



**ROGUE WORKFORCE  
PARTNERSHIP**



## Rogue Advanced Manufacturing Partnership

September 9, 2016 ♦ 8:00 – 10:00 AM

Lithia Corporate Headquarters ♦ 150 N. Bartlett Road, Medford  
4th Floor, Porsche-Mercedes Room

### Agenda

#### **A. Welcome & Introductions**

*Mike Donnelly*

#### **B. Review RAMP/Educator Meetings in June & July**

*Jim Fong*

##### Priorities for meeting

- Make decisions on industry certifications of value
- Outline components of Manufacturing Awareness Campaign

#### **C. Make Decisions on Industry Certifications of Value**

*Audrey Theis*

##### Facilitated Discussion

- State program to incent use of industry certifications
- Implications for secondary/post-secondary career technical training
- Data on manufacturing programs offered in region
- Overview of key manufacturing certifications
- Prioritizing those of greatest value to regional manufacturers
- Implications for hiring and promotional practices
- Agreements, Assignments & Next Steps:
  - 2-Day Design Session with K-20 Educators & Workforce Partners - *October*
  - Next RAMP Meeting – *November/December*
  - Etc.

#### **D. Outline Components of Manufacturing Awareness Campaign**

##### Facilitated Discussion

- Dream It Do It Campaign (*videoconference*)
  - National Association of Manufacturers
- Communications Plan Components
- Agreements, Assignments & Next Steps:

*Brent Weil*

*Jim Fong/ Laurel Briggs*

#### **E. Summarize Agreements, Assignments & Next Steps**



**ROGUE WORKFORCE  
PARTNERSHIP**



## Rogue Advanced Manufacturing Partnership

### Manufacturing Awareness Campaign

#### Components

##### **A. Strategic & Situation Summary**

- Market Summary
- Market Demographics
- Market Trend
- Market Needs
- Program Offerings
- Partners
- SWOT Analysis
- Competition
- Keys to Success

##### **B. Marketing / Communications Strategy**

- Mission
- Marketing Objectives
- Target Market
- Strategies by Target Audience
  - Messaging
  - Brand / Logo?
  - Materials Needed
  - Communications Strategies
    - Direct Mail
    - Email Campaign
    - Public Relations/ Events
    - Website
    - Social Media
    - Online Advertising
    - TV/Radio
    - Billboard/Signage
    - Print Publications

##### **C. Budget & Funding**