

# BUILDING 21st CENTURY MANUFACTURING TALENT

## State Manufacturers Associations Collaboration Initiative: Teaming Up for Talent Development, Small and Medium Enterprise Outreach, Membership Services and Development

An Education & Workforce Development Initiative for LIFT... Lightweight Innovations for Tomorrow



### THE PROBLEM: Solving Big Issues Requires a Broader Team of Experts

As both demand and employment in lightweighting-related advanced manufacturing jobs grow across the five-state LIFT region, including Michigan, Indiana, Ohio, Kentucky and Tennessee, LIFT is continuing to develop initiatives to better address gaps between workforce supply and employer demand.

While LIFT's membership and state-based education and workforce development teams have provided insight into each state's business environment, available talent, and skills gaps, a broader team of experts, with deep roots in each state and covering a wide spectrum of manufacturing industries and capabilities, is needed to fully address the growing workforce needs in our region.

### PARTNERS

- The Ohio Manufacturers Association (OMA)
- The Kentucky Association of Manufacturers (KAM)
- The Indiana Manufacturers Association (IMA)

### EXPECTED ROLES OF THE STATE MANUFACTURERS ASSOCIATION PARTNERS

The partnerships with the SMAs in Ohio, Kentucky, and Indiana mark a new era for understanding the needs of the manufacturing industry in those three states, as well as the benefits for manufacturers of LIFT and the National Network of Manufacturing Innovation Institutes.

State Manufacturing Association partners and LIFT will work together in the following ways:



Share information from LIFT and other National Network of Manufacturing Innovation Institutes with manufacturers



Serve as a forum for manufacturers to provide LIFT leadership the perspective of manufacturing employers



Partner on targeted and effective Education and Workforce initiatives



Increase engagement of small and medium enterprises



Continually identify potential new LIFT partners in respective states

## THE SOLUTION: Teaming Up With State Manufacturers Associations

The role of state manufacturers associations (SMAs) in talent development is expanding, and LIFT is partnering with the SMAs in three member states - Ohio, Kentucky, and Indiana - to help them grow in that space and deepen LIFTs relationships. This new partnership brings to LIFT a legacy of manufacturing success with the over 325 combined years of experience from the Ohio Manufacturers Association, the Kentucky Association of Manufacturers, and the Indiana Manufacturers Association's advocacy for manufacturing. These organizations have a reach to thousands of manufacturers in their states and have served as the single, most representative voice of manufacturers to create manufacturing-friendly state policies in their state capitals and workforce programming in their communities.

SMAs are an important voice in the current LIFT state teams and will help serve as a connector between the institute and each state's key policymakers. With a strong legacy of helping manufacturers across the region, these SMAs have worked to strengthen the industry by supporting public policies, promoting awareness and providing education about the industry.

These new partnerships will allow members of both LIFT and the SMAs to leverage the assets and expertise of all partners - from manufacturing innovation projects, to education and workforce development programs, to support of pro-manufacturing policies in the state capitals.



## ABOUT THE PARTNERS

The Ohio Manufacturers Association's (OMA) membership of 1,400 companies reflects the type, size and distribution of manufacturing across Ohio in all manufacturing verticals, including transportation equipment, plastics, fabricated metal, machinery, and chemical. OMA facilitates Ohio manufacturers working together—and learning from one another—in key management disciplines of energy, environment, government affairs, human resources, safety & workers' compensation, tax & finance, workforce, and matters of manufacturing leadership.



Established in 1911, the Kentucky Association of Manufacturers is Kentucky's most effective advocate for manufacturers. KAM's mission is to protect and create a manufacturing-friendly environment in Kentucky. In addition to advocating, KAM connects, educates and provides cost-saving programs and products to members. For more information, go to: [www.KAM.us.com](http://www.KAM.us.com).



Formed in 1901, the Indiana Manufacturers Association (IMA) is the second oldest manufacturers association in the country and the only trade association in Indiana that exclusively focuses on manufacturing. The IMA is dedicated to advocating for a business climate that creates, protects and promotes quality manufacturing jobs in Indiana. Indiana is one of the top manufacturing states in America in wealth and jobs created, sustained and supported. More than 50 percent of all employment in Indiana has some connection to manufacturing.



## ALIGNMENT TO STRATEGIC FOCUS AREAS



Address the gaps in workforce competencies needed by manufacturers



Expand work and learn opportunities for students



Offer on-the-job training solutions for industry partners



Link and leverage resources on the ground today



Expand knowledge about and credibility of both LIFT and the National Network of Manufacturing Institutes broadly