



**Mercer County
Workforce Development Board
Advanced Manufacturing Committee**



**Bucks County Community College
Lower Buck Campus
Advanced Manufacturing Training Center
November 13, 2017 at 2:00 p.m.**

Present: Members: Scott Needham, Chair (Princeton Air Conditioning, Inc.), Michael Marchetti (NJIT & Advanced Manufacturing Talent Network)

Guests: Leah Pontani (MCCC Organization Development & Community Programs), Susan Herring (Director BCCC Center for Workforce Development), John Flanagan (Director Bucks County WDB)

Staff: Virgen Velez (Acting WDB Director), Cathe Doolan (One-Stop/WDB)

Welcome – Scott Needham, Chair

Background: The Committee had previously discussed connecting with Bucks County Community College (BCCC) for a tour of their Advanced Manufacturing facility and to obtain information on their success with engaging employers as they had started with 16 employers and now work with over 100 employers. Virgen contacted the Bucks County Workforce Development Board. Of special interest was getting information on WDB's role in developing the program and how they developed employer investment. Mercer WDB would like to assist MCCC with this aspect of their program.

The November AM Committee meeting was held at the Bucks County Community College, Lower Bucks Campus in Bristol PA. The committee met with John Flanagan, the director of the Bucks County Workforce Development Board and Susan Herring, Director of the Center for Workforce Development at BCCC. They provided a tour of their Advanced Manufacturing Training Center.

John Flanagan and Susan Herring spoke about their process for developing this program and their path to developing the employers. They also invited the program instructors to explain the program and answer the committee's questions.

Highlights of the Bucks County Community College Advanced Manufacturing Program

- BCCC offers a 12-week advanced manufacturing program that has a very high student success rate and the college has developed an impressive number of employer contacts for student placement.
- Class/ Cohorts are full time for 12-weeks, Monday through Friday from 9:00 am to 3:00pm.
- They offer a Metalwork Training Program and an Industrial Maintenance Training Program.
- Metal work Training program is recognized as a pre-apprenticeship program by the National Tooling & Machining Association (NTMA) and Tri-State Apprentice Program (NTAP)
- Their new program is Industrial Maintenance which prepares students to sit for the National Institute for Metalworking Skills (NIMS)
- Curricula offer safety, shop math, measurement, blueprint reading, basic electricity, electrical fabrication, welding, mechanical fabrication, hand tools and use of machines. Students have the opportunity to earn OSHA10, Forklift Safety and other certifications. Students will finish the training prepared for entry-level positions in manufacturing industries.
- Statistics for this year, 70 students started, and 65 were placed at salaries beginning at \$15.00 per hour.
- School is in the process of getting a grant for \$200,000.00 that will be used to purchase new equipment for the center.
- They consulted employer needs in development of curriculum.
- The school originally wanted to offer programs more focused on specific skills but the employers wanted to hire students with good entry level talent and job readiness training.
- Soft skills development is an important program piece included in the curriculum and is given by the Job Developer. JD works with the employers to get the students jobs.
- The program serves the unemployed and under employed
- Majority of the companies they work with are small with 50 or less employees.
- They have 13-14 companies they are working with that have 1 or multiple openings with 92% to 94% graduation and placement rate, wages that begin at \$17.00 per hour and depending on the students experience can go as high as \$21.
- Big problem heard from employers is an aging out workforce.

- Incumbent workers program in development stages just started to work on delivery method but will need to be a different format. Students are usually working full time so they need to develop a schedule that can accommodate both the school and the student.

Leah: MCCC incumbent worker training programs are held at the employer's facility during periods of slow production time.

BCCC had developed a real demand with the 90 employers they currently work with. Employers input on the vetting process were involved at the very beginning. The school includes the following as part of the program costs:

- Interviewing of candidates and developing scores on interview
- Students receive an aptitude test (Ramsey) in either electric or mechanical
- Drug testing and criminal background screen

BCCC has found that a minimum score is not necessary for the RM test. The student just using the Ramsey is a good barometer for success but tutoring is given for math if necessary.

For job placement they also utilize counselors at Career Link (equivalent to our One Stop Center), instructors, job developers.

- Each semester they usually serve 40 students per 12-week per cohort
- Typical age of students will be anywhere from 18-55.
- Ideally most employers prefer someone in the late 20's early 30s.
- Program usually runs about \$6,000 per student.
- About 8% of students are female.

Grants are utilized from multiple funding sources and they are looking at funding outside of WIOA. BCCC usually will fund through WIOA A, DW Youth and this funding can be used across state lines. New legislation from USDOL favors programs that foster regionalization across state borders.

MCCC had received a Ready to Work grant at the time of high unemployment and there were longer periods allowable for collecting unemployment. Grants were focused on advanced manufacturing, biotech and life science. They received 10 million to start but have only spent about 50% because of difficulty finding candidates. Most recipients were 45 and were not looking at these types of industries. The grant also offers on-the-job training opportunities.

The facility consists of a virtual welding simulator, a classroom for auto cad, lectures and other work. Students are charged with designing 4 items that can be used in the fire and safety program. There is an ARC welding area where students learn how to do hand welding, build tool traps and grinders. The Machine Shop is where the new equipment will go. The original machines utilized for the program were donations from metal shop employers.

Students to the program come from Levittown, Bristol, Warminster, lower Bucks County, Doylestown and Upper Bucks. The school is looking to rent space in an Upper Bucks facility for expanding the cohort training.

The school does not have an active system for tracking employer satisfaction. The feedback is measured through the number of students that are able to be placed into employment. Employers will begin with hiring 1 or 2 students and will then come back to hire more.

There was discussion on the change societal goals in attainment of employment. This generation of millennials has a different expectation for employment and the employers will need to change their expectations also. People's goals have gone from, how it used to be, finding a position and staying there until retirement to an average of changing jobs 5 times in 8 years. Employers are beginning to look at the skills the person has and not just if they have a degree. Scott's company has changed their employee evaluations from the old method to evaluating how the prospect answers question on 6 Core Values.

The BCCC program is very similar to an ongoing job application. They are continually measuring student's behaviors, willingness to learn, arriving on time every day and not taking more than 2 absences.

Discussion on Data Systems EMSI

Virgen asked how their board identifies what employers will need. John said the EMSI data system that BCCC is invaluable and they use it to draw data from multiple sources. They are able to identify skills gaps and what talents need to be developed. Workforce inside is social media driven. MCCC also has a comprehensive data system that they purchased through Title III funding.

Discussion on Employers

- Going forward our programs have to be careful not recruit each other.
- BCCC has approximately 90 active employers now and we need to find out how we can leverage employers in NJ through BCCC connections.
- Mercer County only has about 6-8 employers involved.
- MCCC does not have many employers but does have a number of articulated programs in advanced manufacturing and healthcare.
- With so many different services going on and all pulling through the same employers we have to find a way for the employers to participate without being overwhelmed.

The Mercer County WDB Advanced Manufacturing committee does not yet have enough Advanced Manufacturing employers participating. Virgen said it is difficult coordinating information because there are so many different services that can be included in this title, how do we identify which companies are considered advanced manufacturers?

Suggestions:

- Leah can share her contacts through the MCCC.
- Scott suggested contacting the National Tooling and Machining Association (NTMA) <http://www.ntma.org>.
- Michael offered to share his contacts through the Talent Network that coordinates employers.
- John said employers have more power through Sector Partnerships developed that included employers at the table when they were designing their programs.
- Leah suggested that the TN coordination of employers and the TIP in Middlesex offers employers to tie into the college.
- Most of the TIP events employers are located in Middlesex and we need more participation in Mercer County.
- One way to attract employers is to offer them a tie in to the colleges.

Employer complaints and why they are having trouble getting involved:

- More than 50% are small companies with 50 or less employees and cannot take much time away from business.
- TIPs are supposed to be the New Big Ideas program but then when employers try to access them they have to go out to bid.
- The amount of required paperwork involved.
 - MCCC does offer to do the paperwork for any funding partnerships they develop.

Instituting AM Programs

- Tooling Manufacturing Association (TMA) has a 3 year Apprenticeship program but State does not push for it.
- Need for developing Certified National and Industry Recognized Credentials
- A recurring complaint for getting youth into careers in apprenticeships or industrial manufacturing is that guidance counselors only steer the youth into colleges. There really will not be much change until the DOE changes the metric and allows the counselors to offer alternatives.
- Parental involvement is difficult because there is a stigma to having children go into manufacturing instead of going to college.
- Need to educate the parents through career exploration fairs that engage students and parents. Michael gave an example of a program called "Manufest" that invites parents and students and offers introductions to manufacturing programs with hands on demonstrations showcasing the middle skills jobs available.
- John said to utilize a Pennsylvania website <http://www.careerstreeterie.org/> that provides career education opportunities to you. It offers business organizations and school participation.
- Comprehensive career awareness experience of the "Dream it Do It" program gives the youth prior exposure to the manufacturing opportunities 30% surveyed before participating and 90% after.
- Makers Day utilizes the library system to leverage locations were kids can access experience

Review/Approval of September 11, 2017 Meeting Minutes

Approval of the minutes was tabled to the next meeting

Out-of-School Youth & Adult Career Awareness Event – Employer Involvement

Virgen gave the committee an update on the Career Awareness Event is being planned with the Youth Investment Council (YIC). The event is scheduled for December 7th at the Cure Arena. Initially the event was to focus on Construction Trades but now includes Advanced and Industrial Manufacturing. The event is designed to showcase employment opportunities available to the youth and a direct path for obtaining the goal. All youth who attend the fair can leave with a "next step" for how to get onto a career pathway.

If the youth are not immediately ready for entry into training programs they can be referred to the One-Stop OSY vendors for a high school equivalency and job readiness skills.

Postponing Career Awareness Event to January 2018

The group discussed postponing the event to a later date

- November 28th LWD is hosting Employer Annual Workforce Development Summit in Middlesex.
- December 4th LWD is hosting Employer Annual DOL Workforce Development Summit at MCCC.
- Scott said December is a bad time for manufactures because they need to meet year end manufacturing goals.

A Save the Date Flyer will be sent out to the employers with a possible date being sometime in January of 2018. The wording on the flyer needs to reflect this is not a job fair but will serve as an introduction and exploration of employment opportunities that will help attract future employees.

- The YIC committee would like to get enough employers to provide a sampling of advanced manufacturing jobs.
- Charles Whalen will bring in some of the Building Trades and they would like to get about 4 or 5 additional unions.
- Dr. Wang from MCCC will speak on the high tech programs they offer.
- The program originally was to target out of school youth between the ages of 16 – 24 but will now be open to anyone who is interested.
- Send an initial letter to employers followed up with a phone call.
- Contact the Trenton Small Business who had an expo at the Arena.
- Have the flyer ready to hand out at the Employer Summits.
- John suggested offering employers a place on the board.
- Michael suggested encouraging the employers to have something for the participants to do, a hands on and easily accomplished project
- Dr. Wang will send an MCCC recruiter to talk to the youth at the event.

Discussion on Career Fair

- Postponing fair to January will give a chance to develop better marketing
- Message to employers to discuss jobs and qualifications
- Wording change Building Trades to Skilled Trades
- Wording Come meet and groom your future employees
- Everyone will leave with their “Next Step”
- Remind people they will need the One-Stop to be their first stop.

Marketing the Career Fair

- Contact Vin from LWD who has a data base of employers.
- Leah can do an email blast to her industry contacts.
- Michael through the Talent Network will send flyer to his contacts.
- Suggested that we develop a data base of attendees.
- Scott and Keith can contact their colleagues.
- Give out information at the Employers Summit.

Virgen will take all this information back to the YIC meeting scheduled for December 12th.

Announcements – Events – Next Steps

MCOTES will need committee involvement in marketing of Career Fair. Virgen will send them a Save the Date notice for the anticipated January 2018 date.

Members will be asked to send this image to industrial and advanced manufacturing colleagues and give MCOTES the contact information.

Next Meeting Date

The next scheduled meeting will be: January 9, 2018 at 2:00 – 3:30 at location TBD.

Adjournment

The meeting ended at 4:10 pm