

MEETING INFORMATION

Purpose: Executive Briefing "*Industry Certifications: Closing Manufacturing Skills Gap In Great Lakes Region*"

Hosted by: Ivy Tech Community College in collaboration with SME and the Great Lakes Manufacturing Council and featuring the Manufacturing Skill Standards Council (MSSC) and the National Institute for Metalworking Skills (NIMS).

Date: June 17, 2015 **Time:** 7:30am-3:30pm EST **Location:** Ivy Tech CC, Indianapolis, IN

EXECUTIVE SUMMARY

More than 250 leaders from the manufacturing and logistics industry, education, and government attended the Executive Briefing. MSSC initiated a new MSSC Authorized Center (MAC) award to schools around the country that are leaders in assessing individuals for MSSC industry-recognized nationally portable certifications. Ivy Tech Community College, Indianapolis and Gateway Community College were the first two recipients of the award.

The six major themes for the all-day meeting were:

1. The existence of a **Skills Gap** across the country that has reached critical mass due to lack of proper education in schools and upcoming baby boomer retirements.
2. A **rapid emergence of certifications** in the last decade.
3. **Imbedding certifications** into general high school and community college curriculum courses as an essential step to equipping more students with necessary certifications/credentials.
4. **"Post-secondary credentials"** as a top priority in the newly passed WIOA regulations.
5. **The release of MSSC's 2015 National Production and Logistics Standards** and new Standards for Mechatronics and Industrial Maintenance recently announced by NIMS, both available free of charge to the industry.
6. **Harmonization of skills standards and certifications between US and Canadian** manufacturing communities leading to recognition of each country's system.

Please click here for the link to all of the speaker presentation slides and hand-outs

<http://www.msscusa.org/executive-briefing-2015-slide-presentations/>

About the Host: Ivy Tech Community College

Ivy Tech Community College is Indiana's largest public postsecondary institution and the nation's largest singly accredited statewide community college system serving nearly 200,000 students annually. It has campuses throughout Indiana. Ivy Tech serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its communities and is the national leader in assessing individuals for two MSSC industry credentials: Certified Production Technician (CPT) and Certified Logistics Technician (CLT). To date, Ivy Tech has issued some 18,000 assessments, enabling 15,000 Ivy Tech students to secure these valuable certifications. Ivy Tech leadership provides a national model for delivering industry certifications and related

training that is rapidly becoming an integral part of the education system.

MEETING NOTES

1. **Welcome and Meeting Goals:** *Thomas J. Snyder, President, Ivy Tech Community College* welcomed all the attendees.
2. **Meeting Organization:** *Sue G. Smith, Vice President, Technology, Ivy Tech Community College, and Executive Briefing Moderator* gave a brief overview of the meeting agenda and breakout sessions.
3. **Workforce Skills Challenge in the Great Lakes Region:** *Jeannine Kunz, Managing Director, Workforce and Education, SME*, spoke about SME's logo change to indicate that SME stands for all manufacturing not only engineering. The goal of SME is to make sure people know about advancements and building capability of today's workforce and moving forward with technology and developing people through use of training and credentials. She reviewed specific activities, including partnering with local schools, apprenticeships, structured onboarding, designing training programs tied to business objectives and job performance, and using competencies and certifications to assess that knowledge and applicable skills. Ms. Kunz concluded with a discussion of the Career Counseling White paper that was distributed to all attendees.
4. **Industry Certification Announcements:** *Brent Weil, SVP, NAM Manufacturing Institute*, outlined the President's goal of 500,000 certifications nationwide and spoke about the NAM skill certification system and the two studies done on "Skills Gap" and what it means for companies, specifically in light of the retiring workforce in the next decade.

James Wall, Executive Director, NIMS, noted remarkable growth in credentialing activity by 36% last year and spoke about the education community's goal to incorporate industry-recognized credentials. He outlined an upcoming NIMS microsite as part of a developing digital tool library for companies to understand credentials. He also announced NIM's new standards for mechatronics and industrial maintenance, published online on the NIMS microsite.

Leo Reddy, Chair and CEO, MSSC, announced the release of MSSC's 2015 Production and Logistics Standards. Mr. Reddy also spoke about the new WIOA regulations that go into effect in July 2015 and focus largely on post-secondary credentialing and industry-recognized certifications. He discussed the new DOL-registered IMT Apprenticeship and described the new civilian credentialing workforce through MSSC's Vet Connector program.
5. **Civilian Credentialing Program for Active Duty Military:** *Lieutenant Colonel James Dyke, U.S. Army, Director, Logistics Training Department*, introduced the **Soldier for Life Program** that connects Army, governmental, and community efforts to build relationships facilitating successful reintegration of soldiers, veterans, and their families.

6. **Breakout Sessions:** Four break-out sessions took place throughout the afternoon led by a panel of industry, education and government leaders focusing on highlighting success stories and model programs from Illinois, Wisconsin, Indiana, and other Great Lakes states.

Session One: State-wide Deployment Model: IL

Moderator: Mark Hanback, Director, Caterpillar Production System, introduced the six presenters and spoke about the importance of aligning high school curriculum with MSSC CPT training and certifications.

Presenters:

- **John Rico**, Founder, President and CEO, Rico Computers Enterprises, Inc. and Co-Chair, IL State Workforce Investment Board spoke on the importance of creating pathways in Illinois and embedding IT and manufacturing into curriculum to create workforce-ready individuals.
- **Sylvia Wetzel**, VP, Human Capital and Corporate Wellness, Bison Gear and Engineering described partnership and collaboration as the key aspects to educating employers about certifications and credentials.
- **Jim Nelson**, VP, IL Manufacturers Association, described his involvement with MSSC as stemming from a conversation with an employer wanting to find skilled workers, and also noted what manufacturing educators must do to use NAM stackable credentials with small and medium manufacturing companies.
- **Karen Hunter Anderson**, Executive Director, IL Community College System spoke about the largest community college system in the country and its strong business partnerships through policy, clarity of regulations, alignment between federal and state policies, and a large number of career and tech students.
- **Dr. Maria H. Coons**, VP of Workforce and Strategic Alliances, Harper College concluded the session with comments about partnerships and persistence with employers.

Session Two: State-wide Deployment Model: WI

Moderator: Andrew Ginger, President, Snap-On moderated this session that focused on best practice models and apprenticeships.

Presenters:

- **Reggie Newson**, Secretary, WI Department of Workforce Development described WI's Youth Apprenticeship Program, which creates a bridge between youth and adult apprenticeships.
- **Don Gogan**, VP, Harley Davidson spoke of Harley Davidson's long-standing relationship with MSSC and their use of certifications in their hiring process.
- **Stephanie Borowski**, President, GPS Education Partners presented GPS's student competency-based model, in which all education is delivered in a manufacturing facility.
- **Dr. Bryan Albrecht**, President, Gateway Technical College presented Gateway's imbedded model for innovation and alignment of industry credentials and work.

Session Three: State-wide Deployment Model: IN

Moderator: **Brian Burton**, President, Indiana Manufacturers Association gave an overview of the status of Indiana's gross state product and where manufacturing is lacking and what is being done to fix the problem.

Presenters:

- **Dennis Wimer**, Deputy Commissioner and Director, IN Department of Economic Development spoke of the upcoming shortage of manufacturing jobs and career and tech education in the state to help with the growing problem.
- **Harold Wilson**, Southern Indiana Placement Service, Cummins, Inc. described partnerships between state colleges and universities.
- **Paul Perkins**, President, Amatrol, Inc., Chair, IN State Workforce Investment Board offered perspective from the employers in the state, naming talent acquisition the most difficult challenge.
- **Vearl D. Turnpaugh**, Associate VP, Applied Engineering & Technology, Ivy Tech Community College described Ivy Tech's degree platform training instructors in the MSSC curriculum and work with DOE to offer dual credit through high schools as a way to remove barriers.

Session Four: Model Programs in Other Great Lakes States

Moderator: **Michael Packer**, Director, Production Operations, Special Programs-Skunk Works, Lockheed Martin Aeronautics moderated the session.

Presenters:

- **MI - Dr. James Jacobs**, President Macomb Community College spoke of the importance of imbedded certifications in school curricula and all state grants processes.
- **MI - Chris Knapp**, Industry Talent Director, Workforce Development Agency, State of Michigan is working with stakeholders to establish a quality credentialing initiative in the state.
- **MN - Barb Embacher**, Dean, Workforce Education & Training, South Central Community College highlighted the need for process consistency across the state college system by imbedding certifications and credentials into curriculum programs.
- **NY - Bruce Hamm**, JD, Director of Business Engagement, The Manufacturers Alliance of New York spoke of the challenges in the state, specifically, a lack of a sense of urgency, parents not valuing manufacturing careers, lack of resources in small companies and suppliers and a disconnect between SUNY community colleges and their goal to try to get more companies to engage in registered apprenticeships.
- **OH - Sherry Kelley Marshall**, President, Southwestern OH Regional Workforce Investment Board spoke on the OH hybrid Return on Investment (ROI) model and the rise of credentials compared to degrees nationwide.
- **PA - Stephanie Larkin**, Executive Director, State Workforce Board concluded the session with examples from PA, a large and diverse state where tech grants and apprenticeships have helped to align education and industry partners. In PA, they see WIOA as a way to reset and support new Governor, Tom Wolf's administration in establishing career pathways that lead to credentialing and skill development.

7. **Luncheon Keynote:** *Tom Snyder, President, Ivy Tech, Indiana* described high-value certificates as the roadmap to the goal of 10 million certifications/credentials that will be issued by 2025, according to a Lumina Foundation report. Imbedded certifications and dual credit programs are the key to attaining this goal and upskilling the workforce. President Snyder noted that those with 2-year degrees out-earn those with 4-year degrees at Ivy Tech.

8. **Special Session:** "An Exploration: Harmonizing High-quality U.S. and Canadian Skill Standards and Certifications"

Honorable Douglas George, Consul General, Canada introduced the special session by describing Canada and the U.S. as being intertwined on many levels, including sharing peaceful coexistence in North America. Mr. George noted that improving cross border efficiency and skill recognition are the biggest goals.

Moderator: Ed Wolking, Executive Director, Great Lakes Manufacturing Council noted that harmonizing the two countries is an important new concept in growing a U.S. and Canadian partnership.

Presenters:

- *Dr. Johanna Faulk, Certifications Director, Canadian Manufacturers and Exporters* described the CertWork work-based certification model for on-the-job learning. CME is looking forward to an agreement with MSSC after cross-walking MSSC standards.
- *Brent Weil, SVP, Manufacturing Institute, National Association of Manufacturers* gave a global perspective on the importance of talent development across the country and abroad.
- *Mathew Wilson, VP, National Policy, Canadian Manufacturers and Exporters* spoke on different approaches to workforce development and the importance of recognizing the same standards.
- *Rainer Kunau, Trade Representative, Canadian Consulate General, Detroit* gave his perspective on harmonization between the two countries and their individual needs.
- *Dr. Roy Swift, Executive Director, Work Cred - Affiliate of American National Standards Institute* spoke on connecting credentials, competencies, careers, and customers and named industry as the place where alignment needs to happen.
- *Tiffany Melvin, President, North American Strategy for Competitiveness (NASCO)* provided a perspective from the supply chain side and the need to be focused on workforce. The NASCO Board unanimously endorsed MSSC CPT and CLT and is now promoting North American industry standard harmonization.

Discussion: An open dialogue concluded the session and topics such as harmonization and a free border, fluid workforce, assessment of competency, and connecting communities and programs with experts were discussed.

9. **Closing:** *Bryan Maach, Managing Director, Career Solutions, ACT* offered concluding reflections and closed the meeting.