

Advanced Manufacturing Sector Sub-Committee March 10, 2010 Meeting

The Advanced Manufacturing Sector Subcommittee (AMSS) held its first meeting on March 10, 2010. Members were welcomed by Deputy Secretary JoAnna Richard and the co-chairs appointed by CWI chairman Tim Sullivan were introduced: Anthony (Tony) R. Rainey President, UAW 469 - Master Lock Company, Milwaukee, Joe Kinsella, President Point Precision, Inc., Plover, WI. Mr. Kinsella presided over the meeting and invited all members to introduce themselves and describe their involvement in sector strategies and/or training and credentialing. The meeting agenda focused on the Subcommittee's overall charge as an industry sector subcommittee of CWI. Member discussion is captured in the topical summaries below.

CWI AM SECTOR SUBCOMMITTEE CHARGE AND RESPONSIBILITIES

Members received a presentation which identified the Subcommittee's charge to "Establish priorities that will create measurable success for industry partnerships in Wisconsin for the energy sector." The presentation highlighted the Subcommittee's eight primary responsibilities as articulated by the CWI.

WISCONSIN INDUSTRY PARTNERSHIP OVERVIEW AND UPDATE

Members were provided an overview of existing Wisconsin Industry Partnerships which "combine industry leadership with support from multiple partners to address common economic development and workforce needs and align resources to promote the economic competitiveness of key industries."

- Wisconsin Industry Partnerships, an effort led by the DWD Secretary's office in collaboration with multiple agency partners including the Departments of Commerce and DPI, WTCS.
- Industry Partnerships are focused on a single critical industry led by a strategic partner (called a convener) who coordinates dialogue and action. The result is customized solutions to the workforce needs of employers and is a proven mechanism for meeting the needs of workers for good jobs.
- Governor Doyle pledged \$3 million for industry partnership awards targeting advanced manufacturing, energy and health care sectors. Funds are disbursed through an RFP. Workforce Boards are eligible to apply for a convening grant to bring regional industry partnerships together or to develop and implement worker training for that sector.
- The overview provided foundational information about sector strategies, industry partnership structures in Wisconsin, delivery mechanisms and the role of Wisconsin's Grow Regions. Members learned that the targeted industry sectors of Advanced Manufacturing, Energy and Health Care, are now each represented by a new Sector Subcommittee of the CWI.
- A summary of existing awards for convening and/or training was provided, along with an overview of their alignment with RISE Career Pathways and Bridges. The presentation concluded with positive statistics and evaluations from similar ventures outside the State and a goal to evaluate impact in Wisconsin.

Members expressed interest in learning more about successful industry partnership in the state, particularly those funded by the IP effort and possible the Bay Area Manufacturing Alliance.

ADVANCED MANUFACTURING CREDENTIALING PRESENTATION

James Mackey, WTCS Education Director of Manufacturing Engineering and co-manager of the Wisconsin Manufacturing Skill Standards Certification (MSSC) State Team, shared that the technical college system is exploring use of the National Association of Manufacturers (NAM) – endorsed manufacturing skills certification system as a means to align education, certification and career pathways. Key attributes of this certification system include the following:

- The Skills Certification System, and the career pathways in manufacturing that it supports, also align to education pathways in secondary and postsecondary education. Integrating the skills certifications into those education pathways implies that they should become part of degree programs of study, so that a worker can progressively pursue stackable credentials and “bank” credits, engaging in a lifetime of learning.
- This upwardly mobile ladder directly demonstrates how learning is a continuum throughout a worker’s life as more competencies are acquired and documented with a recognized credential. Credentials gained through the Skills Certification System will strengthen an individual’s ability to be mobile in the workforce, compete for higher-level jobs, and move to in-demand careers by:
 - Providing skills and competencies recognized industry-wide; and
 - Providing career pathways clearly mapped to educational pathways tied to credentials preferred by employers in multiple sectors.
- This system gives each individual a path to succeed, the skills to compete, and the opportunity to win.

Amy Phillips, DWD MSSC State Team co-manager, then provided a brief overview of the Wisconsin MSSC Initiative and possible pathways to earn an MSSC credentials and certification. The MSSC is a nationwide, industry-based skills standards, assessment and certification system for all sectors of manufacturing. This system measures and certifies the foundational skills and knowledge of students, educators and frontline production workers from entry-level to first line supervision in the following four areas:

- Safety;
- Quality Practices & Measurement;
- Manufacturing Processes & Production; and
- Maintenance Awareness.

The Wisconsin MSSC website (<http://mssc.wi.gov/>) contains both employer and employee testimonials, and “free” pre-assessments (pre-tests) that provide a flavoring of the questions encountered on the national MSSC-credential tests.

Co-Chair Rainey, who participated in the MSSC certification program at Master Lock, stated that there needs to be more awareness of the MSSC Initiative and accessibility to the program for the general public.

Phillips further explained that the WI MSSC State Team views the MSSC Initiative as one of several credential/certification manufacturing pathways. Since February 2009, the MSSC State Team has engaged in discussions on how to link the MSSC with other statewide credentialing and certification efforts. The WI MSSC State Team welcomes any recommendations that the CWI – AM Subcommittee may have to offer on how to increase the statewide marketing efforts of the MSSC Initiative.

The members commented that there has to be linkages between certifications/credentials with jobs and career pathways. Members requested data on MSSC completers.

LABOR MARKET TRENDS PRESENTATION

Eric Grosso, DWD Office of Economic Advisors gave a presentation on labor trends in Wisconsin and the manufacturing industry. Key items highlighted from these data include:

- The consensus opinion is that recession ended last summer and that country is in expansion, but the labor market recovery could take years to get back to pre-recession levels.
- We are seeing signs that that Wisconsin's labor market deterioration has ebbed. The most recent jobs report shows that state added jobs in January and February of 2010. Manufacturing sector added jobs in February 2010.
- Despite recession, manufacturing is still state's largest sector and economic driver. Wisconsin still leads nation in percent of job base in manufacturing at 17% share.
- We are not expecting manufacturing employment to get back to pre-recession levels, but it will add jobs. The sector will also will also utilize personnel agencies in the immediate period and these jobs are not recorded in the official data as manufacturing jobs. The sector will also need new workers—some with higher skill sets compared to current that are key to the lean principles being adopted in this sector. It will also need new workers to replace those retiring given the sector's demographics.

FUTURE MEETING DATES AND NEXT STEPS

Future meeting dates for June 8th, August 25th and November 30th and will run from 9:00 am – Noon.

Next Steps:

- Review data on MSSC completers/outcomes and further discussion of credentialing in WI and other states
- Identify methods to market MSSC certification system to employers and workers
- Request data from OEA on average age of workers in manufacturing sector
- Id data will be requested from OEA
- Review successful industry partnerships in advanced manufacturing
- Invite additional employers to join the AM sector subcommittee.

ADJOURN

Updates since March 10th Meeting:

The CWI – AM Subcommittee was invited to join the WTCS, The Manufacturing Institute, and other state leaders in manufacturing education in a dialogue on how Wisconsin may align education, certification and career pathways. This meeting is scheduled on April 21st and is being held at MATC-Milwaukee, Oak Creek Campus, ECAM Building, Room E114, 6665 S. Howell Ave., Oak Creek, WI. In preparation for the April 21st meeting, informational webinars on the NAM-Endorsed Manufacturing Skills Certification System are scheduled on March 30 and April 15.

As of March 31, 2010, Wisconsin MSSC credential and full Certified Production Technicians cumulative completers (2010, Quarter 1)

- Safety Module – 1,005
- Quality Practices & Measurements Module – 467
- Manufacturing Processes & Production Module – 351
- Maintenance Awareness Module – 257

Certified Production Technicians Graduates – 221