



Dream It. Do It. Nevada
March 16, 2016
Las Vegas, Nevada

Manufacturing Sector Council Meeting
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The Manufacturing Institute, National Association of Manufacturers



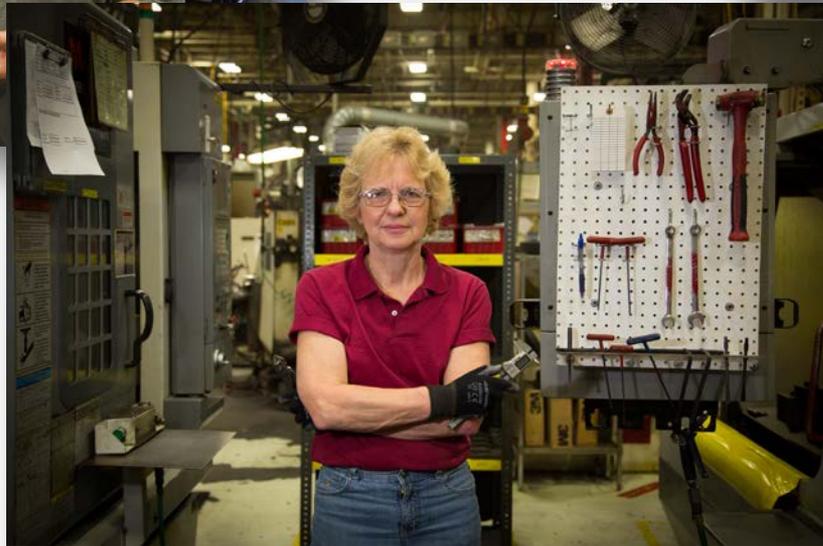


The Manufacturers'

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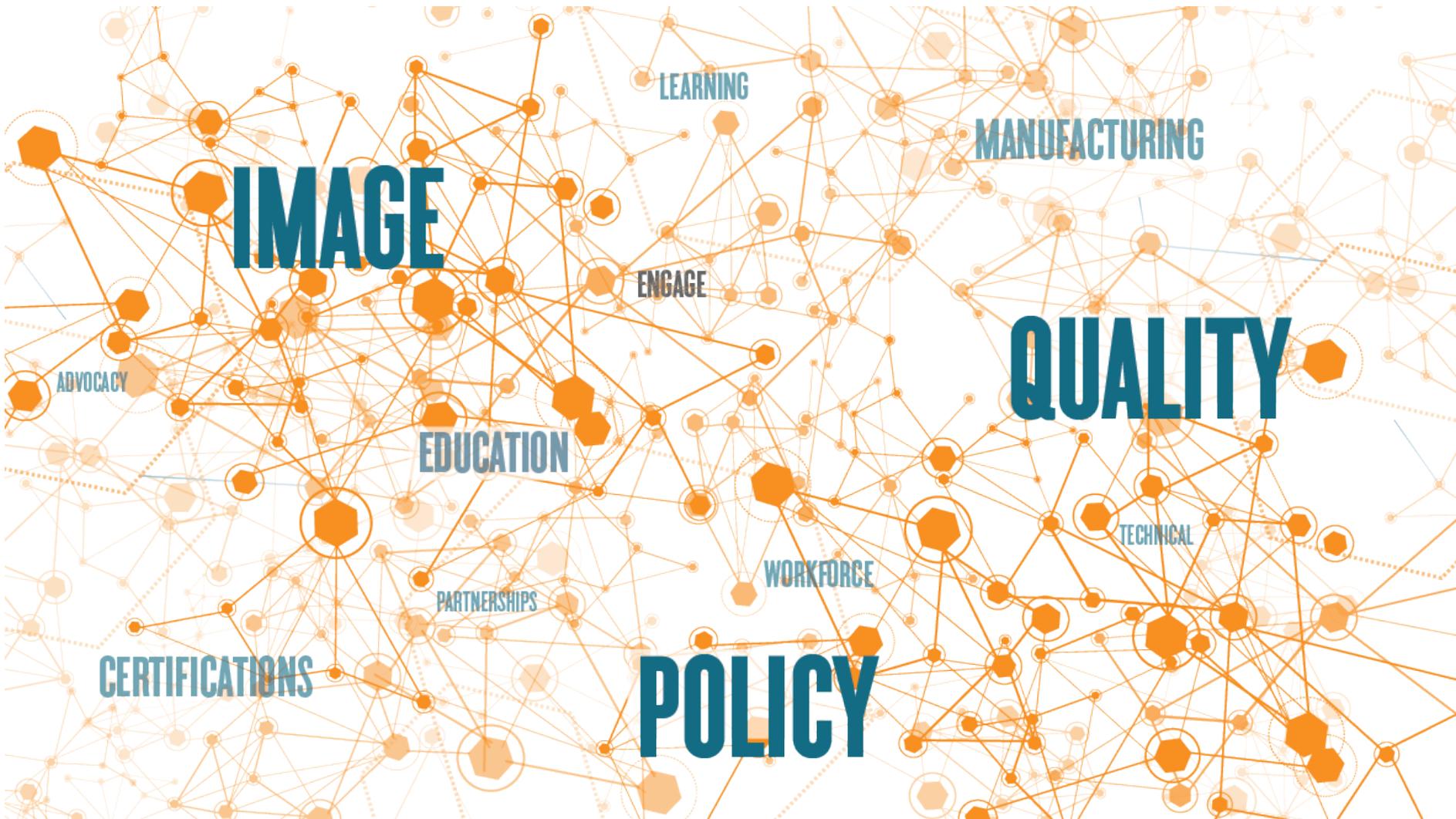
Division of the National Association of Manufacturers

Retirement doesn't just result in open positions



but a loss of embedded knowledge and identity.

National Leadership – Local Action



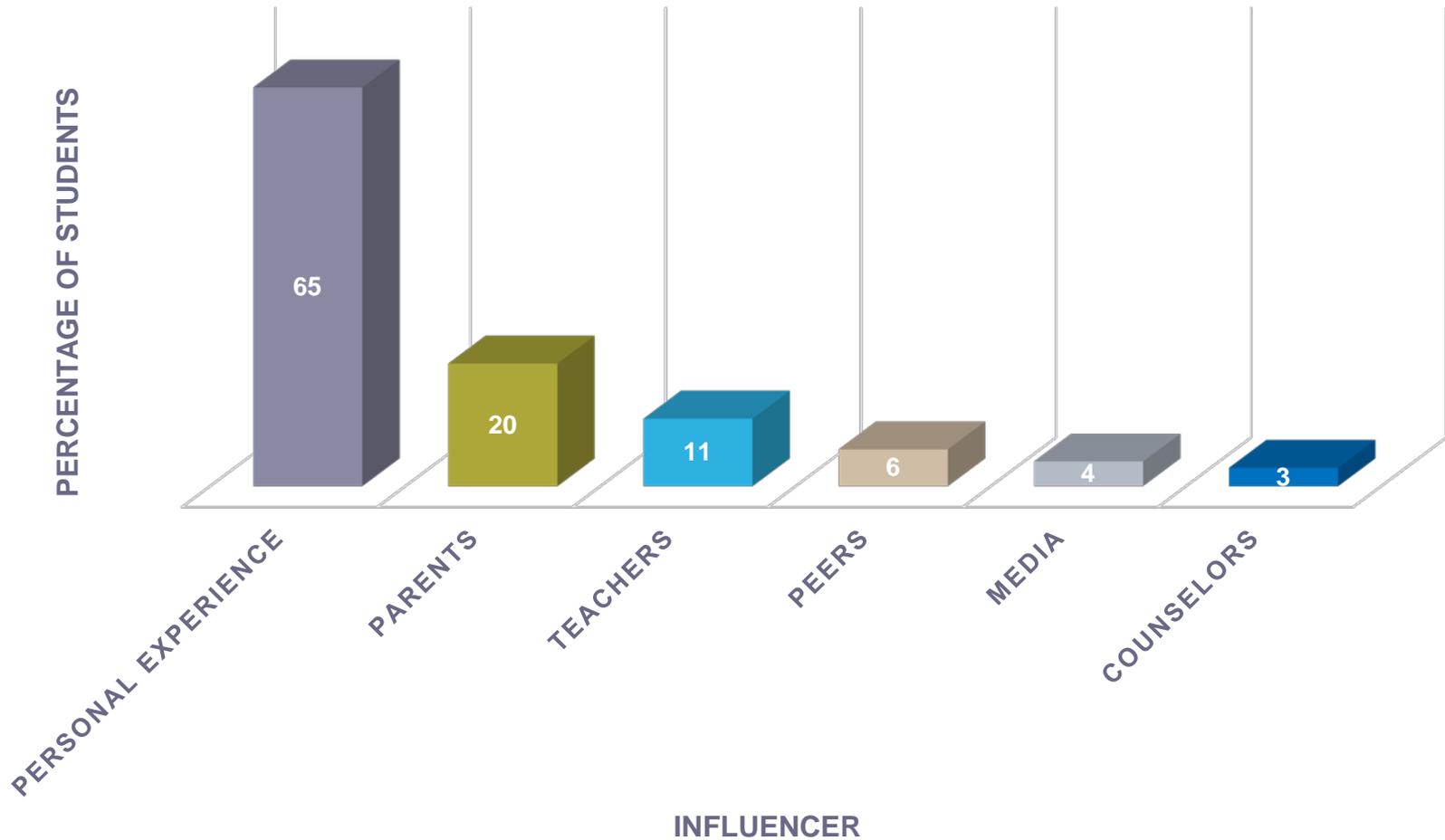
ATTRACTING THE NEXT GENERATION WORKFORCE

What influences
career path?

The Role of Career and Technical Education



EXTERNAL INFLUENCE OVER CAREER CHOICE



We need to be smarter about how we deliver the message



Who is delivering the message?
Is the message becoming an experience?



dream it.
DO IT.TM

CREATING THE MANUFACTURING EXPERIENCE FOR THE NEXT GENERATION



 **BRAND**

 **ACTIVITY**

 **KNOWLEDGE**





MFG DAY

Over 2,400 Events



DREAM IT. DO IT. AMBASSADOR PROGRAM



Manufacturers' strategy
for talent engagement



Why launch an Ambassador Program?

Simple for Employers...

- ❖ Low resource, low cost community engagement activity with high impact
- ❖ Leverages current company activity in many cases
- ❖ Employee engagement opportunity with great benefits

Differentiator for Students...

- ❖ Greater connection with the messenger
- ❖ Different from previous methods of career exploration that lost attention
- ❖ Provides a demonstrated path of a local role model



Ambassador Success Cooper Tire and Rubber Co.



COOPERTIRES®



Selecting Company Ambassadors

Women



Veterans



Early Career



AMBASSADOR QUESTIONNAIRE





Training and Supporting Ambassadors

- Quick Start Guide
- Student Engagement Activities
- Marketing Materials
- Communication Templates
- Industry Talking Points
- Sample Presentations

Where can your Ambassadors serve?





DREAM IT. DO IT. AMBASSADOR PROGRAM 

Visit
www.themanufacturinginstitute.org
download the **VOICE Toolkit** today
and register your program!



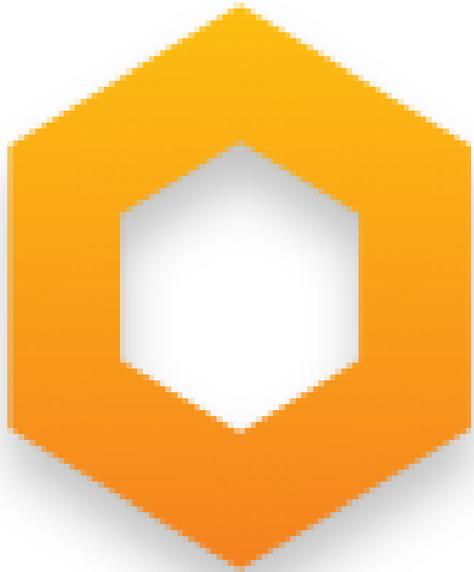
Tracking Ambassador Impact



Survey shows improved public perception in manufacturing



Developing Quality Education



SKILLS
CERTIFICATION
SYSTEM

15 Endorsed Certifications



What Can You Do?

- Analyze
- Prefer certifications
- Ask your education partners to deliver certified students
- Provide work-based learning



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