

12/14/17

FAME Pipeline Meeting @ WFL BOCES Conference Center

- Lynn – WDI, handed out working women calendar and coloring book to introduce careers to kids. What the coloring book could look like in marketing is a longer discussion

Marketing Materials/Resources:

- On the Job with FLTV: Karen Springmeier is working with FLCC (video located on flworks.com) – taking a road trip to see how millennials are finding their niche in the work place.
 - First video was Optimax Systems, second was GW Lisk in Clifton Springs. Talks interview 2 current employees at the company about their jobs and how they got there.
 - There are more videos in queue – the time between releases is unknown. If you'd like more information or would like to have your company in one of the videos then contact Lenore Friend at FLCC (Lenore.friend@flcc.edu)
- Watched the Finger Lakes Works with Their Hands video that will be used for both students and sponsors for next year.
- Marketing and promoting manufacturing: whole avenue from Finance, HR, Sales as well as machining and mechanics
 - NYMAT had 128 kids and 13 educators for the Manufacturing Day event.
 - Gene Haas Foundation provides 11 million dollars nationwide
- We need to continue to promote manufacturing year round – if we stop pushing then progress stops
- Josh: WFL career and occupations at WFL BOCES 3/14/18 – last year there were 125/130 students and looking to bring even more students
 - Looking at opportunities that would be less time and money but still a good education – careers without college
- Part of the strategic plan for Gananda School is to gain parents information and let them know what is going on – parent connection important for opportunities for careers
- Jen Geiger: Lots of resources but attendance is lacking
- Jim (NYMAT): working with EdgeFactor to get the video and play it in a local movie theater – show the film: they were ready to buy in to this as this would provide the video to a larger audience but it fell through
- Meet the parents where they already are (showing them a video or information about Manufacturing)
 - Holiday concerts in HS's
 - Connect videos to CMAC to play before concerts (Lynn will connect)
 - Play short clips before movies in a movie theater
 - We would need a short format to push videos to different places so it would be less time to show and advertise.
- MCC P Tech event (Rick Wetzel went) – vignettes from P Tech on different topics (cyber security, IT, etc.) They will make a movie form the 30 second vignette that will show.
- Can we do FAME Vignettes?
 - Maybe EdgeFactor will help with this and use the resources and videos that are already available
 - Edge Factor is a natural extension to create 30 second vignette to show/advertise manufacturing
 - Mike Mandina is looking to raise money to put EdgeFactor in all the local schools

- EdgeFactor is a very vast platform and some of the content is directed toward the parents
 - Jimmy will talk with Mike about working with EdgeFactor
- Jay – Tweets from superintendents to put up information about the school – or post directly to vimeo. Sometimes the internet that students have is only a cellular network and so putting things on Facebook and social media would get the information out
- Eileen – Parent Portals for schools? Put up videos on those pages through the region
- Jay – Videos post from date to date on the websites for the schools – this will allow them to watch from a specific date to another date.
 - Jay, Amanda and Tracy will gather materials and send out the information to schools to put up some of the manufacturing based videos on the school websites and/or parent portals
- Josh – tie Fame to RAINN? May be possible
- Use videos and incorporate that into the college and career days

Objectives for 2018:

- Getting students at a younger age
- Many have made decisions by 11th and 12th grade – so additional choices or information may fall on deaf ears.
- Wayne County Career Carnival will happen again this coming summer – 150 8th graders come. They are looking to increase the number of students
- Jim – Are we forgetting a segment of the workforce? Mature people with soft skills and getting things done – there are a lot of potential in Vets
 - Rick – has reached out to the VOC
 - There is a Vet Committee through the FLWIB
 - Reaching out to Veterans – idea to bring in Jeremy Marshall for a talk on Vets in 2018
- Underemployed: have a degree and don't have sustainable jobs (how to get that populations?)
- Audra: Starting to help with understand what college really looks like – talking with students about the financial aspect of college.
 - What does career readiness really look like: instead of college and career readiness, focusing on career readiness since that is the ultimate goal
- Throughout life, it is engrained in society that a college degree = making more money
- Lynn: there is a need to reproduce at 2.1 children per family to continue the current workforce, however we are currently at 1.9 provided through family so there are less people coming into the workforce overall.
- Jim – In 3-5 years retirement will be huge – Lockheed will lose 15% of their workforce
 - Unemployment rate is low, GDP is growing, work is coming back to the US, but we can't grow without resources
- On another note: there is a lack of math and tech teachers to even fill those spots available – so people are looking to change the certification process for teachers that would help to bring in those with experience and knowledge in the field that could teach instead of those that were produced through the certification process
- NYMAT had an engineer teach machining at MCC
- Rick – they need maintenance techs but you can't teach 35 years' worth of experience in a year and a half time frame
- If we don't have the needed workforce then companies will leave and go somewhere else
 - How do parents get this information?

- Counselors – pressure to send students to college is slowly diminishing (both in Williamson and Gananda) – need more exposure to parents
- Teacher and Administrators – have only done education so there is a need to bring in those in industry to expose more to educators about what industry is really all about
- Long term goal: market to school boards and superintendents
 - If they're not interested, how does one become aware?
 - Educator tours help to make them aware
 - Start with the school board
 - Amanda can provide a superintendent list
 - Where is the follow up from the superintendents? From FLWWTH? Or after letters, etc?
- Again – take advantage of natural conduits for information and/or videos – sports games, specifically rivalry games.
 - Halftime events – something where the parents are already in the rooms
- Possibly do emails and/or text messages through the schools
- Work on a phone app for parents and/or kids from FAME
 - Need to have an action from parents so you know that the messages have been received
- Jimmy – update on IMT apprenticeship: still being discussed and is not yet running. This was a lengthy process through NYS Apprenticeship at Optimax
- Exploring program is good and promotes a bridge from the SAME program. Currently 2 kids from last year are working at Optimax. This can be looked at as a recruitment tool as well
 - East High Optics program
 - Explorers post through East High is controversial
- Hundreds of Afterschool kids in 6, 7, and 8 grades – maybe try and do some project at that time
 - 1 per week for 5 weeks or something like that to include those kids that are already available
- 21st Century programs through High Schools that have that funding option – Sodus, Geneva, NRW, etc, - maybe pay for a Saturday to do something with the kids and invite parents
- Tracy and Jimmy – Recruiting with Optimax at Williamson: 3-4 day shadow and then offered an internship or job on graduation. Modelled after Siemens: 6 week orientation and then into apprenticeship or employment
- Lynn – different types of efforts: streamline best practices and more impactful outcomes - call parent when child was interested.
 - Sometime parents are inundated with so much information, but make sure that the impact is there when it really counts
- Jay – Paid summer job at 16/17yrs old at recreation programs teach them to show up and learn those soft skills through experience
 - Extended effort makes a difference
- Trickle down to students, parents, and then other children or people
- Bring in HS students for Advanced Manufacturing because there are more than just jobs on the floor – HR, Sales, etc.

Next Meeting:

- Jeremy Marshall to be invited to talk about Vets
- Update on Video Efforts (Jay, Amanda, Tracy)
- Check in with EdgeFactor (Jimmy)
- Educator Tours (Sam to talk about)

Watched the Video: "The Insufficient Degree"

- Loss of Revenue due to not being able to fill jobs.
- Need tech at employable skills to fill those open jobs
- Traditional degree is insufficient for the needs
- Hone in multiple skills in many areas

Company/School updates:

- FLCC:
 - AMM orientation is 1/9/18 at 9am at ITT Goulds Pumps
 - Mechatronic Technology orientation is 1/11/18 at 9am at the Victor Campus of FLCC
 - Cleanroom Operator training will be held at RIT and FLCC on Jan 17th, 18th and 19th.
 - Purchased equipment with funds for the AMM program
 - Sam Samanta is moving forward with getting credits attached to the AMM and MechaT programming to funnel into ICT
- Williamson:
 - Career Day/Seminar Day: Thank you for the participation!
- Optimax: Other HR and companies are having the same issues with drug screening people for the programming
- Lyons – Career Carnival will be on June's agenda
- WFL BOCES:
 - SAME Program is open for registrants so please share that information!
 - Anyone interested must have completed algebra, can be going into any grade, but cannot be in the AME program at the BOCES for the school year
- Gananda: College and Career Readiness will be held in March (last week of March 2018)
- NYMAT: manufacturing is booming – Haas has done 3200 machines orders worldwide just in Oct and Nov. Deliveries are stretched out because lots of orders but short on the parts needed for those.

Close of meeting at 10:46am