



Dream It Do It Western New York

Filling the Skills Gap - Forum

Overview

Strategies/Tactics

Measureable Goals

Deliverables



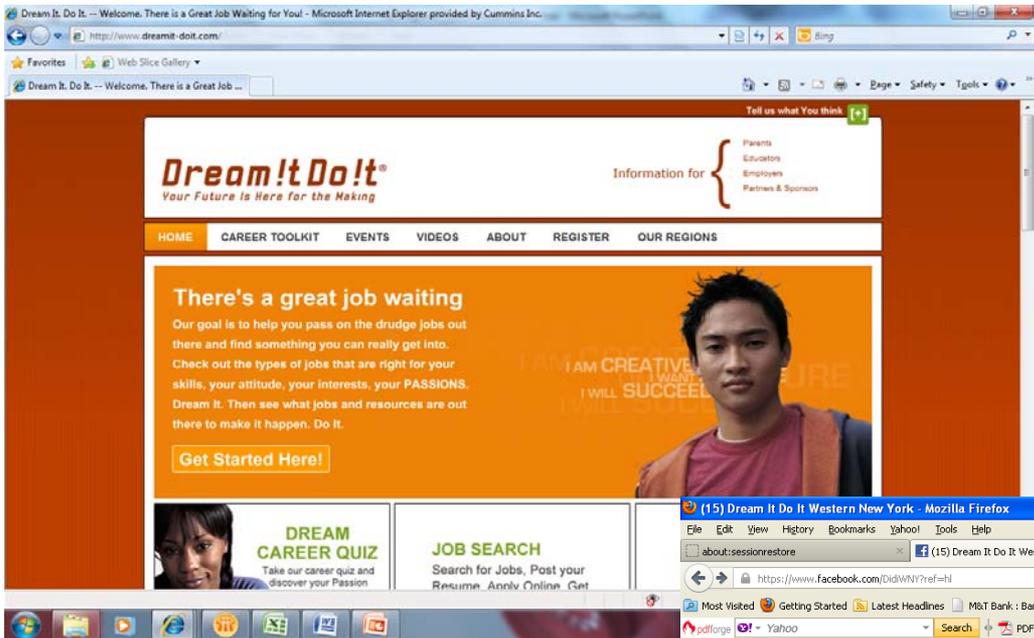
Dream It Do It - Program Overview

- “Dream It Do It” is a national program striving to recruit the region’s young people into family sustaining career opportunities in advanced manufacturing.
- Manufacturers face shortages of qualified employees including skilled production workers, scientists and engineers.
- Young people today have a negative perception of manufacturing. This perception is reinforced by national media, regional economic challenges, the educational system and a lack of understanding of what manufacturing is about.
- Our education system is not producing students with the level of skills needed for today’s advanced manufacturing.

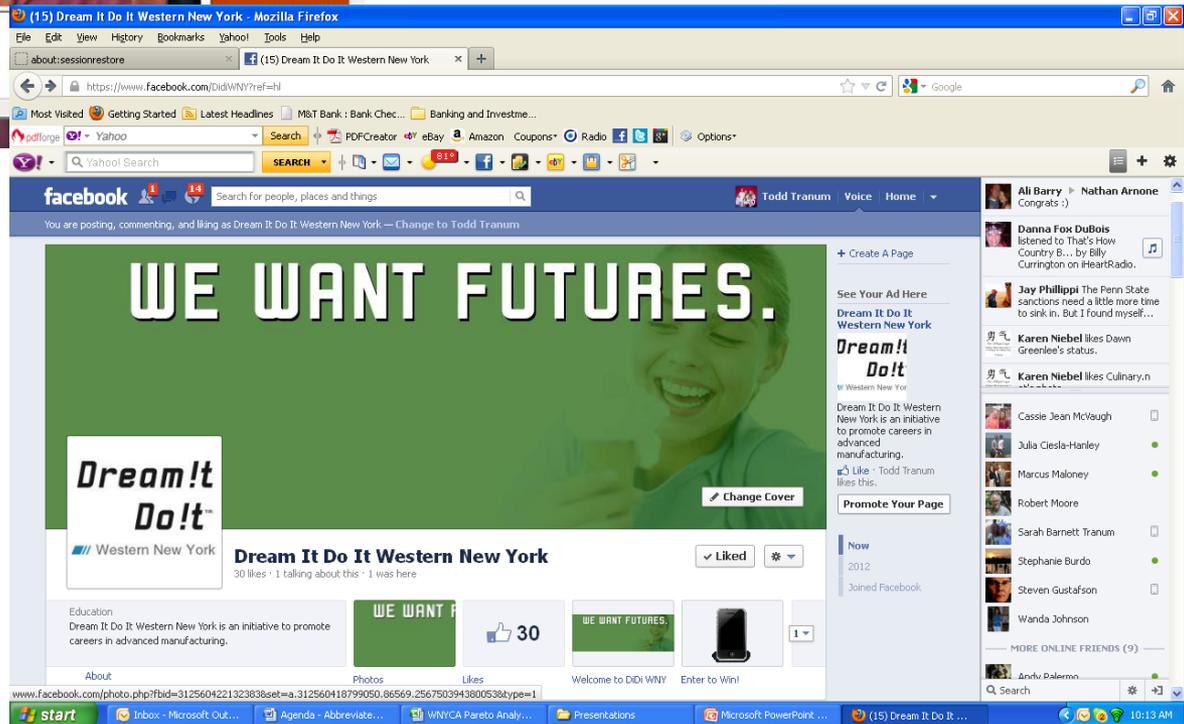


Dream It Do It - Program Overview

- In cooperation with the National Association of Manufacturers, the Dream It Do It manufacturing careers campaign was first launched in Chautauqua County, has expanded into Cattaraugus and Allegany Counties and is being launched in Erie and Niagara Counties.
- In Western New York we have assembled a strong collaboration of companies, educational institutions and economic development organizations and have launched a proactive program designed to train a work ready labor pool.
- We hold the Dream It Do It New York State license for the State of New York and we have developed three strategies focused on Education, Marketing and Internship types of opportunities for filling this need.



National and Local Dream It Do It Facebook Page





Implementation Structure

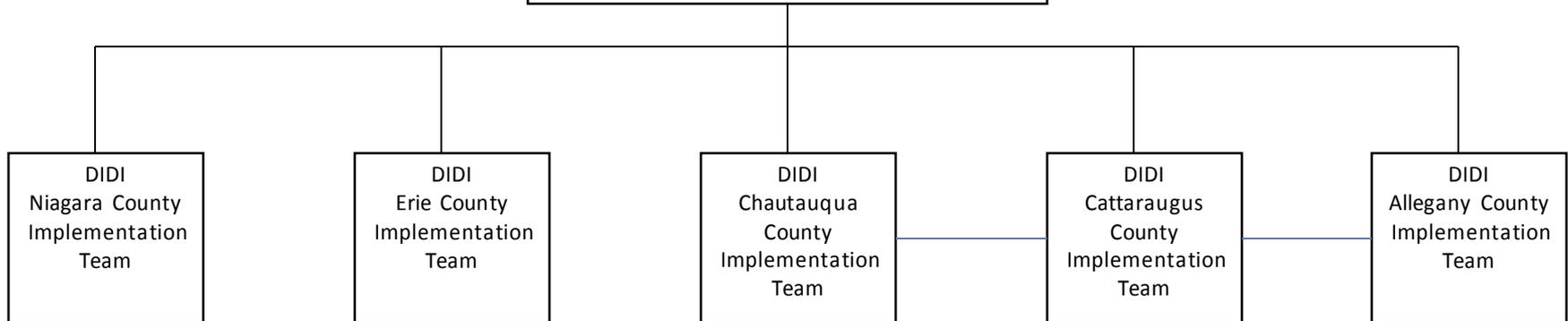
- Dream It Do It Western New York
 - Non-Profit 501c3 Umbrella Organization
 - 11 member board (two members selected by each County with one mandatory private and the second either private or public)
 - 1 at large member (Empire State Development)
- Administrative Organization
 - Buffalo Niagara Partnership
 - Erie County
 - Manufacturers Association of the Southern Tier
 - Chautauqua
 - Cattaraugus
 - Allegany
 - Niagara USA
 - Niagara



Implementation Structure

Dream It Do It Western New York
501c3 Corporation

11 member board of directors with two
representatives from each of the five counties
and one at large member from Empire State
Development Corporation





County Implementation Team Composition Example

Regional or Local Business Association Representative	Large Private Manufacturers	Mid-Size Private Manufacturers
Small Private Manufacturers	Workforce Investment Board	Community College
BOCES	High School Superintendent	Economic Development Representative
County Elected Leader	University	High School Guidance Counselor

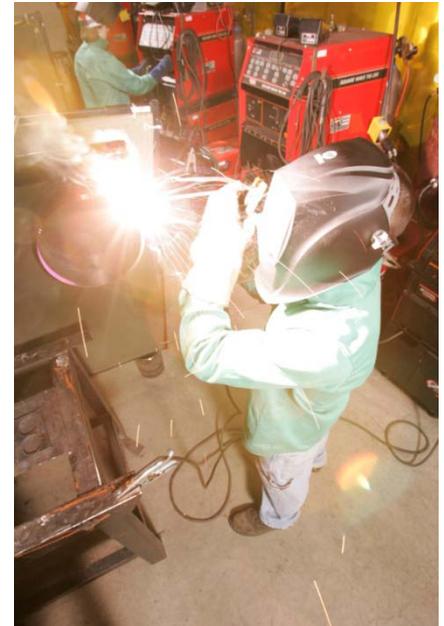
Strategies and Tactics

- Strategy 1.

- *Educate the Students, Teachers, Counselors, Administrators, Parents and Post-secondary Educators about Advanced Manufacturing, the area manufacturing organizations, the opportunities that exist within these organizations and the skills and the educational requirements for these positions.*

Tactics:

- 1) Advertising – We need a strong media campaign including billboards, television and social networking promotion of Advanced Manufacturing highlighting local manufacturers, careers in advanced manufacturing and technology.





Strategies and Tactics

Tactics:

- 2) Advanced Manufacturing and Dream It Do It Presentations – Meet with all Superintendent and Counselor organizations to present information about Advanced Manufacturing careers, educational requirements and local manufacturing organizations.
- 3) Teacher/Counselor Work Experiences – We need to grow the Summer Teachers Work Experience program to educate more teachers and counselors about Advanced Manufacturing. This allows them to spend time in these organizations to provide a better understanding of the needs of the manufacturers and the career opportunities available for their students.
- 4) Develop Dream It Do It School Champions – These would be the drivers in each of the schools and could be teachers, counselors or students that would receive a small annual stipend for their efforts.

Strategies and Tactics

- Strategy 2.

- *Conduct several events designed to get students and educators more exposure to Advanced Manufacturing.*

Tactics:

- 1) Technology tours – We need to get students into local manufacturing organizations to tour the facilities and see the many technologies and careers that are available.
- 2) Career Fairs – We need to increase the number of career fairs exposing students to many Advanced Manufacturing organizations at one time and allow them to meet and interact with individuals from these organizations.





Strategies and Tactics

Tactics:

3) Technology Competitions – Conduct annual “hands on” competitive events focused on Advanced Manufacturing and Technology that involve students from all school systems such as robotic competitions, go cart competitions, bridge building competitions etc..

4) Advanced Manufacturing K-12 Class Room Experiences – Conduct presentations and activities in the class rooms educating students about careers, educational requirements, team building, lean manufacturing, family sustaining wage requirements, soft skills and the importance of manufacturing to our national economy.



Strategies and Tactics

- Strategy 3.
 - *Expand Internship and Apprenticeship programs and provide tuition reimbursement incentives for advanced degrees or certifications.*

Tactics:

- 1) Senior Internship Programs – Expand the Senior Internship program to students in each for the five counties and subsidize 50% of the cost.
- 2) Apprenticeship Programs – Develop a program with local manufacturers for key apprenticeship positions and recruit high school students for these programs.
- 3) Create a Tuition Reimbursement Fund to assist students that want to stay in this area, work and continue their education at the same time.



Measurable Goals

- 1) Enrollment in post-secondary technology programs
- 2) Quality of students entering the workforce as measured by the manufacturers
- 3) Number of students engaged
- 4) Number of school systems engaged
- 5) Number of Employers engaged
- 6) Number of teachers and counselors participating
- 7) Number of students entering the workforce from the internship programs
- 8) Expansion of Training Programs
- 9) Number of Internships



Deliverables

- Implementation of Dream It Do It New York and establishing the capacity to support the initiative
- Five County Advertising Campaign building awareness of advanced manufacturing and the career options it provides.
- Regional coordination and collaboration targeting workforce needs of advanced manufacturers, building partnerships among high schools, aligning with higher educational resources and curriculum alignment.
- Establishing Dream It Do It Champions (Students/Counselors/Technology Instructors) with High Schools and BOCES throughout the region.
- Events and Activities throughout the five county region including student tours of advanced manufacturing facilities, presentations within the school classrooms and technology oriented events.
- Student internships
- Tuition reimbursement



Dream It Do It Next Steps

- Continue Building the Network
- Private, Public & Educational Participation
- Private Sector Participation
 - Open you facility to tours
 - Participate in internship opportunities
 - Engage students in what you do
 - Provide financial support to DIDI