



**ROGUE WORKFORCE
PARTNERSHIP**



Rogue Advanced Manufacturing Partnership

September 9, 2016 ♦ 8:00 – 10:00 AM

Lithia Corporate Headquarters ♦ 150 N. Bartlett Road, Medford
4th Floor, Porsche-Mercedes Room

Agenda

A. Welcome & Introductions

Mike Donnelly

B. Review RAMP/Educator Meetings in June & July

Jim Fong

Priorities for meeting

- Make decisions on industry certifications of value
- Outline components of Manufacturing Awareness Campaign

C. Make Decisions on Industry Certifications of Value

Audrey Theis

Facilitated Discussion

- State program to incent use of industry certifications
- Implications for secondary/post-secondary career technical training
- Data on manufacturing programs offered in region
- Overview of key manufacturing certifications
- Prioritizing those of greatest value to regional manufacturers
- Implications for hiring and promotional practices
- Agreements, Assignments & Next Steps:
 - 2-Day Design Session with K-20 Educators & Workforce Partners - *October*
 - Next RAMP Meeting – *November/December*
 - Etc.

D. Outline Components of Manufacturing Awareness Campaign

Facilitated Discussion

- Dream It Do It Campaign (*videoconference*)
 - National Association of Manufacturers
- Communications Plan Components
- Agreements, Assignments & Next Steps:

Brent Weil

Jim Fong/ Laurel Briggs

E. Summarize Agreements, Assignments & Next Steps



Rogue Advanced Manufacturing Partnership

Manufacturing Awareness Campaign

Components

A. Strategic & Situation Summary

- Market Summary
- Market Demographics
- Market Trend
- Market Needs
- Program Offerings
- Partners
- SWOT Analysis
- Competition
- Keys to Success

B. Marketing / Communications Strategy

- Mission
- Marketing Objectives
- Target Market
- Strategies by Target Audience
 - Messaging
 - Brand / Logo?
 - Materials Needed
 - Communications Strategies
 - Direct Mail
 - Email Campaign
 - Public Relations/ Events
 - Website
 - Social Media
 - Online Advertising
 - TV/Radio
 - Billboard/Signage
 - Print Publications

C. Budget & Funding

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Meeting Summary – Rogue Advanced Manufacturing Partnership (RAMP) – Sept 9, 2016

Attendees: Audrey Theis, Facilitator, Jim Fong (RWP), Dana Shumate (RWP), Brent Wiel (National Institute of Manufacturers – presented DIDI Campaign), Aurora King (RWP), Rebecca Williams (RWP)

RAMP TEAM: Mike Donnelly (Carestream), Norm Kester (Quantum Innovations), Mike Robinson (Diode Laser Concepts), Tanya Haakinson (Timber Products), Cathy Kemper-Pelle (RCC), Jessica Gomez (Rogue Valley Microdevices), Brian Mattingly (Linde), Matthew Pitcher (Linde), Bill Thorndike (Medford Fabrications), Neil Smith (AirScape Fans), Tanna Oberlander (Proweld), Irene Hadslet (Boise Cascade),

- The RAMP meeting was attended by 13 manufacturing leaders (see attached list) and Dr. Cathy Kemper-Pelle, President, Rogue Community College
- Jim provided a brief summary of the previous RAMP meeting, which focused on identifying priority workforce issues: (1) Manufacturing Awareness and Image Campaign; (2) Recruiting and Maintaining a Skilled Workforce and (3) Advocacy for Manufacturing Workforce Policies
- Audrey provided highlights of the meeting with educational leaders. The bottom line of that meeting was that both the high schools and community college are ready to move forward with aligning industry certifications with career technical programs of study. The State Department of Education is providing an incentive fund to support that effort, but educators need guidance on which certifications are of greatest value to employers.
- In support of that request, the agenda for the RAMP meeting focused on a discussion of:
 - Key manufacturing certifications that have been endorsed at the national level
 - An overview of the perceived value of those certifications by other employers
 - Identifying those of greatest value to RAMP members and other regional manufacturers
 - Implications for hiring and promotional practices
- The point was made that the region is extremely well poised to launch a major new initiative focused on manufacturing, given new leadership in key positions. Buy-in from manufacturers will be critical, and the members of RAMP will have a major role to play in serving as “champions” to communicate with other business leaders about the outreach campaign, certification initiative and policies that may have to change at the local and state levels.
- Cathy made the suggestion that it would be important to combine and/or coordinate the efforts of the RAMP and the college manufacturing advisory group, so those manufacturers would be on the same page and working to support the RAMP initiatives. She also pointed out that the direction the conversation is headed is very much aligned with the direction she is planning for the college in terms of working closely with the high schools and expanding dual credit. Industry certifications can serve as a bridge in that effort.
- RAMP members liked the idea of “stackable” credentials, and they could see how someone graduating with an industry certification could go to work for them and then go back to school to earn an additional credential and industry certification. The visual that illustrates that model (an example developed at Alamo Community College in Texas with neighborhood high schools) is attached for reference. This is the type of model the educators are interested in building in the region, with input and guidance from manufacturers.

- Audrey reviewed industry certifications that are widely used nationally: National Career Readiness Certificate (NCRC); Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT); Manufacturing Skills Institute Manufacturing Technician Level 1 (MT1); American Welding Society (AWS); and National Institute for Metalworking Skills (NIMS). See Power Point presentation for details. RAMP members also expressed an interest in certifications for multi-skill/ mechatronics and purchasing.

NEXT STEPS:

- NEXT RAMP MEETING - November 18th 8- 10 AM Please mark your calendars now. NOTE: Audrey and Jim will also meet with education leaders that day to discuss next steps and begin planning for a two-day session after the New Year to address embedding industry certifications into programs of study.
- Jim Fong will follow up with Guy Tuer and Ainoura of the Oregon Employment Department to obtain Labor Market Index Data plus State of Oregon Data projections by county (by industry if possible) looking for top high wage, high demand jobs in manufacturing.
- Audrey Theis will compile several survey options and, based on feedback, draft a survey to be distributed to as large a cross-section of manufacturing-related firms in the region as possible. The survey will collect data on current vacancies, high turn-over positions, skill requirements, etc. Survey results will be collected, analyzed and shared at the November 18 meeting.
- Mike Donnelly will follow up with Talent Source, Statewide Manufacturing Group to support the purchase of a NAM Dream It Do It license at the state level. Cathy Kemper-Pelle will forward list of industry certification Rogue Community College currently offers in manufacturing.
- October 10th, 2016 SHRM led event at Medford Country Club. Event support the OregonASK grant from the Oregon League of Cities with a purpose to convene politicians, media, to share the collective projects in STEM, College and Career for All, SORS, Careers in Gear, collaborative initiatives in Southern Oregon.