

## **Talent and Branding Working Group**

April 22, 12:30 - 2:00 pm,

Zoom Conference

### **Draft Minutes**

**In attendance:** Kelley French, Brian Norris, Ken Warnock, Donna Ramos, Shelby Soleimani, Mike Tomasi, Allen Brown, Kathie Mahoney, Brad Mingels, Jennifer James, Ira Moskowitz, Farhad Vazehgoo, Helena Fruscio-Altman, and Meghan Abella-Bowen.

#### **Welcome and Introduction:**

Ira Moskowitz welcomed the attendees.

#### **Review of the Manufacturing Emergency Response Team and Funding Program:**

Ira provided an overview of the Manufacturing Emergency Response Team (M-ERT) program including the mission, stages in the process, and initial companies that have pivoted to producing PPE. Helena provided an overview of the M-ERT Funding Program that had been established.

**Members shared how COVID 19 has affected their organization.**

**Reviewed the original agenda of the working group and discussed if COVID 19 should cause any changes in the groups mission or priorities.**

#### **Previous Goals**

- 1. Inventory of Programs:** Inventory all of the state's education and training programs and delineate by: Region, provider, target audience, capacity, programming, and outcomes. Create a tracking process, top level goals and metric to review outcomes. (e.g., recruitment into programs, completion rates, hires).
- 2. Share Data:** Share and discuss regional SWOT and data Analyses done by the MassHires to coordinate and leverage opportunities.
- 3. Communicate:** Develop a united communication front on the image of manufacturing that regions can tailor to the uniqueness of their area/audience. As part of this, get all the regional and state-wide websites and social media platforms on manufacturing to have the same overriding messages and imaging.
- 4. Coordinate:** Engage the STEM Council and other relevant groups to insure collaboration and consistency with their efforts.

**Suggested Pivot:**

- The COVID 19 Crisis has provided us with an opportunity: Manufacturing is finally being elevated and recognized as a good job/career opportunity.
- Continue the work noted previously to promote manufacturing and develop marketing, talent, and public image around advanced manufacturing.
  - Capitalize on the positive press around manufacturing to create a statewide brand and marketing campaign. Promote manufacturing success stories from each region.
  - Create recruitment strategy highlighting the value, impact, and opportunities for a career in manufacturing.
  - Study the pivoting manufacturers from MERT to understand what training elements are needed to help workers be more nimble.
  - Need to pivot from in person to on-line training as much as possible to deal with emergencies such as COVID-19.