

**Advanced Manufacturing Collaborative  
Talent and Branding Working Group**

November 16, 1:00 - 2:00pm  
Zoom Conference

**Minutes**

**Attendees:**

Mike Tamasi – AccuRounds  
David Cruise, Western MA Workforce Board  
Joseph Kunze, SI2  
Robert LePage, EOE  
Brian Norris, Northeast Workforce Board  
Deborah Meggison, Southeast Workforce Board  
Kristy Grignon- MassMEP  
Shelby Soleimani – MIT Lincoln Labs  
Brad Mingeles, UMASS Lowell

**Absent:**

Julie Chen - UML  
Kelley French – Central MA Workforce Board  
Kenneth Warnock – Medtronic  
Brenna Schneider – 99 Degrees  
Rosalin Acosta - EOLWD  
Theresa Rowland - CommCorp

**Guest:**

Art Trapotsis - Consolidated Sterilizer Systems

**Staff:**

Christine Nolan, MassTech Collaborative  
Meghan Abella-Bowen, MassTech Collaborative  
Farhad Vazehgoo, MassTech Collaborative  
Adam C, MassTech Collaborative

**Welcome and introductions**

Christine Nolan welcomed all attendees and a roll call was taken.

**Approval of Minutes: Christine Nolan**

Mike Tamasi introduced a motion to approve the August 10, 2021 Talent and Branding Working Group minutes, seconded by Joseph Kunze.

**CAM update**

Christine Nolan shared a CAM update.

- The Massachusetts Manufacturing Mash-Up event was a huge success. The event drew 600+ participants with over 300 companies represented. The event featured 40 speakers, 37 exhibitors, and 12 academic institutions. A video highlighting the days event was shared with group.
- M2I2 2021 end of year update – Twenty-one applications were submitted this year and 13 were approved for funding. At this time we currently have 28 active projects. Since its inception, the M2I2 program has awarded over \$79M and created 800+ jobs in Massachusetts. Christine highlighted two companies, Specialty Materials and Solvus Global, to showcase the impact these funds represent to Mass.

- The MMAP program, launched in June, 2021. We received over 50 applications totaling over \$10M in requests. Thirteen applications were selected from across the state for funding and will be announced in the near future.

#### **Talent Update:**

Meghan Abella-Bowen provided an update on talent development programs.

- Advanced Manufacturing Training Grant Program - In FY'22, funding for the Advanced Manufacturing Training grants was transferred to MassTech. A grant solicitation was released on August 2021 and will be awarding 4 awards on November 22, 2021. The program is now designed to be a full year program with funding running from January 2022 – December 2022.
- MassBridge – New curriculum developed during the summer to address industry competency gaps in existing programming is being piloted during the fall semester. Nine courses are being piloted at 4 community colleges impacting 176 students.

#### **Branding and Marketing**

Adam Couturier provided an overview on the manufacturing marketing plan. Our marketing objectives:

- To drive awareness to the opportunities that exist in manufacturing.
- To drive a statewide rebranding initiative to illustrate manufacturing vibrancy and opportunities.
- To drive workforce to enter into manufacturing.
- To drive workforce to training and programs that will raise the skill level of those entering the field or an incumbent workforce.

An initial marketing timeline has been developed and will be fleshed out in the next month.

#### **Industry Engagement:**

A question was posed to the group: Covid 19 and other external factors are driving the need to grow our manufacturing capabilities and support our domestic supply chain network in MA. To do this, we need a workforce, but where are we going to find our workers?

- Look to the major OEMs across the state. What role do they play in helping to engage the workforce? How do OEMs help to support the growth of their SMEs suppliers? Engaging workforce for the whole supply chain.
- We need to focus on the whole workforce pipeline from technicians to PhDs.
- Can we use technology (AR/VR), Coaching and mentoring, and other strategies to engage and retain workers?
- We need to engage industry partners. Host a focus group (with the people who are recruiting and hiring workers) and ask: what strategies are you using to engage workers, and to retain them once you have them?
- Hone in on the message – and the mission of manufacturing – being part of something bigger than themselves.

#### **Next steps**

The next full AMC Board will be December 9, 2021 12:30-2:30pm

The next set of Working Group meetings will be the week of February 7, 2022.

#### **Materials and Exhibits Used at this meeting:**

- Draft Minutes – August 10 Talent & Branding meeting minutes
- Presentation: Talent and Branding Working Group, November 16, 2021