



Meeting Summaries - Advanced Manufacturing Sector Strategy - June 17, 2016

Rogue Advanced Manufacturing Partnership (RAMP) Meeting

- **Attended by:** 10 manufacturing leaders (see attached list of attendees)
- **Focus of the group:** is on talent development; other critical business issues regarding infrastructure and business-to-business networking will be addressed by SOREDI and SOBIG.
- **Objectives of meeting:**
 - › Provide a national and state context regarding the manufacturing skills gap
 - › Review several best practices for ideas of what might work in Southern Oregon
 - › Identify priority objectives in developing a regional Manufacturing Workforce Plan
- **Workforce challenges:**
 - › Work readiness: students and adults lack critical workplace skills and work ethic
 - › Image of manufacturing: students and influencers don't understand modern manufacturing
 - › Not associated with "high tech:" not viewed as "cool" like IT
 - › Cross-disciplinary skills/multi-skilled workers needed, as opposed to single discipline
 - › Ambiguous loss: no longer generations of families who have done this work
 - › BOLI: regulations are killing many firms
 - › Drug free workplace: many applicants can't pass drug screenings
 - › Educators generally totally disconnected with resurgence of high-tech manufacturing
 - › Expectations for graduates of programs are too low; should expect/demand more of our public education and training providers; need better ROI for taxpayer dollars
 - › **BOTTOM LINE:** Manufacturers need to set the bar higher for output and expectations from the education and workforce systems; need higher-level skilled workers in order to stay in business and compete in a global marketplace
- **Priority Area # 1: Manufacturing Awareness and Image Campaign**
 - › Launch an Awareness Campaign – promote the 400+ high-tech manufacturing firms in the region
 - › Explore Manufacturing Day – national campaign to open work places to students, parents, guidance counselors, teachers, etc. to showcase modern manufacturing
 - › Expand outreach efforts – include women, veterans, underemployed, etc.
 - › Explore teacher externships and opportunities for teachers and counselors to spend time (possibly during summer months) in industry; can earn continuing education credits
- **Priority Area #2: Recruiting and Maintaining a Skilled Workforce**
 - › Workers need to be driven/motivated and want to learn
 - › Need to focus on cross-disciplinary education and training
 - › Need for methods to assure workers can do the job; explore use of industry certifications as means to validate skills using 3rd party assessments
 - › Need further discussion on concept of competency vs. proficiency
- **Priority Areas #3: Public Policy Advocacy**
 - › Need outreach to RCC, SOU and OIT Boards regarding alignment of business requirements and program offerings
 - › Potential exploration of Petition IP65

Meeting Attendance

Name	Title	Organization
Neil Smith	Chief	Airscape Fans
Irene Haslet		Boise Cascade
Michael Donnelly	Material's Manager	Carestream Health
Brian Mattingly	Production Supervisor	Linde Group
Shawn Hogan	Quality Manager	Linx Technologies
Bill Thorndike	President	Medford Fabrication
Nina Johnson	HR Director	Nspired Natural Foods
Norm Kester	CEO	Quantum Innovations
Tanya Haakinson	Safety Director	Timber Products
Ron Fox	Retired Ex. Dir.	SORED I
Jim Fong	Executive Director	Rogue Workforce Partnership
Dana Shumate	Business Services Manager	Rogue Workforce Partnership
Aurora King	Director of Business Innovation	Rogue Workforce Partnership
Tami Allison	Executive Projects Manager	Rogue Workforce Partnership
Audrey Theis		Key Links, Inc.

Education and Workforce Partners Meeting

- Attended by 16 education and workforce partners representing 9 organizations (see attached list of attendees), who want to prepare youth and adults for careers in Advanced Manufacturing.
- Focus of meeting was on industry-recognized certifications
- Tom Thompson, Oregon Department of Education, provided an overview of a new initiative supported through federal Carl Perkins funds that support Career Technical Education (CTE). The state has earmarked a pool of funds to incentive high schools to align CTE programs with industry skill needs, using 3rd party, industry-recognized certifications as the bridge. A list of certifications "approved" for state funding was circulated and reviewed.
- Meeting attendees, particularly the **school superintendents / administrators** present, **urged that regional businesses be involved in setting priorities for the schools in terms of which industry certifications were of highest value.** They urged that if business could tell them what was of value, schools would modify programs and curriculum to meet those needs and prepare students for high priority industry certifications.

- **The question was raised: will employers would be willing to take industry certifications into consideration regarding the interview and/or hiring process?** (e.g., a guaranteed interview for holders of a regionally approved industry recognized credential)
- In Oregon, every high school CTE program is designed to be a direct feeder into a community college program. The college is now beginning to visit the value of industry certifications in manufacturing; it already supports them in several other industry areas.
- The group then reviewed several national best practices, where the requirements of industry certifications were built into both high school CTE and community college programs of study. There was significant interest in models that incorporated “stackable credentials” spanning high school, community college and four-year institutions.
- An overview of the morning meeting with manufacturers was provided, and all attendees agreed that they were aligned with the issues raised by the employers. In fact, that were adamant that they needed business input to make smart decisions about which manufacturing industry certifications might be of most value in the region.
- **The meeting concluded with agreement that a two-day planning session in the early fall was in order.** It would be a voluntary meeting to which school districts and the community college could send their forward-thinking administrators and instructors in manufacturing-related disciplines to plan for alignment of selected industry certifications into identified programs of study. The RAMP would identify and prioritize the certifications of value that would drive the process, based on their deliberations during the summer months.

Meeting Attendance

Name	Title	Organization
Daniella Bivens	Director of Educational Partnerships	Rogue Community College
Bill Jiron	Director of Workforce Training & Community Education Services	Rogue Community College
Ron Fox	Retired Executive Director	SORED I
Colleen Padilla	Executive Director	SORED I
Kathy Trautman	Business Development Manager	SORED I
Sherri Stratton	Area Manager	WorkSource Rogue Valley – Employment Department
Tabitha Carlson	Project Director	WorkSource Rogue Valley – ResCare
Devi-Ana Stone	Operations Supervisor	WorkSource Rogue Valley – ResCare
Cynthia Anderson	Operations Supervisor	WorkSource Rogue Valley – ResCare

Tom Thompson	Secondary/Post-Secondary Transitions - Ed. Specialist, Industrial & Engineering Systems	Oregon Department of Education
Brian Robin	Interim Coordinator – Career and Technical Education	Southern Oregon ESD
Brian Shumate	Superintendent	Medford 549C School District
Alan Barber	Director Human Resources / Secondary Education	Jackson County School District #9
Jim Fong	Executive Director	Rogue Workforce Partnership
Aurora King	Director of Business Innovation	Rogue Workforce Partnership
Dana Shumate	Business Services Manager	Rogue Workforce Partnership
Tami Allison	Executive Projects Manager	Rogue Workforce Partnership