

# FAME Academia/Industry Roundtable Meeting

March 16, 2011 from 8:30 – 10:30AM

Host: Monroe Community College

**Attendees:** Colleen Aiezza (FLCC), Leslie Bamann (Canandaigua Nat'l Bank), Mike Bechtold (OptiPro Systems), Pete Boldt (W TTC), Darrin Brentnall (Lyons Nat'l Bank), Charles Caples (MCC), Clive Danby (DeTechSol), Karl Drasgow (Drasgow), Tom Fitch (MCC), Dan Gersbach (GW Lisk), Rich Gizzi (HTR), Ron Golumbeck (ITT Goulds), Pam Kopiel (MACNY), Rick Labour (IEC Electronics), Bob Lasch (MCC), Mike Mandina (FAME/Optimax), Dan Martinelli (IEC Electronics), Jay Martinez (GRE), Ross Micali, Don Miller (Magnus Precision Mfg), Mark Oliver (MCC), Mark Preston (Operations & Engineering), Eileen Rucinski (Kelly Svcs), Sam Samanta (FLCC), Michele Stolberg (FAME), Jim VanKouwenberg (Optimax), Bill Yanklowski (MCC)

**Facilitator:** Bruce Peters, WCEOHQ Radio

The meeting opened with a welcome by Mark Oliver of MCC's Engineering Technology Department. He also presented a listing of resources indicating "Support for Advanced Manufacturing in the Rochester Region." This listing is a work in progress, and attendees with contact names to fill in the gaps should send those to Michele Stolberg of FAME (email: [fame@nyfame.org](mailto:fame@nyfame.org)).

Ron Golumbeck began the meeting by summarizing the background of this roundtable effort, and the goals for our time here today.

The issue: Lack of qualified, trained workforce (and subsequent incoming pipeline) to meet the demands of advanced manufacturing employment needs in the nine county region. This includes lack of awareness by teachers, counselors, parents and students as to the job opportunities available in the world of hi-tech advanced manufacturing. This effort is further hindered by a lack of funding for these efforts, and expected decreases in currently available funding as a result of Governor Cuomo's NYS budget cuts for 2011.

Ron presented the group with information on two very recently published items that illustrate the challenge we are facing:

"New York's Forgotten Middle-Skill Jobs" – Nat'l Skills Coalition, Mar 2011—FAME on p. 23;  
[http://www.nationalskillscoalition.org/assets/reports-/skills2compete\\_forgottenjobs\\_ny\\_2011.pdf](http://www.nationalskillscoalition.org/assets/reports-/skills2compete_forgottenjobs_ny_2011.pdf)

"Skills2Compete – New York" - Nat'l Skills Coalition, Mar 2011:  
[http://www.nationalskillscoalition.org/assets/reports-/s2c-ny\\_platform\\_2011-03.pdf](http://www.nationalskillscoalition.org/assets/reports-/s2c-ny_platform_2011-03.pdf)

The next exercise consisted of individual introductions, accompanied by an explanation of why the individual was attending today, and what they hoped to learn. This became a lengthy process as attendees not only indicated why they were attending, but where they saw areas of need. Attendees' responses included:

- FAME's progress in expanding to all 9 counties;
- Overview of FAME;

- Resources for finding additional talent – need people who will really try;
- Large need for soft skills training – entitlement generation needs these skills;
- Connecting local resources to fill gaps/needs;
- Criteria for training funds appropriation;
- Need talent for machining – ie-- complex 5-axis simultaneous milling;
- Sees a gap in attitudes – those willing to learn vs. those unwilling;
- Putting education and business together—need efforts like today to get the right information for the grants that are available for training;
- Hiring for emotional intelligence;
- Working with the one-stop's to provide training for soft skills/teamwork;
- Soldiering/machining (area of high need) – GW Lisk is providing their own training, providing tours, putting funds into FLCC for certificate programs;
- Maybe model “sophomore visitation day” to become a community college visitation day?;
- Hands-on technology training/experience is necessary for kids to know if they are good at it/have an aptitude for it;
- Target at-risk youth—they have no idea what career pathways are out there, need to hear directly from companies—what opportunities are out there for me?;
- Getting to the parents—as a way to make kids aware of opportunities available;
- Attitude/skills/interest in manufacturing—3 top needs;
- Accelerated re-training programs for older workers/military (most already have the right attitude)—need to address this different type of pipeline—alternate pool strategy (WFD is doing some of this—but need more publicization);
- Mature vs. school-age pipelines—both are important;
- Parents – Need to get them involved!;
- Need to let government representatives know advanced manufacturers have a need/that there are a lot of manufacturers in their districts;
- FLCC's 10 member industry advisory board—generated the new ICT program at FLCC/Victor – possible at MCC, too?;
- Personal testimony/peer influence— is the biggest draw for recruiting/retraining—need to leverage that more effectively; Sam Samanta (FLCC) needs more personal testimony info to promote to future students;
- Mark Oliver is also the school representative for NY State's Technology Program at Morrisville, they are having a meeting at the end of March; Mark will report back to Michele Stolberg at FAME on what happens at that meeting, so it can be distributed to the group – may be an opportunity to make FAME known statewide? (See: [www.nyseta.org](http://www.nyseta.org) – for the end-March meeting announcement);
- Kids need to feel a little bit of success—it goes a long way to encouraging them to explore a new path;
- Where can we build our pipeline efforts?
- Another resource: “Pathways to Prosperity” – Harvard study: [http://www.gse.harvard.edu/news\\_events/features/2011/Pathways to Prosperty Feb2011.pdf](http://www.gse.harvard.edu/news_events/features/2011/Pathways_to_Prosperty_Feb2011.pdf)

Possible reference models for our use:

**Partners for Education and Business** – an initiative of MACNY, this program brings teachers into the workplace; they have even had luck providing funding for busing to local schools

**NAM Certificate Program** – could be used as a model for the type of workers we need community colleges to prepare for the AM workplace

### **Stop/Continue/Start Methodology—FAME**

STOP—activities without accomplishments/outcomes/goals—need to set SMART goals (specific/measurable/actionable/recordable/trackable): no STOP activities were suggested for FAME (a good sign)

CONTINUE—activities that FAME is already doing, and should continue to pursue:

- FLWWTH (Finger Lakes Works With Their Hands), could augment this program by adding teachers/parents;
- Any activity that gets students/parents/businesses/teachers in the same room—talking about hot advanced manufacturing jobs

START—new FAME efforts:

- Coordinated career expo efforts at colleges—more than just MCC;
- Focus career days on specific jobs, bus students into plants for tours;
- Involve more parents!;
- Hold an AM jobs expo on a Saturday—invite parents/students/companies, have sign-up sheets for tours of the plants at the expo; get “anchor tenants”—anchor names to start the list, nobody likes to sign-up first;
- Need a better language for describing the ‘artisan’ work that is done by manufacturing;
- Start a 12 month program to calendarize all the career fairs in the 9 county region over the course of a year, get manufacturers to attend; track enrollment trends to see if these efforts are successful;
- Manufacturers’ needs are much more similar now than they were—its not so much a niche business— manufacturers need to work together;
- Post more photos of advanced manufacturing environments to FAME’s website/include testimonials from people who come through the new system; encourage companies to add virtual tours to their websites—perhaps work with a college with students in marketing?
- FAME needs more branding—i.e., Rochester’s Top 100, could there be an advanced manufacturers version?

**Objectives:** attendance at these types of events from each key category: students, parents, teachers, businesses/manufacturers. Then-- track how many did a company site visit?

**Next step’s/Future agenda items:** Collaborations for funding (future agenda item), the timeline for TAA funds will dry up, we need to get started—get a smaller committee together, talk about what the need is, connect that to what the TAA grant will fund—who’s willing to work on it as a small group, Mike Mandina to coordinate the small group. A great outcome for today’s session would be – a grant!

**Future events of potential interest to the group:**

- *MCC High-Tech Career Expo*  
Wednesday, March 30 - 7:00-9:00PM, Location: Monroe Community College  
event flyer: <http://www.nyfame.org/documents/MCCHighTechExpoPoster-No6-Cr222011.pdf>  
contact: Bob Lasch, email: [rlasch@monroecc.edu](mailto:rlasch@monroecc.edu)
  
- *FLCC/ICT Panel Discussion*  
Wednesday, April 6 – 6:30-8:00PM, Location: FLCC Victor Campus Center  
event flyer: <http://www.nyfame.org/documents/FLCC-IC-Tech-Eventflyer.pdf>  
contact: Sam Samanta, email: [samantpg@flcc.edu](mailto:samantpg@flcc.edu)
  
- *FAME Academia/Industry Roundtable Event at GCC*  
Thursday, April 7 – 8:00-10:00AM, Location: Genesee Community College  
contact: Michele Stolberg, email: [fame@nyfame.org](mailto:fame@nyfame.org)
  
- *CEO/Sr Executive AM Networking Event with Don Mazzullo*  
Thursday, April 14 – 5:30PM, By invitation  
contact: Michele Stolberg, email: [fame@nyfame.org](mailto:fame@nyfame.org)