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## President's High Growth Job Training Initiative

### *The 'Dream It, Do It' Careers Campaign*



**Grant amount:** \$498,520

**Grantee:** The Manufacturing Institute of the National Association of Manufacturers

**Key partners:** American Association of Community Colleges, College Board, Monster.com, Alliance for Innovation in Manufacturing-KC, and numerous local manufacturers and training providers in Kansas City, Missouri

**Location of grant activities:** Kansas City, Missouri is serving as a pilot location.

**Leveraged amount:** \$1,075,000 from the Kaufman Foundation and local employers.

#### **Challenge:**

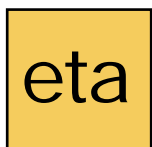
Advanced manufacturing refers to the use of high-tech production processes. U.S. manufacturers are undergoing a transformation, as robotics and other "intelligent" systems become pervasive at their facilities. This transformation has profound implications for the incumbent manufacturing workforce and for the new workers that employers demand. The industry is experiencing a shortage of workers with the advanced, technical skills to operate a modern manufacturing plant. Younger workers, in particular, are not aware of the excellent career opportunities or the skills they need to work in advanced manufacturing. Moreover, manufacturers have expressed concern about an outdated public image of the exciting careers available in their industries.

#### **Addressing the Challenge:**

The Manufacturing Institute of the National Association of Manufacturers is launching a "Dream It, Do It" careers campaign to inform young people, their parents, and educators of the rewarding career opportunities in advanced manufacturing. The grant from the U.S. Department of Labor's Employment and Training Administration will support the development of tools and partnerships between employers, training providers, and local Workforce Investment Boards in Kansas City. The Manufacturing Institute will expand the project through regional "Alliance for Innovation in Manufacturing" teams to a total of six manufacturing-intensive regions of the country.

#### **Projected Outcomes:**

- Help companies meet their demand for young entrants into the manufacturing labor pipeline by dispelling antiquated stereotypes of manufacturing jobs.
- Ensure that local partnerships are developed between employers and training providers so that interested youth can find the manufacturing training they need.
- Create local partnerships in six regions in order to tailor the "Dream It, Do It" campaign to particular local circumstances and to leverage local resources.
- Create a website to provide youth with information on manufacturing careers as well as information on education and training providers in their area.
- Identify and replicate best practices to connect youth to education and career opportunities in the advanced manufacturing sector.



EMPLOYMENT AND TRAINING ADMINISTRATION  
UNITED STATES DEPARTMENT OF LABOR

*Advanced Manufacturing Demonstration Grants  
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