

**Advanced Manufacturing Collaborative
Talent and Branding Working Group**

February 3, 11:00 - 12:00pm
Zoom Conference

Minutes

Attendees:

Mike Tamasi – AccuRounds
Kelley French – North Central MA Workforce Board
David Cruise, Western MA Workforce Board
Joseph Kunze, SI2
Robert LePage, EOE
Brian Norris, Merrimack Valley Workforce Board
Deborah Meggison, Gr. New Bedford Workforce Board
Kristy Grignon- MassMEP
Shelby Soleimani – MIT Lincoln Labs
Brad Mingeles, UMASS Lowell
Kenneth Warnock – Medtronic

Staff:

Christine Nolan, MassTech Collaborative
Meghan Abella-Bowen, MassTech Collaborative
Farhad Vazehgoo, MassTech Collaborative
Adam Couturier, MassTech Collaborative

Guests:

Art Trapotsis - Consolidated Sterilizer Systems
Brenna Schneider – 99 Degrees

Absent:

Julie Chen – UMass Lowell
Rosalin Acosta – Executive Office of Labor and Workforce Development
Theresa Rowland – Commonwealth Corporation

Welcome and introductions

Christine Nolan welcomed all attendees and a roll call was taken.

Approval of Minutes: Christine Nolan

Mike Tamasi introduced a motion to approve the November 16, 2021 Talent and Branding Working Group minutes, seconded by David Cruise.

CAM update

Christine Nolan shared a CAM update.

- Announced our MMAP grantees at KlearVu in Fall River on January 27, 2022. The need is great and the dollars can make a difference. We are working with our ecosystem partners, including MassMEP who is helping companies with business and lean assessment and MassRobotics who is providing technical assistance and support with the robotics landscape.
- The new round of program funding will be opening in a few months.

MassBridge Mid-Program update:

Christine Nolan provided an update on MassBridge activities to date.

- Curriculum – updated and modified 10 courses in manufacturing programs to integrate key workforce competencies into their programs. Courses are currently being piloted in 10 courses this spring with 176 students.
- Awareness Module – The Makers of a Better Future program is being piloted this spring with 25 schools across the state. A full statewide launch is planned for fall 2022.
- Marketing and Branding – An RFP is currently out for bid to engage a marketing firm to promote our mission.

Branding and Marketing

Adam Couturier provided an overview on the new branding, mission and vision for MassMakes.

- The new name, MassMakes was presented. The messaging for MassMakes will focus on “Make a Difference, Create a Future”.
- The Mission: Engage manufacturers in the advanced manufacturing ecosystem, while engaging and educating job changers and seekers in the career opportunities and training that exist in manufacturing.
- The Vision: To connect industry to a broad set of solutions to overcome challenges and drive growth. This includes solutions from talent development to capital investments and everything in between.
- Surveyed industry to understand current hiring needs and the outreach channels they are using to find new hires. Word of mouth and using MassHires were noted as “somewhat effective” ways to identify new hires. Use of social media marketing on LinkedIn and Indeed job posting have also been “somewhat effective”.

A question was posed to the group on what community engagement or other strategies does your company use to find entry level employees? Employee/internal referrals and working with local vocational schools was highlighted by many companies with connecting to community college and four year co-op and internships also being utilized.

Next steps

The next full AMC Board will be March 22, 2021 2:00-3:30

Materials and Exhibits Used at this meeting:

- Draft Minutes – November 16 Talent & Branding meeting minutes
- Presentation: Talent and Branding Working Group, February 3, 2022