes were approved unanimously.

**Make it in Mass – Virtual Manufacturing day Program – Kelley French**

Kelley French provided an overview of the October Make it in Mass Virtual Manufacturing Day program. Created as part of manufacturing month, the MassHire Workforce Boards developed an on-line manufacturing career exploration program for high school students. The 45 minute program provided students a series of activities and presentations designed to increase their awareness and interest in manufacturing careers.

- The event was hosted during STEM week (Oct. 12-23)

- 90+ MA school districts from across the state registered for the event, representing 182 middle and high schools.
- 1325 individuals participated in the lesson and completed an exit survey.
- Upon completion of the lesson plan, students participated in a survey that asked: “Do you see manufacturing as a possible career in your future?”
  - 18.4% = Yes
  - 25.6% = No
  - 56.1% = Maybe

Teachers have requested to use the on-line program in the spring of 2021 as part of their recruitment strategy to engage students into advanced manufacturing innovation pathway programs.

### **Advanced Manufacturing Training Grants – Meghan Abella-Bowen**

The advanced manufacturing training program provides funding to support the development of a comprehensive and coordinated manufacturing workforce development system.

In FY’20 \$2.4 million was distributed to the 4 regional consortiums across the state to support recruitment, training, supportive services, and job placement activities to unemployed and underemployed individuals. Seven hundred and seven participants were enrolled into training programs, representing 325 (46%) new pipeline trainees, and 370 (52%) incumbent workers. In March of 2020 all programs were paused due to the states stay at home order. Programs that were able to pivot to fully on-line training restarted in late May or early June and ran through August. A total of 494 participants completed training with 94 obtaining employment by September 15, 2020.

FY’21 programming will build off of lessons learned during this past year. Regional consortiums will offer a mix of on-line, hybrid, and face to face training programs and have expanded the use of OJT and apprenticeship models to support hands on training in the workplace. In addition, the regions are expanding the use of on-line recruitment, intake, case management, and virtual job fairs.

### **Partnership for Recovery Virtual Manufacturing Program – Helena Fruscio-Altsman**

As part of the Governor’s economic recovery plan from COVID-19, \$2M CARES act dollars will be made available for a Virtual Manufacturing Pilot Program.

The objective of the program is to promote up-skilling for higher-wage manufacturing roles among jobseekers by expanding virtual, standardized training programs across the state.

The program is a module-based, exploratory program targeting 500 unemployed workers across the state. Participants will complete a series of Tooling U modules designed to increase their awareness, understanding, and interest in a manufacturing career. Upon completion of the program, participants may continue into a traditional manufacturing training program,

participate in an OJT component, or participate in a virtual job fair and move into a direct job placement.

### **Talent and Branding Updates – Meghan Abella-Bowen**

MassBridge:

The MassBridge grant has two teams whose work dovetails with the Talent and Branding Working Group. The Marketing team is working at the high school level to reframe manufacturing and increase awareness about careers and opportunities in advanced manufacturing. The group has three teams focused on developing strategies to engage high school students, parents/guidance counselors, and industry.

The Awareness Module Working Group will develop a 10 hour module program designed to engage students in the disruptive technologies found in advanced manufacturing. Through the program, students will interact with industry partners through on-line videos and interactive content as well as company tours, guest speakers, and internships. Content will be tied to 6 manufacturing USA Institutes.

Your Future in Manufacturing: A high school student challenge event

The high school challenge program is being designed to promote manufacturing in MA during engineering week (Feb 21-27, 2021).

High school students, n teams, will be “challenged” to create a 60 second video on advanced manufacturing. Possible themes may include:

- What is cool about manufacturing,
- Highlight a/promote a local advanced manufacturing company and/or technology,
- Exciting career in in advanced manufacturing.

This will be a pilot program rolled out to students in a manufacturing innovation pathway or program. Outcomes may include building a catalog of “Student Perspective” videos that could be used in coordination with the MassBridge Awareness program, create a social media event to jump start MassBridge Awareness campaign, and/or increase local and statewide visibility of manufacturing in MA.

### **Materials and Exhibits Used at this meeting:**

- Draft Minutes – September 23, 2020 Talent and Branding meeting minutes
- Presentation: Talent and Branding Working Group, November 19, 2020