



## FAME Industry - Education Roundtable Meeting

December 6, 2010, 7:30 – 9:00am, FLCC Victor Campus Center

Attendees: Karen Springmeier, Dianna Phillips, Mike Manikowski, Mike Mandina, Lotfi Belkhir, Jim Pierce, Lynn Freid, Rick Schopinsky, Marsha Walton, Jim Vankouwenberg, Scott Summerson, Sam Samanta, Bill Yanklowski, Karen VanKeuren, Joseph Nadworniak, Ron Golumbeck, Rich Gizzi, Donald Reeners, Mark Oliver, Sue Dunn, Colleen Aiezza, Dave Phillips, Maureen Duggan, Dan Gersbach, Jason Taylor, Fred Genett, Andy Callahan, Selim Araci, Yvette Pagano

Facilitator: Bruce Peters

Mike Mandina “What can we do beyond the job fairs? National summits for jobs/skills gap with federally funded dollars attached to them will be available, keep an open mind, what can we create together?”

### Introductions

The issue: Lack of qualified, trained workforce (and subsequent incoming pipeline) to meet the demands of advanced manufacturing employment needs in the nine county regional area. Factors include:

- Funding
- Concern over aging workforce - several will be retiring over the next five years - need to refuel the pipeline
- Funding
- Skills gap needs to be replaced with high level trained workforce
- Funding
- Education/governmental and employer partnerships - must be highly educated workforce. - How do we keep it in our region of NY?
- Funding
- Sustainability
- Funding

The needs: **RAISING AWARENESS** - Public relations and marketing. The inaccurate perception in the field of manufacturing has lead to a negative perception, affecting training and employment recruitment. Raising awareness also includes employers, education and governmental offices, of what resources are already available, who they are, what they offer and can we centralize an effort to deliver a consistent message to the regional area, thus boosting education and employment recruitment?

Audiences in need of current “what is manufacturing today?”

- Guidance counselors/teachers/superintendants/school boards/principals and other related primary school staff at:
  - High/middle/elementary schools
- Parents/students

- Unemployed
- Underemployed

Audiences in need of available resources information:

- Advanced Manufacturing Employers
- Education:
  - BOCES
  - Community Colleges
  - 4 year colleges
- WIB offices
- Economic Development offices
- Cluster groups already established
  - FAME
  - RTMA
  - Rochester Regional Photonics Cluster
  - Who else??
  - Other potential partnership entities

Recruitment Efforts: Are the responsibility of everyone:

The FLCC Instrumentation and Controls degree program needs to be filled in conjunction with employer recruitment efforts.

Primary school system (parents/students/counselors/teachers/elementary/middle/high school)

WF Offices

Community Colleges

Identified areas of Training and Education:

Lack of quality control training – has lead to poor quality control on the floor.

Classes/information to students as part of curriculum with trades/technical etc., training



Bruce Peters facilitates Monday's discussion.



Ron Golumbeck addresses educators and manufacturers, stressing the need for technician talent in the pipeline.

The Wish List:

- ✓ high school guidance counselors be equally recognized for placing students into quality skilled training programs, 2 year degree programs, NOT just the 4 year schools
- ✓ Greater collaboration between cc's credit and non-credit
- ✓ Regional marketing initiative - from industrial to information age - public relations/marketing/education

- ✓ co-ops - enhanced interaction between schools
- ✓ Summer programming to expose students/teachers/counselors to Advanced Technology opportunities and concepts
- ✓ get 16 year olds back in workforce training
- ✓ teacher preparation
- ✓ Change incentives to Guidance Counselors and Schools to place students appropriately and not just for getting into college
- ✓ education of the parents - value of manufacturing
- ✓ identify skill gaps within the fields and identify the training skills needed in education
- ✓ how to go from hardware to software development, need to shift to software first - this will keep us competitive globally
- ✓ financing these types of training and equipment initiatives
- ✓ soft skills/common sense and work skills/work ethic
- ✓ more centralized process to recruit, find training programs, recruitment of students, workforce, employers, etc
- ✓ gap between skill gap, regional connection to participants, employer job access
- ✓ benchmark other areas in the country for best practices/better practices - study Germany and their successful training/hi-skilled workforce
- ✓ Market intelligence, why aren't people signing up? Who are the unemployed? What are the sectors? Are we developing training that has job openings?
- ✓ Are we working collaboratively with employers?
- ✓ Utilize similar established groups such as RTMA Board - Roch Regional photonics cluster
- ✓ the need for centralization of all resources, education, higher education, workforce and governmental agencies, resources, employers, any other related entities
- ✓ Engineering perception in Germany (the image) pipeline development, why are we not getting the participation, how do we market to the positives of pipeline development?
- ✓ more effective and efficient cross training
- ✓ multi-disciplinary approach, mechanical, electrical, etc, engineers - needs to be combined, step away from the academic training silos, shift to combined training of skills and info - teaching methodology, develops better overall skilled workforce - students are adaptable, work better in team models
- ✓ instrumentation and controls degree program made specifically to manufacturing employer needs – this is the working template to design and develop training/education that will be utilized by employers
- ✓ marketing
- ✓ collaboration
- ✓ build the process that all parties have committed to
- ✓ centralized information platform
- ✓ image/awareness/education
- ✓ sustainability - how do we maintain this effort
- ✓ technical prep - to prepare candidates for advanced manufacturing employment
- ✓ event to kick off these efforts
- ✓ leveraging funding dollars for all collaborative partners
- ✓ benchmark skill gaps

#### Strategies:

Awareness, technical preparation (for entry into training programs and job field), benchmark skills gap, identify the jobs that will be open 5 years from now due to low skills gaps, trend analysis report

### Low hanging fruit:

map resources, event to kick off this effort, unemployed, message to group - teachers, communication to educators, high schools, parents - determine technician level skills,

CHANGE THE NAME OF MANUFACTURING – needs a new label, term – need to step away from the rejected language of “manufacturing”

### Immediate opportunities:

- ✓ Work with your hands event - skilled trades, advanced manufacturing
- ✓ map the resources that are already available, throughout the nine county regional area, what is already being done that is similar/same
- ✓ boces/uof r/rit and mcc/flcc/gcc have the programs, how do we increase enrollment - public relations and marketing
- ✓ math and science courses needed
- ✓ the overall image of advanced manufacturing
- ✓ map what is already available in resources, identify the needs of all parties - collaborate for funds
- ✓ education of parents, students – this is critical
- ✓ educational gap to fulfill the skill needs gap

### Other:

- Who are the people going into the training programs and subsequently employment?
- find and educate the potential workforce that will want these careers
- old manufacturing model vs. the new image of advanced manufacturing engineering
- technological literacy - math and science in elementary school (people engage in technology the most, should be introduced into the schools at elementary level)
- precision machineing program at mcc, hard to fill enrollment needs

### rfp grant proposal -

- ✚ show desperate need - industry, technician level training, measurement and outcomes, start with end in mind - work backwards
- ✚ what are the jobs, how many openings, who are the employers committing to the effort
- ✚ high schools, roc, FAME (groups of employers who have jobs now and in the near future - up to 2 years)
- ✚ what are the skill sets needed, technologies, soft skills, personal self management skills, etc

### Action Items:

Dianna Phillips to map what resoures are currently available, that support adv mfg/tech and focused on adv mfg technologies in FL region, due: March 15, 2010. Will include list of current resources available supporting adv mfg, inventory list.

Karen VanKeuren, Karen Springmeier, Sam Samanta, Mike Mandina, (Dianna Phillips?) to develop survey questionnaire, to be sent out to adv mfg employers to gather numbers data for rfp criteria.

Lynn Freid – work with Lenore for press release/work with KVK on existing template of jobs available, compensation rates related to training available and needed.

Ron Golumbeck to coordinate next meetings in Jan/Feb (GCC/MCC) and advise dates.

The FLCC Instrumentation and Controls degree program needs to be filled in conjunction with employer recruitment efforts.

FAME Executive Committee to address the languaging of manufacturing and potential new wording that will fit the new world of “advanced manufacturing technology”.

Bruce Peters WCOHQ - radio show, high-lighting small to medium businesses in FL area.