

Talent and Branding Working Group

July 13, 2020

1:00 - 2:00 pm

Draft Minutes

In attendance: Donna Ramos, David Cruise, Bob Lepage, Kelley French, Brian Norris, Shelby Soleimani, Mike Tomasi, Allen Brown, Kathie Mahoney, Joseph Kunz, Julie Chen, Farhad Vazehgoo, Helena Fruscio-Altman, Scott Martin, and Meghan Abella-Bowen.

Welcome and Introduction:

Farhad welcomed the attendees.

Review the focus of the working group:

The group reviewed the original goals established in January and discussed how the COVID emergency and the creation of the M-ERT might impact the work of the group moving forward

Previous Goals:

- **Inventory of Programs:** Inventory all of the state's education and training programs.
- **Share Data:** Share and discuss regional SWOT and data Analyses done by the MassHires to coordinate and leverage opportunities.
- **Communicate:** Develop a united communication front on the image of manufacturing that regions can tailor to the uniqueness of their area/audience.
- **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.
- Create recruitment strategy.

High level preview: It is about advanced manufacturing and Innovation.

- What is the future of manufacturing
- How do we get students/people to convert over to careers in manufacturing?
- If we are successful – what will this look like? What are the metrics and how will they tell us we are on track?

We are seeing more opportunities than we have had in years. We are balancing keeping experienced talent and bringing on new talent. The challenge is for high end talent (10 years of experience). The majority of training needed is for incumbent upscaling, we have equipment sitting dormant because we don't have people for those trained positions.

The COVID emergency has forced traditional hands on and face to face training models to explore new hybrid models that combine on-line training with OJT hands on experience is an option. Are employers open to this model?

MIT-LL is seeing opportunities and interest in apprenticeship models connected to OJT (for cyber security).

Our focus needs to be broader than entry level pipe line employees, we need pipeline to degreed engineers. We need to provide educational career development pathways for those employees who want to grow. Needs to be flexible.

Develop and launch MFG Career Training Module: Need shorter term awareness module to get people excited about working in that field. There is a real awareness challenge. And a public image challenge.

- As a group what can we do? How do we operationalize this?

We should recruit a marketing and branding specialist to this group.

New entrants versus upscaling. Upscaling with virtual to OJT and apprenticeships.

Increase awareness and create and promote career ladders (associated with training). Once we engage and enroll participants, how do we keep them enrolled and connect to industry.

Don't have to reinvent the wheel, there's other organizations who have done the research. But we have to use that data to talk to people on a level they can relate to. We have to make things concrete (WHAT IS ADV. MFG? How do we explain this concisely and attractively to people?)