Purpose:
CareerX is designed to increase positive perception of career opportunities that exist within advanced manufacturing in Southeast Wisconsin and grow the pipeline of talent to fill the large number of forecasted job openings.

Success indicators could include:
• Increase in positive industry perception
• Increase in number of students experiencing a manufacturing job shadow, internship or youth apprenticeship
• More students graduating with manufacturing/engineering CTE credits
• More students enrolling in related technical or university programs after HS graduation
• Increase in annual degrees/certificates in technical areas related to manufacturing

Why isn’t there more manufacturing talent?
Within one year, the Milwaukee Region generates:

- 29,000 9th graders
- 24,000 Graduate high school
- 12,000 Freshman co-horts enrolled in post-secondary
- 32% degrees/certificates awarded are related to MFG workforce needs

Only 3,000 degrees/certificates awarded are in technical areas related to manufacturing
• Engineering
• Computer science
• Production
• Machine repair

www.mmac.org/manufacturing-careerx.html
## Year 1: Program Structure

**7 Connected Experiences**

<table>
<thead>
<tr>
<th>AUG 2019</th>
<th>OCT 2019</th>
<th>NOV 2019</th>
<th>JAN 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation Phase 1</strong></td>
<td><strong>Kickoff Event</strong></td>
<td><strong>Field experience day for educators</strong></td>
<td><strong>Orientation: Phase 2</strong></td>
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<tr>
<td><strong>Wednesday, August 14</strong></td>
<td><strong>Wednesday, October 9</strong></td>
<td><strong>Weeks of November 4 &amp; 11</strong></td>
<td><strong>Wednesday, January 15</strong></td>
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<tr>
<td>Includes all participating educators and companies</td>
<td></td>
<td>Participating companies offer half day experiences showcasing manufacturing and engineering operations at your facility, career readiness skills, manufacturing career spectrum of opportunities and career pathways</td>
<td></td>
</tr>
</tbody>
</table>
| • Keynote speaker on smart manufacturing transformation | • Keynote speaker on smart manufacturing transformation | • Participating company lead(s) meet to:  
  • Understand program timelines and expectations  
  • Review program toolkit  
  • Prepare for successful teacher and student experiences within your company |  |
| • Companies present the spectrum of opportunity in manufacturing | • Companies present the spectrum of opportunity in manufacturing | • Debrief & Planning Session  
  **Wednesday, November 20**  
  Participating companies and educators meet for facilitated feedback session on the field experiences. Discussion to include mechanisms for continued partnerships between companies and classrooms and planning for student field experience day(s)  
  Networking, cocktails and appetizers to follow |  |
| • Speed networking to create connections among participants | • Speed networking to create connections among participants |  |  |
PROGRAM GOALS:

- Cultivate direct-to-employment pipeline
- Promote manufacturing career awareness
- Develop ongoing partnerships with schools
- Be a good corporate citizen, help community

FEB 2020

Student field experiences

Weeks of February 3 & 10
Companies provide half day experiences for students to gain understanding of company operations, career opportunities and resources, career readiness skills, applied work experiences and to inspire students to seek coursework related to manufacturing

APR 2020

AWE Draft Day:
Celebrate matching students with opportunities

Matching day format, with students and companies prepared to interview for specific opportunities

Keynote speaker or panel

Gamification application: Establish structure for students to earn points during the event, resulting in a “No. 1 draft pick” being announced.

Post-event, companies encouraged to promote their “draft picks” -- students they select for applied work experiences

If a student is hired for a direct entry role or summer employment, companies/schools can promote at the Draft Day event or at a separate “signing day” event

JUN-AUG 2020

Summer of applied work experiences

Series of experiences to include direct entry, summer employment, youth apprentice, internship or job shadow

Program Sponsors:

HARIBO

 Participating Sponsors:

Astronautics
ATI
Badger Meter
Briggs & Stratton
Charter Manufacturing
Diversatek
Hayes Performance Solutions
HellermannTyton
HUSCO
Komatsu
Milwaukee Tool
Pindel Global Precision
Rockwell Automation
Sargento Foods
WEC Energy Group

WEEKS OF FEBRUARY 3 & 10
Companies provide half day experiences for students to gain understanding of company operations, career opportunities and resources, career readiness skills, applied work experiences and to inspire students to seek coursework related to manufacturing.

PREP SESSION FOR APPLIED WORK EXPERIENCES

Week of February 24th
Educator and business collaboration to prepare students interested in an applied work experience or part-time/summer employment

PROGRAM GOALS:

- Cultivate direct-to-employment pipeline
- Promote manufacturing career awareness
- Develop ongoing partnerships with schools
- Be a good corporate citizen, help community
For more than a century, metro Milwaukee’s highly skilled workforce has defined our economic and competitive advantage. MMAC and its economic development partner the Milwaukee 7 (M7) work with educational systems and employers to ensure that the region has a steady pipeline of talent at all levels.

MMAC TALENT DEVELOPMENT PROGRAMS

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Learn more about each program at

[MMAC.ORG/MAUFACTURING-CAREERX.HTML](MMAC.ORG/MAUFACTURING-CAREERX.HTML)