

# DISCOVER MANUFACTURING™

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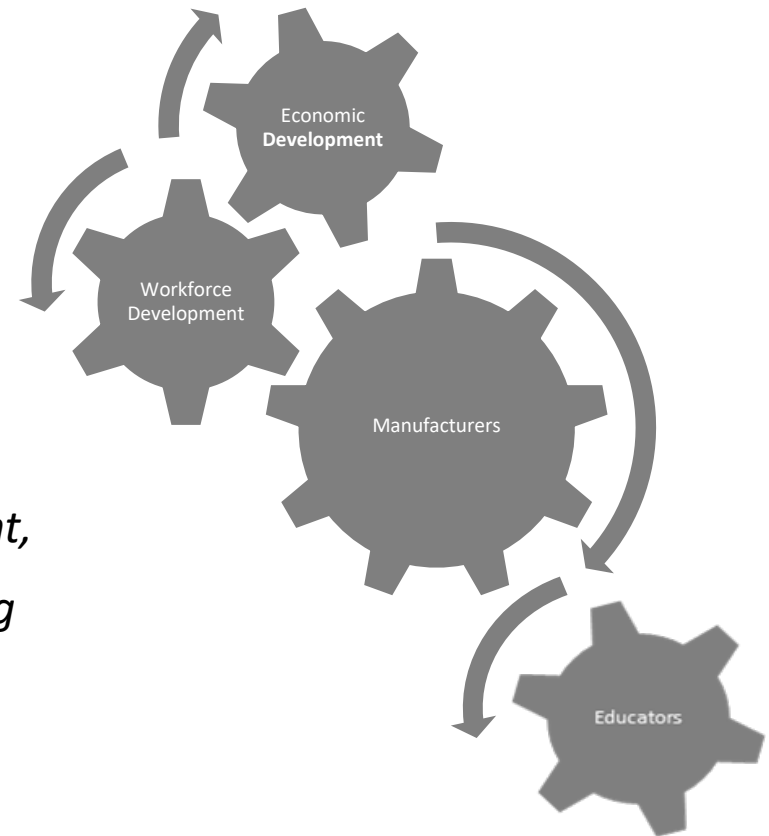
Chairperson Discover Manufacturing

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# Executive Summary

*Discover Manufacturing is a collaborative of manufacturers, educators, workforce development, and economic development organizations working together to meet West Michigan's manufacturing talent needs. **"We exist to inspire and expand manufacturing talent in West Michigan."***



# Core Values

## SHARE BEST PRACTICES

*Act as an information conduit, sharing trends and best practices affecting talent in manufacturing*

## TALENT INITIATIVES

*To lead, support, and promote manufacturing career initiatives throughout West Michigan*

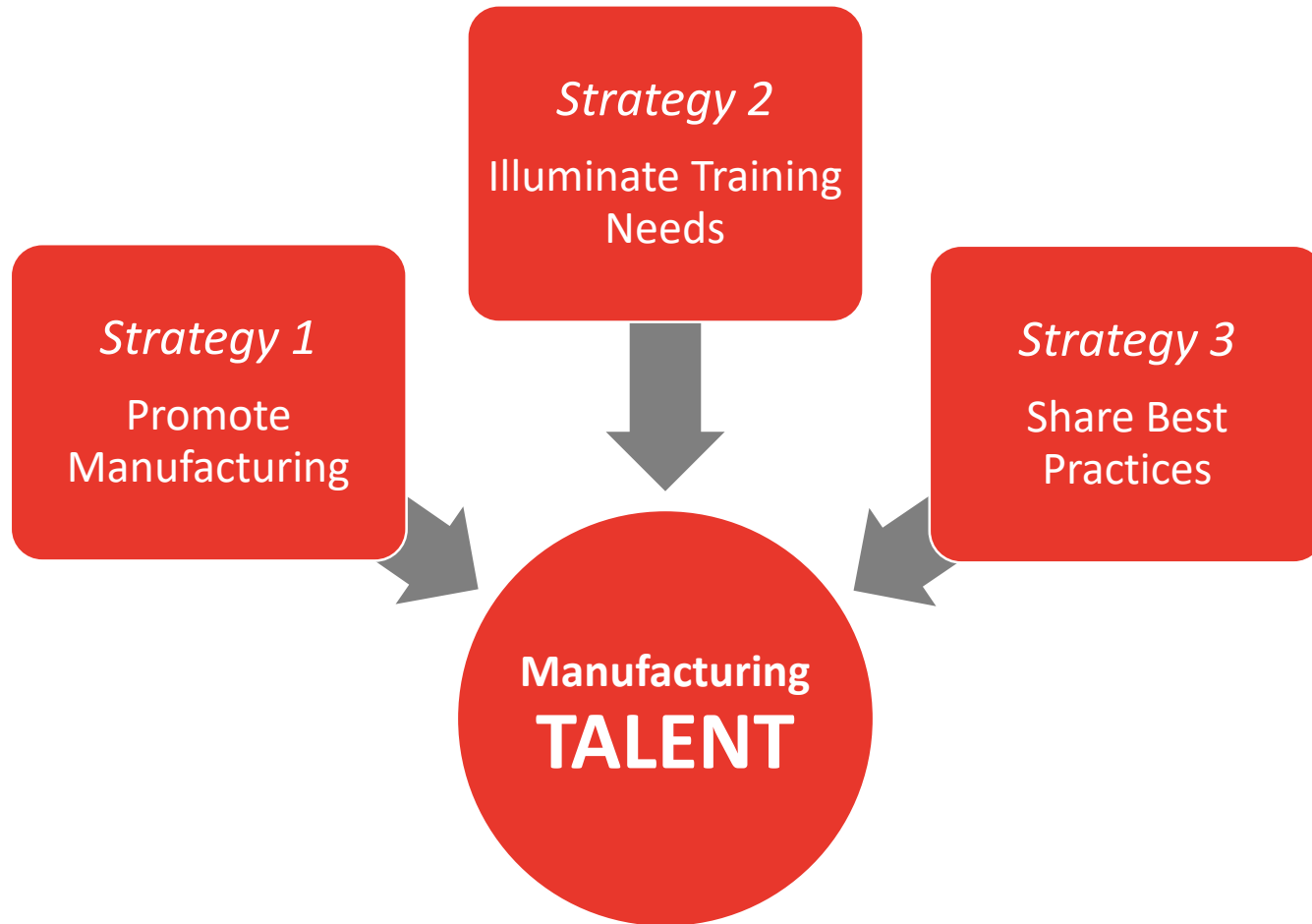
## TRAINING NEEDS

*Collaboratively address training needs by working together and leveraging the group's strength.*

## NETWORKING

*To promote networking among manufacturers, educators, workforce development and economic development professionals for the purpose of developing a skilled workforce*

# 3 Strategies



# Projects: Discover Manufacturing Week

Initiative to address misperceptions about manufacturing.

Through tours, open houses, and other activities we educate and inspire the next generation of manufacturers.



# 2018 Manufacturing Week Results

- 10 Counties
- 7633 Students
- 97 Schools
- 365 Events
- 193 Manufacturers

# Projects: MiCareerQuest

*MiCareerQuest is a hands-on career readiness event for middle and high school students created to inspire and direct young people to viable careers in high-demand occupations to address the need for future talent.*

## MiCareerQuest 2019

- 9,500+ students
- 42 manufacturing employers
- 65+ high-demand careers
- 250+ exhibitor volunteers



Strategy 1

Promote  
Manufacturing

# Projects: MiCareerQuest





# MCAM Mobile Manufacturing Lab



**GRCC**  
GRAND RAPIDS COMMUNITY COLLEGE



**DISCOVER**  
MANUFACTURING™

*Strategy 1*  
Promote  
Manufacturing

# Projects: Expand Industry Led Collaborative Training

- 2019 Six manufacturers worked together on Continuous Quality Improvement
- \$30,000 awarded through Going Pro Talent Fund
- 20 manufacturing employees trained
- Team plans to expand number of collaborative trainings
- Expand the use of grant funding with more manufacturers

# Projects: Expand Apprenticeships in Manufacturing

- 40 new apprentices incentivized through MAICA 2.0 grant
- 10 additional new apprentices incentivized through MICA grant
- Identified 25 manufacturers committing to 151 new apprenticeships

# West Michigan Works!

## Role in Discover Manufacturing

- Serve as the backbone organization and fiduciary
- Founding member with permanent seat on the executive board
- Provide staff person to coordinate all projects & communication
- Recruit Leadership team participants
- Regularly convene all partners and stakeholders in the region