

AMCC Sub-Team Summary – 4/12/2019

Participants

- LaJoyce Brooks
- Laura Cosby
- Craig Jbara
- Dave Maurer
- Laura McGuire
- Kate Miller
- Mary-Frances Oliphant
- Tracey Quada
- Tina Richmond
- Jim Sertic
- Taylor Smith

Meetings Held: February 25, March 1, March 15

Top Priority: RECRUITMENT

- Including marketing and branding components
- Increasing awareness of manufacturing environment, opportunities and career paths

Follow-up Research Discussions Completed

- State Representatives
- Southwest Michigan First
- KRESA
- Community Groups

Key Success Factors

- Focus on value to business and students
- Increase awareness and understanding from Parents and Counselors
- Re-branding skills training as "college"
- Promote student "self-worth"

Approach

- Research and leverage existing tools / initiatives that we can link or integrate into our priority pursuit (no need to "reinvent the wheel")
- Develop a recognizable, brand message
- Deliver through multiple mechanisms to bridge the gap for parents and students to raise awareness of the business and educational opportunities

Leading Proposal

- **Establishing a pool of business speakers that can convey today's manufacturing environment, discuss career pathways and provide guidance on opportunities. Once created, the AMCC could schedule periodic panel sessions at various institutions, schools, and relevant organizations drawing from the pool based on availability and specific session focus.**
- AMCC Responsibilities
 - **Businesses:** Identify participants for the pool that can represent manufacturing when available
 - **Service Organizations:** Identify events, meetings, venue in which to schedule and coordinate the business panel

Next Steps

- Review Sub-Team activities and proposal at the April 12 AMCC meeting
- Gain approval for the priority focus and secure support
- Establish a target date for follow-up results from businesses and service organizations