



7 in 10

believe the U.S. should invest more in manufacturing



1 in 3

of Americans would not encourage their children to pursue a manufacturing career



Those familiar with manufacturing are nearly

2X as likely

to encourage children to pursue a manufacturing career

Americans believe **targeted programs** would increase interest in manufacturing careers



67%

internships & apprenticeship programs

EXPLORE • EXPERIENCE • EXCEL

MANUFACTURING CAREERX PROGRAM

Purpose:

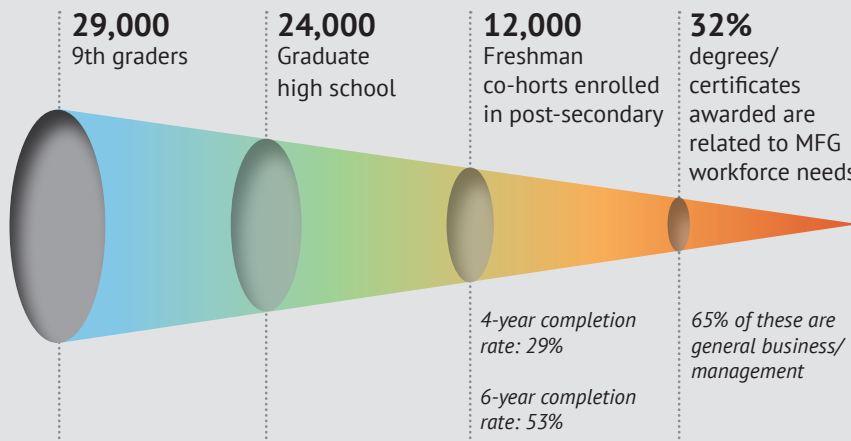
CareerX is designed to increase positive perception of career opportunities that exist within advanced manufacturing in Southeast Wisconsin and grow the pipeline of talent to fill the large number of forecasted job openings.

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:



Only 3,000

degrees/certificates awarded are in technical areas related to manufacturing

- Engineering
- Computer science
- Production
- Machine repair

YEAR 1: PROGRAM STRUCTURE

7 CONNECTED EXPERIENCES

AUG
2019

Orientation Phase 1

Wednesday, August 14

OCT
2019

Kickoff Event

Wednesday, October 9
Includes all participating educators and companies

- Keynote speaker on smart manufacturing transformation
- Companies present the spectrum of opportunity in manufacturing
- Speed networking to create connections among participants

NOV
2019

Field experience day for educators

Weeks of November 4 & 11
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

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

JAN
2020

Orientation: Phase 2

Wednesday, January 15
Participating company lead(s) meet to:

- Understand program timelines and expectations
- Review program toolkit
- Prepare for successful teacher and student experiences within your company

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

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

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:



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

For more information, contact us:

Susan Koehn

Vice President

skoehn@mke7.com

414/287-4136 | Cell: 262/957-6760

Alexis Deblitz

Director, Talent Pipeline Programs

adeblitz@mmac.org

414/287-4130 | Cell: 262/573-9675

MMAC TALENT DEVELOPMENT PROGRAMS

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.

