The Manufacturing Institute

- Non-profit, non-partisan affiliate of the National Association of Manufacturers.
- Reach to over 100,000 manufacturing companies nationwide.
- Goals:
  - Development of a world-class manufacturing workforce;
  - Growth of individual manufacturing companies;
  - Expansion of manufacturing in regional economies.

The Institute’s Agenda for Driving U.S. Manufacturing Competitiveness

- Education Reform & Workforce Development
- Innovation Support & Services
- Research
Our Agenda

• Education & Workforce Development
  – Establish a credentialed workforce – the NAM-Endorsed Manufacturing Skills Certification System;
  – Alignment of education and career pathways;
  – Deployment of system in high schools through community colleges to universities;
  – Stackable set of credentials.

Deployment and National Scope

“Deep Dive” Deployment
North Carolina
Texas
Ohio
Washington

Industry Leadership for Deployment
Alabama
Connecticut
Iowa
Louisiana
Minnesota
Mississippi
Nebraska
New York
Wisconsin
Pennsylvania

Acknowledging these states' role in advancing workforce development initiatives, we have identified leaders in each state to guide the national effort. This “Deep Dive” deployment approach ensures localized, on-the-ground efforts that align with state-specific needs and opportunities.

In addition to the 11 states mentioned, the NAM Institute is working with numerous other states and communities across the nation to expand the reach of the Manufacturing Skills Certification System. These collaborative efforts aim to create a national network of support, fostering innovation and best practices in workforce development.
Opportunities to Partner

- Nationally Portable, Industry-Recognized Credentials
- Post-Secondary Programs of Study
- WIA
- Perkins
- Foundations

Education Council

- 36 leaders from universities, community colleges, and secondary schools.
- Inform and guide the education and workforce development activities of the Institute.
- Serve as leaders within their institutions and across education environment as a whole in support of manufacturing.

Our Agenda

- Innovation Support & Services
  - Improve access to advanced technologies for small and medium-sized manufacturers;
  - Network the assets of a region to support the development of manufacturing clusters;
  - Coordinate resources to support manufacturing companies and sector.
- Higher Education can be a major factor in regional economic development.
Levels of University Impact on Economic Development

State

Region

Cluster

Technology

Firm

State Development

Increasing strategic coordination and alignment of programs enabling broader societal impact.

Regional Development

Increasing interactions and networks through institutes of collaboration, high levels of trust and integrity in partnering and relationships, university as policy advisor at problem definition stage, university advice solicited in development of funding strategies, and university is an active partner in development and implementation of economic development practice.

Industrial Cluster Development

Innovation and entrepreneurship (economic base), talent and brainpower (21st century workforce), quality, connected places (destination location), leadership, networks, and narrative (connections, resources, and identity), collaboration (civility needed to address complex problems).

Technology Firm

Institutes of collaboration, incubators and accelerators, science and innovation parks, talent and technology hubs, place-based competitive research, distributed research, cluster-focused technical assistance, cluster-focused branding, business and management services.

Technology Development

Technology transfer, commercialization, equity, entrepreneurship, applied research, industrial research, interdisciplinary research, commercial testing and core facilities operations, product development support.

Firm Development

EWI Technical assistance, business and management education, capital access, mentoring, networking, management support, entrepreneurial support, workforce development, corporate training, custom or continuing education, incubators and accelerators.

Regional Economic Development Activities

- WIRED Initiative – Our History Together
  - Connecting education, workforce & economic development organizations to build a talent base
  - Major role played by AASCU universities
    - Leadership of regional organizations
    - Faculty engagement
    - Outreach initiatives
    - Adjust curriculum/programs to meet regional demand
    - Partner with industry

Partner Universities

- Saginaw Valley State University
- Montana State – Northern
- Grand Valley State University
- Utah Valley University
- University of Texas – Pan American
- University of Southern Mississippi
Regional Economic Development Activities

- Institute-University engagement
  - Primarily at the R1 level to date
  - Critical to expand outreach to larger set of universities
- Small and medium-sized manufacturers
  - Greater outreach requirement to establish partnerships
  - Greater gains for company, university, & region.

Recommendations for Engagement

- Make regional development an institutional priority
  - Embed regional development in institution and president’s mission
  - Elevate/create VPs for Economic Development
- Facilitate access to university resources
  - Establish single point of contact
  - Create web portal
  - Bring industry experts to the university
  - Share facilities

Recommendations for Engagement

- Build long-term partnerships
  - Partner with other colleges in the region
  - Co-invest with regional developers
- Support regional engagement
  - Help students find positions/internships in local organizations
  - Provide research services to the region
- Make yourselves approachable
Possible Engagement Opportunities

- SBIR – Create business partnerships
  - Emerging Institute-NSF partnership to place SBIR technologies into small and medium sized manufacturers
- Utah – InnovaBio example
  - Student-conducted research in support of regional cluster
- Federal government grants focused on regional economic development
  - Commerce, Energy, NSF, others funding regional economic development partnerships

Possible Partnership Areas

- Provide connection to individual companies in state or regional economy
- Share profile of the manufacturing economy in your state or region
- Partner on initiatives and applications focused on talent and/or regional economic development
- Joint Webcasts to explore business/education partnerships.