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.