

Talent and Branding Working Group

September 23, 2020

9:30 - 10:30 am

Draft Minutes

In attendance: Mike Tamasi, David Cruise, Bob LePage, Donna Ramos, Shelby Soleimani, Carolyn Kirk, Joseph Kunz, Julie Chen, Brian Norris, Kristy Grignon, Farhad Vazehgoo, Helena Fruscio-Altman, Scott Martin, Meghan Abella-Bowen.

Welcome and Introduction: Meghan Abella-Bowen

Meghan welcomed the attendees and roll call was taken.

Approval of minutes: Helena Fruscio Altsman

August meeting minutes approved unanimously.

Advanced Manufacturing Branding: Meghan Abella-Bowen

Examples of current advanced manufacturing marketing resources used by reMAke4.0 were discussed and two awareness videos (robotics and flexible electronics) were shown highlighting marketing aimed at promoting cool manufacturing technologies.

The question: How do we build awareness around manufacturing?

The challenge: The misperception of what is manufacturing?

- We need to expand the view of manufacturing. It is more than the jobs on the shop floor. Need to highlight other job opportunities (and career growth) in the industry (e.g. HR, Accounting, Recruiters, Sales Managers, and more).
- Research indicates young people want work with a sense of purpose. Show the role that manufacturing plays in solving problems.
- Creating awareness needs to start early. Begin in K-5th grade. By creating awareness in early grades, students understand the importance and impact manufacturing has on their day to day lives.
- Need to engage the major OEMs and their CEOs. They can leverage their networks and use their political clout to support marketing.
- Take advantage of the work done by MERT. Use companies that pivoted as examples of how manufacturing solves real world problems and issues that affect our lives.
- We have been successful in packaging our career pathways at the high school level. However, we still need to increase career awareness, especially at 8th and 9th grade level.
- The approach needs to be a continuum of activities, programming, curriculum, and resources. Not a one and done event.

- Need to have an on-line platform where we can direct teachers, parents, and students to learn about manufacturing and increase awareness. Make it bite sized and easily accessible. It needs to lead with inspiration.

Marketing needs to be industry lead.

- We need to bring together a wider segment of SMEs
- Expand the vision of Manufacturing to include the full range of career opportunities within the industry (e.g. Sales, Finance, Engineering, Marketing) beyond the jobs on the factory floor.
- Identify what engages students – Young people want a sense of purpose.
- We have done a good job of highlighting the technology. Need to talk about Innovation.
 - How does it drive tech?
 - Give equal weight to market segmentation
- Common curriculum/programs – What is available across the Commonwealth

Not all digital media needs to be highly polished (expensive to produce) videos. Youth are consumers of short 30 to 60 second videos. How could we engage youth to develop content for youth? Example, STEM Challenge, students made 30 second video about why they liked STEM. We could create a Manufacturing Challenge event and tie it to Manufacturing week.

Next Steps:

Inventory existing marketing resources.

Materials and Exhibits Used at this Meeting:

1. Draft Minutes – August 20, 2020 Talent and Branding meeting minutes
2. Presentation – Talent and Branding Meeting, September 23, 2020