

# BUILDING THE MANUFACTURING TALENT PIPELINE

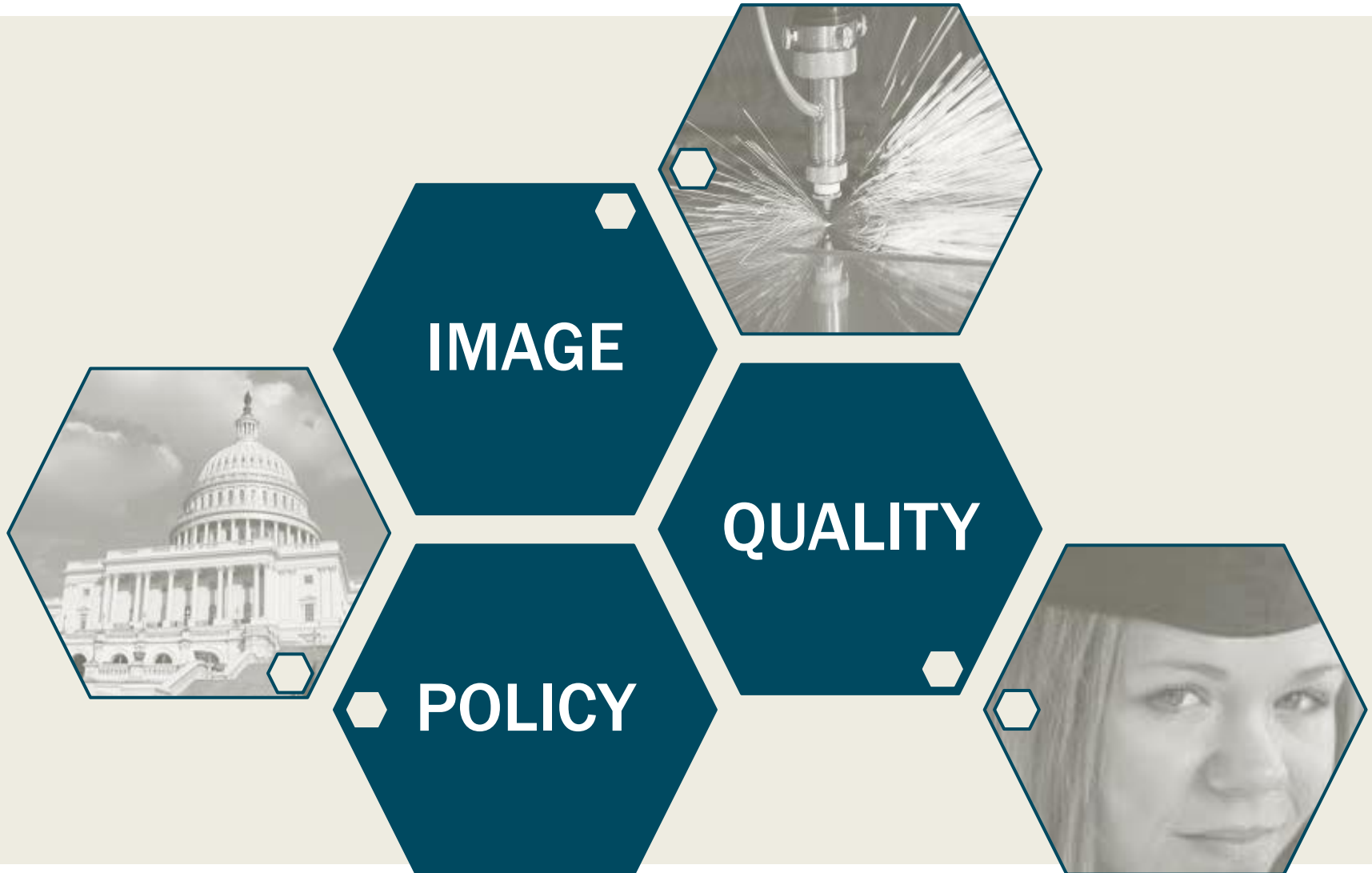
*JENNIFER MCNELLY  
PRESIDENT  
THE MANUFACTURING INSTITUTE*

The U.S. Conference  
of Mayors  
Workforce  
Development Council  
Board and Annual  
Winter Meeting

January 22, 2014



# SUCCESS



IMAGE

ACTION  
#1





# MEG DAY

OCTOBER 3, 2014



# 2013 Impact

Over 250,000 students

Over 50,000 parents

Over 11,000 educators



Diversity



Military



Youth



# QUALITY

ACTION  
#2



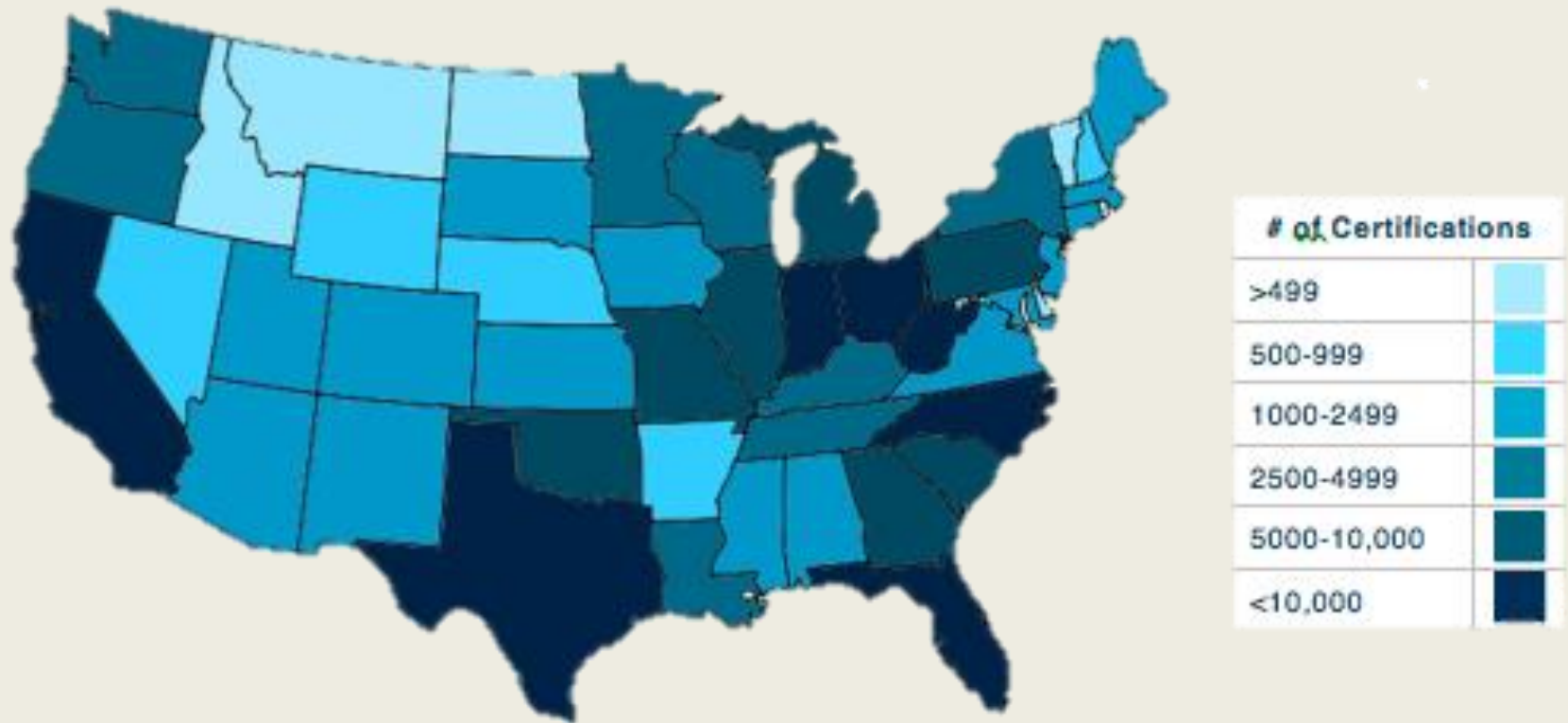


# SKILLS CERTIFICATION SYSTEM

ACT



# CERTIFIED WORKERS



# MODELS

*“If you look at how community colleges are organized... developmental education sits in one silo while non-credit workforce training sits in another silo. To achieve real solutions, we have to be much more integrated in how we deploy these assets.*

*Roderick Nunn,  
Vice Chancellor, St. Louis  
Community College*

- High school and Tech Schools to community college
- ABE/bridge programs to credit certificate/diploma/degree
- Continuing education to for-credit
- Technical Schools and Community college integration into current for-credit programs of study
- Pre-apprenticeship to apprenticeship



MANUFACTURERS  
ENDORSED

- THE **N** LIST

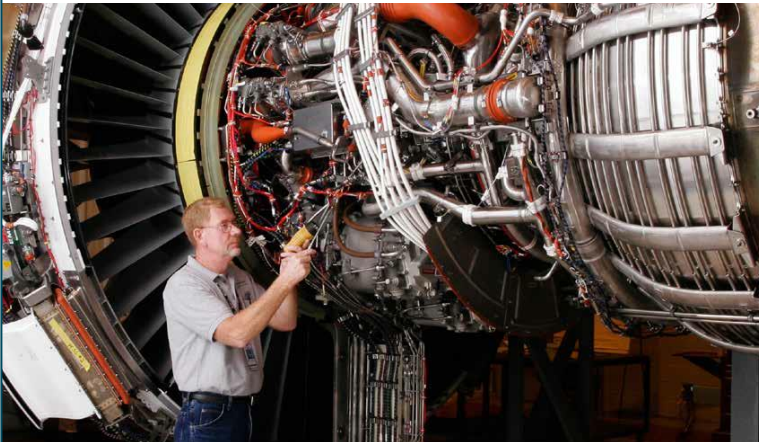
The map displays the United States with 100 sampling locations marked by pins. The pins are color-coded: blue and red. Blue pins are distributed across the western half of the country, including Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, and Texas. Red pins are concentrated in the eastern half, including Minnesota, Wisconsin, Illinois, Michigan, Indiana, Ohio, Pennsylvania, New York, and Florida. Yellow stars are placed in the central and southern regions, specifically in Kansas, Missouri, Kentucky, Tennessee, Mississippi, Alabama, Georgia, and Texas. The map also shows state boundaries and names, as well as major cities and geographical features like the Gulf of California and the Gulf of Mexico.



# WHAT WE'VE LEARNED



# FEEDBACK FROM 12 STATES



## 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

# 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.

## A Study on the Value of Industry-Based Certifications to Manufacturers Preliminary Results – September 2013

The Manufacturing Institute, in partnership with the Manufacturing Advocacy and Growth Network and with support from The Joyce Foundation, conducted a survey in August 2013 to assess the value and use of industry-endorsed certifications in the advanced manufacturing workplace. The goal was to gain an improved understanding of the use of industry certifications by manufacturers to validate the qualifications of both new hires and existing employees in the production workforce.

The two most important results concerning the use of industry-recognized certifications are:

- Over 90% of companies that use industry-recognized certifications believe they make a difference in validating the skills of their employees;
- A significant majority of companies perceive positive impacts across HR areas including:
  - Training costs
  - Employee retention
  - Employee engagement
  - Workplace safety
  - Personnel decision-making.

Several other results demonstrate the opportunity for growth in the use of certifications.

- A majority of companies would be willing to more closely track metrics that measure the impact of certifications; and
- Significant majorities of companies are interested in ways to identify skill gaps in current employees, improve their talent management systems, and help their employees achieve industry certifications.

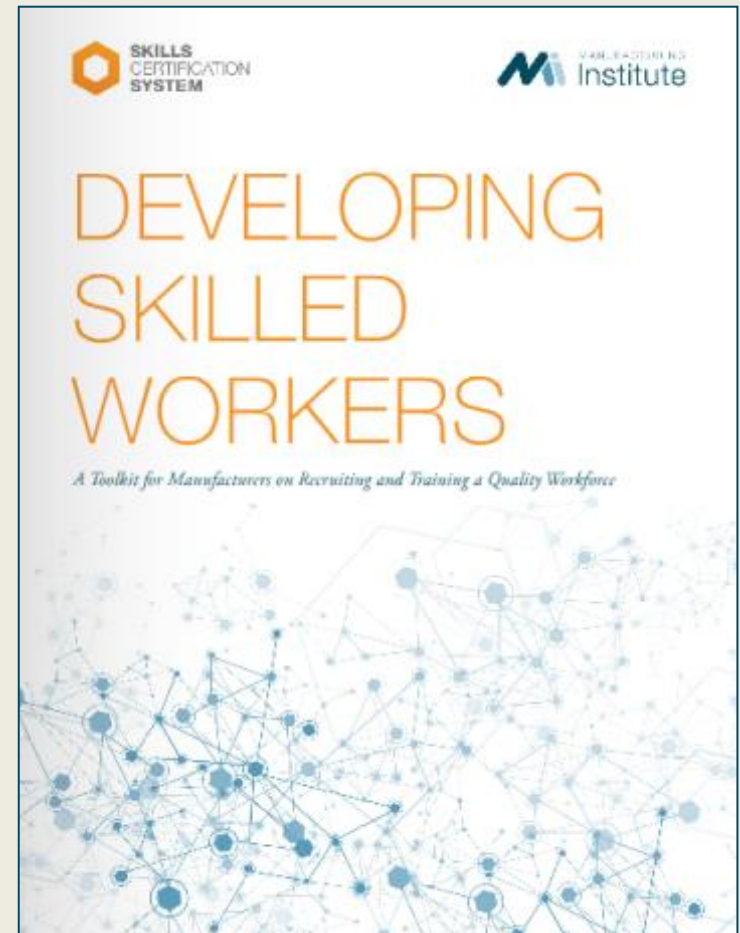
Other interesting results include:

- The most used certification is that provided by the government for safety and health (OSHA). Certifications from the American Society for Quality are the second most used and are more often for professional and/or engineering employees. Certifications specifically for production employees (MSSC, NIMS, AWS) were used by less than a third of the companies.
- Community colleges are the most used partner by companies looking to incorporate certifications. This provides an opportunity for colleges to expand companies' interest to production-level programs and increase the awareness and use of those certifications.

# THE MANUFACTURING INSTITUTE

[HTTP://WWW.THEMANUFACTURINGINSTITUTE.ORG/](http://www.themanufacturinginstitute.org/)

- Data and Research
- Information on Certification
- National Network for Student Engagement
- Support to Link to Veterans





# BRIDGING ≡ THE ≡ SKILLS GAP



# GSTW ACTION



## Success by the Numbers

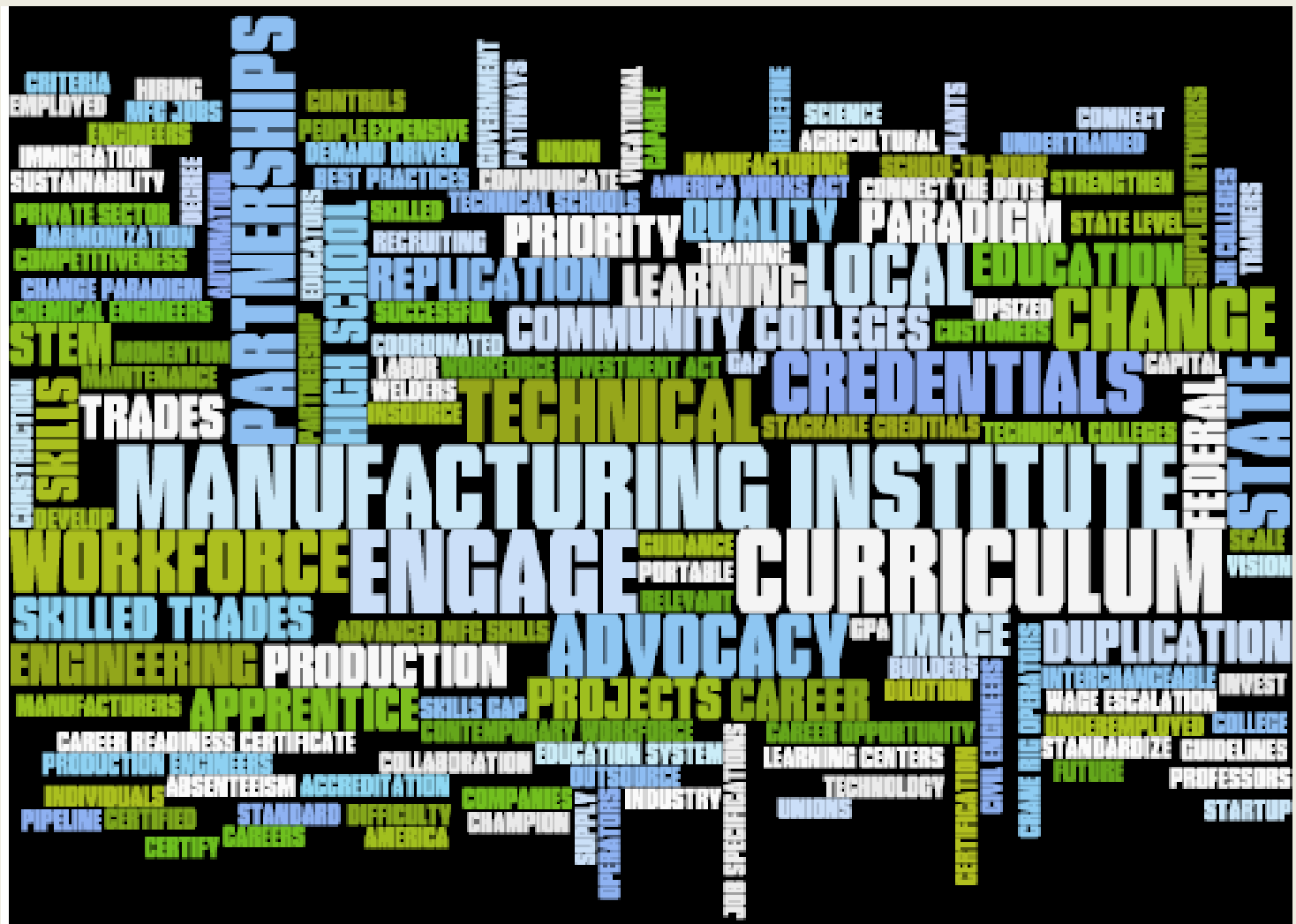
- 30,000 vets were reached through Get Skills to Work
- 3,000 employers have used the tool kit
- 4,500 veterans hired
- 12,000 vets have had matches through LinkedIn
- 5,000 vets have been trained via Tech Shop, Hiring our Heroes and GSTW pilots

**POLICY**

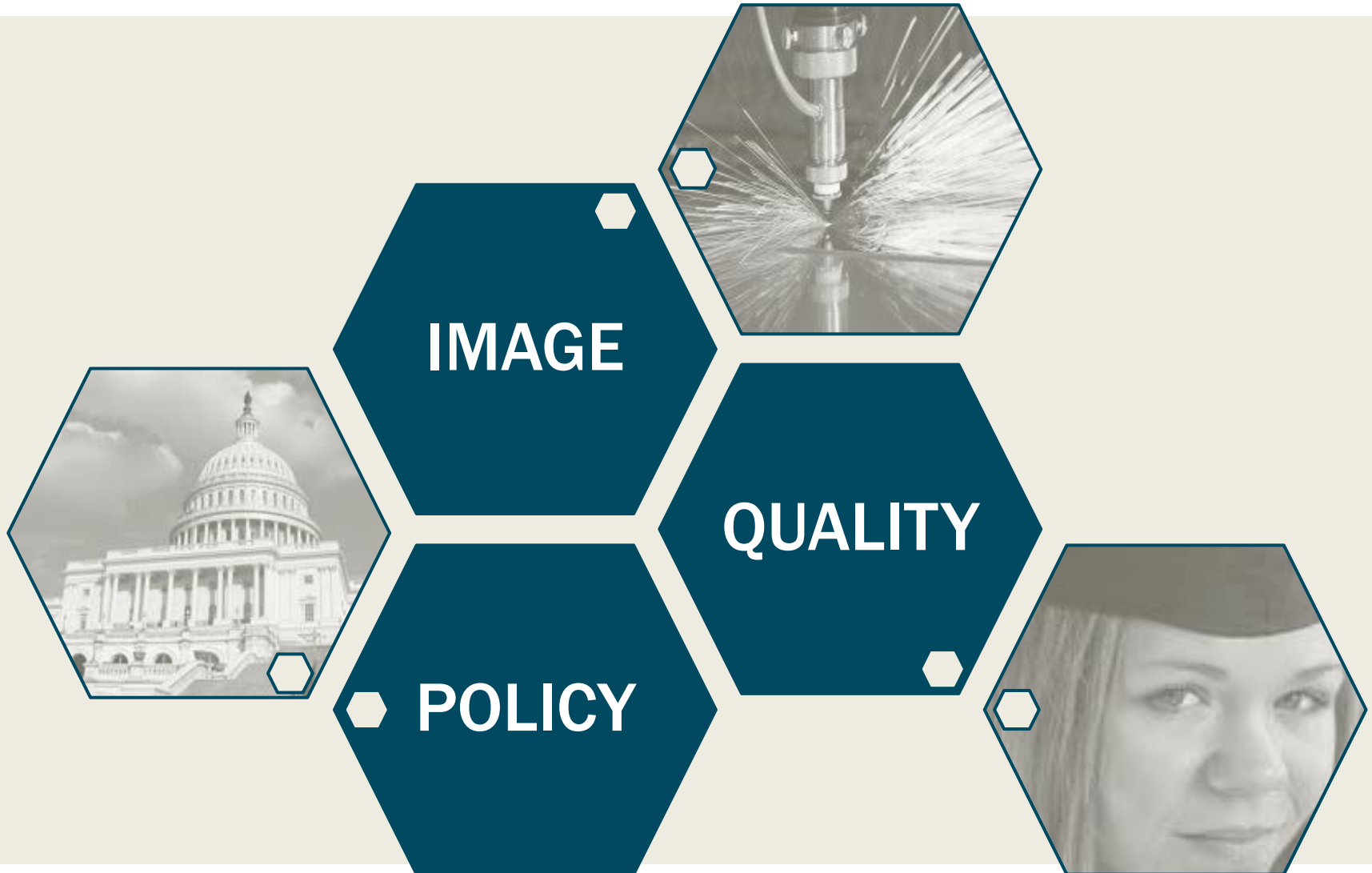
**ACTION  
#3**



# NAM TASK FORCE ON COMPETITIVENESS & THE WORKFORCE



# SUCCESS



# CONTACT INFORMATION

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