



REDC Update

September 22, 2014



Mission

The Dream It Do It mission is to increase the skilled workforce pipeline entering manufacturing careers.



Strategy 1

- *Educate Students, Teachers, Counselors, Administrators, Parents and Post-secondary Educators about Advanced Manufacturing, the region's manufacturers, the opportunities that exist within these organizations and the skills and the educational requirements for careers in manufacturing.*

Tactics:

1. Earned Media & Paid Advertising
2. Presentations to stakeholders
3. Teacher/Counselor Work Experiences
4. Installation of Dream It Do It Champions within schools



Strategy 2

–Conduct events designed to energize the talent pipeline exposing students and educators to Advanced Manufacturing.

Tactics:

1. Technology Tours
2. Technology Camps
3. Career Fairs
4. Technology Competitions
5. Advanced Manufacturing K-12 Class Room Experiences



Strategy 3

–Expand Internship opportunities and provide tuition reimbursement incentives for advanced degrees or certifications.

Tactics:

1. Manufacturing Internship Program
2. Tuition Reimbursement

Measurable Goal: Technology Camps

DIDIWNY - Metrics			
Measured Goal	Total Goal	Total Actual	Total Variance
Technology Camps			
Total Participants	110	526	168



Measurable Goal: School Champions

DIDIWNY - Metrics			
Measured Goal	Total Goal	Total Actual	Total Variance
School Champions			
Total Participants	48	108	57



Measurable Goal: Teacher/Counselor Work Experience

DIDIWNY - Metrics			
Measurable Goal	Total Goal	Total Actual	Total Variance
Teacher/Counselor Work Experience			
Total Participants	80	34	-46



Measurable Goal: Technology Tours – Presentations & Career Fairs

DIDIWNY - Metrics			
Measurable Goals	Total Goal	Total Actual	Total Variance
Technology Tours - Presentations - Career Fairs			
Total Participants	5050	13,762	7960



Measurable Goal: Internships & Tuition Reimbursement

DIDIWNY - Metrics			
Measurable Goals	Total Goal	Total Actual	Total Variance
Internships			
Total Participants	142	60	-123
Tuition Reimbursement			
Total Participants	46	1	-45



Measurable Goal: Coalition Building

DIDIWNY - Metrics			
Measurable Goals	Total Goal	Total Actual	Total Variance
Coalition Building			
Total Participants	1200	1394	194





Coalition Building

Aligned with 121 manufacturers and 75
Schools in Western New York



Financial Activity Through June 2014

Total ESD Grant Expended: \$176,000

(ESD Grant Contract Period July 1, 2012 – June 30, 2016: \$500,000 Grant)

Private Contribution: \$171,260

Private Grant Contributions: \$69,000



DIDIWNY – 3 Year Goals

Career Fairs: 10,000 students

Technology Tours: 2,000 students

Career Presentations: 2,500 students

Internships: 120 placements

Summer Camps: 600 students

Summer Educator/Counselor Work Experience: 60 educators/counselors



Questions?