

**American Association of State Colleges
and Universities**

Grants Resource Center Conference



**Emily Stover DeRocco
President
The Manufacturing Institute**

1


The Manufacturing Institute

- Non-profit, non-partisan affiliate of the National Association of Manufacturers.
- Reach to over 100,000 manufacturing companies nationwide.
- Goals:
 - Development of a world-class manufacturing workforce;
 - Growth of individual manufacturing companies;
 - Expansion of manufacturing in regional economies.



2

**The Institute's Agenda for Driving U.S.
Manufacturing Competitiveness**



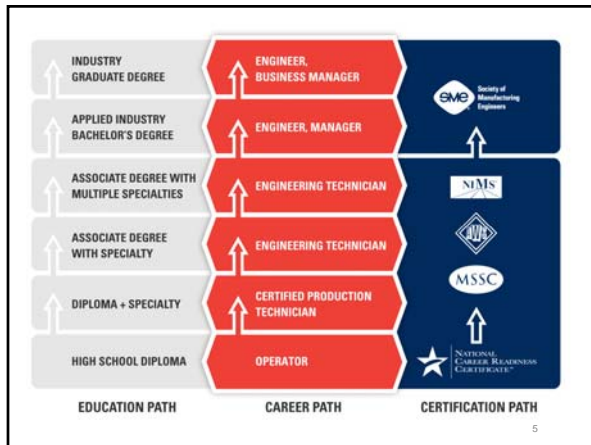
3

Our Agenda

- Education & Workforce Development
 - Establish a credentialed workforce – the NAM-Endorsed Manufacturing Skills Certification System;
 - Alignment of education and career pathways;
 - Deployment of system in high schools through community colleges to universities;
 - Stackable set of credentials.



4




Deployment and National Scope

“Deep Dive” Deployment

North Carolina
Texas
Ohio
Washington

Industry Leadership for Deployment

Alabama
Connecticut
Florida
Illinois
Indiana
Iowa
Kentucky
Louisiana
Maryland
Michigan
Minnesota
Mississippi
Missouri
Nebraska
Nevada
New York
Wisconsin
Pennsylvania

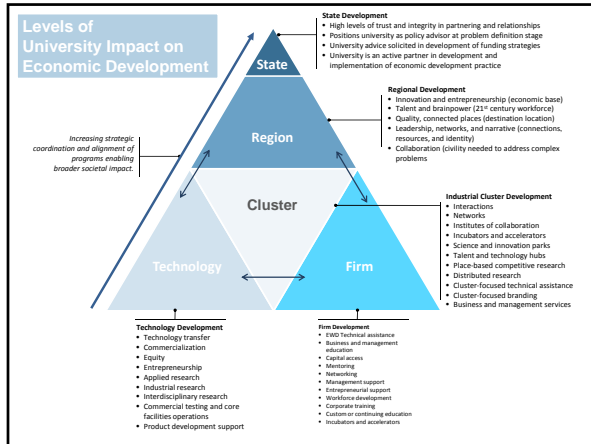


6



- ### Education Council
- 36 leaders from universities, community colleges, and secondary schools.
 - Inform and guide the education and workforce development activities of the Institute.
 - Serve as leaders within their institutions and across education environment as a whole in support of manufacturing.
- M** MANUFACTURING Institute 8

- ### Our Agenda
- 
- Innovation Support & Services
 - Improve access to advanced technologies for small and medium-sized manufacturers;
 - Network the assets of a region to support the development of manufacturing clusters;
 - Coordinate resources to support manufacturing companies and sector.
 - Higher Education can be a major factor in regional economic development.
- M** MANUFACTURING Institute 9



Regional Economic Development Activities

- **WIRED Initiative – Our History Together**
 - Connecting education, workforce & economic development organizations to build a talent base
 - Major role played by AASCU universities
 - Leadership of regional organizations
 - Faculty engagement
 - Outreach initiatives
 - Adjust curriculum/programs to meet regional demand
 - Partner with industry

11

Partner Universities

- **Saginaw Valley State University**
- **Montana State – Northern**
- **Grand Valley State University**
- **Utah Valley University**
- **University of Texas – Pan American**
- **University of Southern Mississippi**

Map showing the locations of partner universities across the United States: Saginaw Valley State University (Michigan), Montana State – Northern (Montana), Grand Valley State University (Michigan), Utah Valley University (Utah), University of Texas – Pan American (Texas), and University of Southern Mississippi (Mississippi).

Regional Economic Development Activities

- Institute-University engagement
 - Primarily at the R1 level to date
 - Critical to expand outreach to larger set of universities
- Small and medium-sized manufacturers
 - Greater outreach requirement to establish partnerships
 - Greater gains for company, university, & region.

 13

Recommendations for Engagement

- Make regional development an institutional priority
 - Embed regional development in institution and president's mission
 - Elevate/create VPs for Economic Development
- Facilitate access to university resources
 - Establish single point of contact
 - Create web portal
 - Bring industry experts to the university
 - Share facilities



 14


Recommendations for Engagement

- Build long-term partnerships
 - Partner with other colleges in the region
 - Co-invest with regional developers
- Support regional engagement
 - Help students find positions/internships in local organizations
 - Provide research services to the region
- Make yourselves approachable

 15

Possible Engagement Opportunities

- SBIR – Create business partnerships
 - Emerging Institute-NSF partnership to place SBIR technologies into small and medium sized manufacturers
- Utah – InnovaBio example
 - Student-conducted research in support of regional cluster
- Federal government grants focused on regional economic development
 - Commerce, Energy, NSF, others funding regional economic development partnerships



16

Possible Partnership Areas

- Provide connection to individual companies in state or regional economy
- Share profile of the manufacturing economy in your state or region
- Partner on initiatives and applications focused on talent and/or regional economic development
- Joint Webcasts to explore business/education partnerships.



17
