

FAME: Image / Pipeline

Modified 9/29/07

Vision: An educated and employable workforce.

Mission: Spark interest in youth towards a manufacturing career. Improve image of advanced manufacturing careers/lifestyles.

Key Metrics:

How many schools/ students tour manufacturing companies/ year.

How many manufacturing company representatives talk at schools and work with teachers/year.

Number of students graduating high school with the background skills required for a job in manufacturing.

Number of new ad campaigns/ press releases and news stories.

Reflection of Last Years Activities:

Many initial steps facilitated by studying the Dream It! Do it! campaign

Use existing Community resources and collaborate with them in order to establish this program

Image related to manufacturing is bad, needs to be changed in order to have a improved workforce

Activities:

- 1) Get Advanced Manufacturers to hire more
- 2) Get Advanced Manufacturers to contact s get the contact for School-to-Work, Science programs.
- 3) Get Advanced Manufacturers to promote organizations.
- 4) Get Advanced Manufacturers to offer sch employment for graduating seniors.
- 5) Participation in Career Night activities.
- 6) Create newsletter or other means to keep aware of workforce related activities.
- 7) Create a new and exciting campaign to b opportunities in the industry and spark intere would describe career / lifestyle opportunitie today's market place.
- 8) Collaborate with other organizations who missions, such as the Rochester Tool and M