

Talent and Branding Working Group

August 20, 2020

2:30 - 3:30 pm

Minutes

In attendance: Mike Tomasi, David Cruise, Bob Lepage, Kelley French, Donna Ramos, Shelby Soleimani, Kathie Mahoney, Carolyn Kirk, Joseph Kunz, Julie Chen, Bradley Mingels, , Farhad Vazehgoo, Helena Fruscio-Altman, Scott Martin, Meghan Abella-Bowen, and Michael Ferguson. Allen Brown and/or phone number 413-464-4278

Welcome and Introduction: Helena Fruscio Altsman

Helena welcomed the attendees and a roll call was taken.

Approval of minutes: Helena Fruscio Altsman

April and July meeting minutes approved unanimously.

MassBridge Overview: Farhad Vazehgoo

Farhad provided an update on the MassBridge program. The objective of the program is to develop and test a well-connected, state-based training and career pathway model for technicians that meets the talent needs of the Manufacturing USA Institutes and can be used as a national model for manufacturing technician training.

Advanced Manufacturing Training Grant Update: Meghan Abella-Bowen

Meghan provided an update on the FY'20 Advanced Manufacturing Training Grant programs. The COVID 19 Pandemic suspended all training programs in March with the closure of all vocational schools, community colleges, and training facilities. During April and May, Regional Captains worked with local training providers to move some programming on line and develop innovative hybrid models to support stranded trainees in June and July.

Planning for FY'21 training programs is currently in progress. Regions are incorporating lessons learned from the COVID shutdown in the development of FY'21 training programs.

Manufacturing Strategic Plans – SWOT Analysis: David Cruise and Donna Ramos

Donna Ramos provided an overview of the Five-Year Advanced Manufacturing Strategic Plans completed by each the Massachusetts Workforce Regions in 2019. The report focused on the Strengths, Weaknesses, Opportunities, and Threats impacting advanced manufacturing in Massachusetts.

David Cruise highlighted the three key solutions that the Regional Captains and EOHEd identified to address challenges identified in the Strategic plans. They include:

1. Development of predictable and sustainable training schedules (impacted by funding)

2. Develop a regional strategic training system
3. Develop a coordinated advanced manufacturing marketing campaign

Marketing & Branding Update: Farhad Vazehgoo

Farhad discussed how the current perception of careers in manufacturing needs to change in order to engage and attract more people into the field (including youth, their parents, and adults job changers). We need to focus on the new and exciting emerging technologies. The messaging should be aimed at providing an understanding of what it means to get into advanced manufacturing.

Work is already being done around branding and recruiting in the state. The Central Region has developed the reMAke 4.0 campaign, a revolutionary partnership between employers, educators and workforce boards, designed to re-engineer the talent pipeline for manufactures in Massachusetts. In addition, the MassBridge program will also include a branding and marketing component. The goal is to create a comprehensive state-wide marketing campaign that rebrands manufacturing from traditional jobs, perceived as dirty and dangerous, to exciting technologies in occupations in robotics and photonics.

If any members have thoughts, comments or insight on marketing and branding they want to share, please send your thoughts and/or comments to Farhad Vazehgoo.