MEATA 2015 Spring Apprenticeship Conference

May 20-22, 2015

Career Awareness Best Practice: Macomb County Manufacturing Day

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Manufacturing Day is a National Initiative:

- 30,000 students
- 11,000 parents & teachers
- In 48 states
- 22 Proclamations
- Over 1000 hosts since 2012
As of May 19th, 2015

152 registered events!

www.mfgday.com
www.mfgday.com

There are lots of great resources here to help!
Quick Start & Planning Guides
Infographics
Educator Tool Kit
Host Tool Kit
PowerPoints
Tips
Media Kits
Videos
Share Your Story
“How To” Webinar
Flyers, Logos, Banners

Over the next decade nearly 3 1/2 Million manufacturing jobs likely need to be filled.

The skills gap is expected to result in 2 Million of those jobs being unfilled.

Filling jobs is no easy task.

The skills gap is widening.

Developing talent is essential.

The implications are significant.

The retirement of high-skill, long-term veterans of the industry has led to a tremendous loss of expertise.

The competition for talent is fierce.

Deloitte. Mfg Institute

www.mfgday.com
Macomb County hosted an event last year.
What is Manufacturing Day?

About
Manufacturing Day was designed to increase knowledge about, and improve public perception of, manufacturing careers and manufacturing’s value to the U.S. economy.

Mission
Our mission is to expand knowledge about and improve general public perception of manufacturing careers and manufacturing’s value to the U.S. economy.

Description
Manufacturing Day is determined to expand knowledge about and improve general public perception of manufacturing careers and manufacturing’s value to the U.S. economy. Manufacturing Day is for students, parents, educators, media, customers, suppliers and the community at large. Visitors will learn about real career opportunities, training, and resources. In addition, manufacturers will learn about business improvement resources and services delivered through manufacturing extension partnerships.

www.makemacombyourhome.com
Manufacturing Matters in Macomb County

In Macomb County:

Average Non-Manufacturing Salary: $39,334 (202,878 jobs)
Average Manufacturing Salary: $68,488 (66,158 jobs)

Source: MIDTSB

Unemployment:
Macomb: 7.5%
US: 6.1%
Manufacturing unemployment: 5.3%
Recent college graduate unemployment: 12.6%
Macomb County was one of eight to hold a registered MFG Day event in Michigan during 2013.

County Executive Mark Hackel began the day by inviting the media to tour area plants with him. As a result, area companies were featured in newspapers and local TV news:

- **WXYZ/Channel 7**: 4000 Manufacturing Jobs Open in Macomb County
  (Fori Automation of Shelby Twp)
- **WDIV/Channel 4**: Manufacturing makes comeback in Macomb County
  (iDEAL Technology of Shelby Twp)
Next, executives from 15 area manufacturers gathered to discuss issues.

One of the top concerns: lack of young people in the field.

Suggestion: Macomb County should get STUDENTS involved in MFG Day 2014.
The Macomb County Department of Planning and Economic Development met with Mike DeVault, superintendent of the Macomb Intermediate School District to ask if a countywide event was possible.

He offered his support and suggested that district superintendents get a first-hand look at what students might experience on tours.
Plant **tours** were followed by a luncheon where school officials met with more manufacturing executives.

Superintendents were impressed and agreed that **students SHOULD be exposed** to the interesting and well-paying careers offered by manufacturing.
In early 2014, a committee was formed . . .

Representatives of area manufacturers, school districts, colleges, and workforce development agencies have been meeting to formulate a plan.

The goal?

1,200 students from Macomb County high schools to visit manufacturers on Oct. 3, 2014.
The Goal for 2014

These students will:

• See manufacturing in action
• Meet the people who work in the field
• See and hear their passion for their jobs
• Learn about educational pathways that lead to good jobs in manufacturing
What we expect to happen

100% of public districts will participate for a total of 28 high schools and four alternative education programs. Each building will send up to 30 students to visit an area manufacturer in one of two shifts: 8am–10:30am, 11:30 am-1pm
Planning Committee Members

Jim Ahee, Macomb County
Catherine Belkowski, Ferris State University
Claire Brisson, Chippewa Valley Schools
Kevin Chandler, Wayne State University
David Darbyshire, Dasi Solutions
Natalie Davis, Romeo Public Schools
Stacie Eeman, Smart Sales Solutions
Doug Evancho, K&K Stamping
Mary Faley, Lake Shore Public Schools
Denice Gerstenberg, Sterling Heights
Vikki Gordon, Macomb Community College
Ryan Hundt, MEDC
Jennifer Husby, KUKA
Don Kling, Lakeshore Schools
Scott Kraemer, PTI Engineered Plastics
Christopher Loria, Lake Shore Public Schools
Joe Mandeville, Elite Plastic
Paul Meloche, Fori Automation
Colin Miller, Michigan Works!
Edward Okuniewski, L’Anse Creuse Public Schools
Scott Palmer, MISD
Joe Petrosky, Macomb Community College
Rich Pirrotta, ASC Global
Jason Powell, Redall Industries
David Richards, Fraser Public Schools
Christine Robson, Michigan Works!
Melissa Roy, Macomb County
Kim Rovinski, Orbitak International
Tom Ruczynski, Proper Group International
Jennifer Seger, Macomb Community College
Jennifer Shira, SKF USA
John Thero, South Lake Schools
Shannon Williams, Utica Community Schools
Maria Zardis, Macomb County
While October 3 was the big day, we hoped that participation would increase relationships between manufacturers and the school in their community.

Some already have internship programs in place, many others expressed an interest in starting one.
Following manufacturing day, we hosted an expo at Macomb Community College for students and their families.

Its purpose: To highlight today’s manufacturing environment and the educational pathways that lead to meaningful careers.

5:30–8 p.m. on Dec 2
In Chippewa Valley Schools alone:

130 students toured
3 local industries on Manufacturing Day

Students learn about clay modeling and design from ASC Global
Ideal taught students about the importance of 3-D printing and CNC machining in the making of the 2017 prototype Jeep.
Fori Automation taught us about every facet of manufacturing
As the U.S. economy has changed, so too have occupational tasks and even occupations themselves. New types of jobs emerge as new industries are created, and new problems requiring solutions are encountered. To remain competitive, our Nation needs flexible STEM-capable workers at every education level. Recognizing this, several recent reports have drawn attention to a sub-baccalaureate, or “technical STEM workforce.” This workforce consists of workers with high school or two-year technical training or a certification who employ significant levels of STEM knowledge in their jobs (see “The ‘Technical’ STEM Workforce”). According to one report, when these sub-baccalaureate workers are included, there may be as many as 26 million jobs in the United States that require significant STEM knowledge and skill in at least one field. This represents nearly 20% of all U.S. jobs.”
Thank you!
If you have questions or would like more information about

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Manufacturing Day 2015!