MEETING INFORMATION

**Purpose:** Executive Briefing "Use of Industry Certifications to Begin Career Pathways in Advanced Manufacturing and Logistics in the Southern States"

**Co-Hosted by:** Manufacturing Skill Standards Council (MSSC) and ACT, Inc. in collaboration with Southern Governors Association (SGA) and Southern Regional Education Board (SREB)

**Date:** June 16, 2016  **Time:** 7:30am-3:30pm EST  **Location:** Hyatt Regency, Atlanta, GA

EXECUTIVE SUMMARY

More than 230 leaders from the manufacturing and logistics industry, education, and government attended the Executive Briefing.

The major themes for the all-day meeting were focused on the diversity of usage of industry certifications and MSSC throughout the region:

1. Secondary programs
2. Post-secondary programs
3. Adult workforce programs
4. SREB programs
5. Industry perspective
6. Legislative outlook

Please click here for the link to all of the speaker presentation slides and hand-outs
http://www.msscusa.org/executive-briefing-2016-powerpoints/

MEETING NOTES

1. **Welcome: Dr. Gene Bottoms, Senior Vice President, SREB** welcomed all the attendees.

2. **Meeting Goals & Organization:** **Steve Boecking**, Vice President, Hillwood Alliance Texas Global Logistics Hub, served as moderator for the Executive Briefing. He described the meeting as an opportunity to showcase examples of how all the states in the Southern Region are using the MSSC Certified Production Technician (CPT) and Certified Logistics Technician (CLT) training and certification programs, often in concert with ACT’s National Career Readiness Certificate program, in a variety of ways. He noted that this is an outstanding example of how MSSC and ACT, two well-established, national industry-recognized certification bodies, can provide a common, industry-based foundation upon which states, companies and schools can build workforce development programs customized to meet their own specific.

3. **Regional Policy Perspective:** **Ted Abernathy, Economic Development Advisor, SGA**, gave an overview of national and regional policies regarding education and certification. He discussed several future trends that are certain to change everything including global competition, geopolitics, accelerating urbanization, technological disruption, the great skills mismatch, and what they mean for manufacturing in 2016 and beyond.

4. **ACT Policy Initiatives:** **Kevin Houchin, Esq., National Programs, ACT, Inc**, outlined ACT policies and discussed how programs like ACT NCRC help students document their employability skills. He spoke about convergence in workforce and education policy and ACTs workforce development platform which improves foundational workplace skills, ensures valuable training for employees and employers, and helps individual attain credentials.
5. **Breakout Sessions**: Four break-out sessions took place throughout the morning and afternoon led by panels of industry, education and government leaders focusing on highlighting success stories and model programs from sixteen states in the southern region.

**Session One: Secondary Programs**

*Moderator: Don Gogan, VP Operations Management, Harley Davidson*

**Individual State Focus:**

**Florida Statewide MSSC Deployment in High Schools**
- **Marilyn Barger**, Executive Director, Florida Advanced Technician Education and **Kathie Schmidt**, Director, Career & Technical Education, St. Lucie County Public Schools described their statewide program in which students receive up to 15 college credits for full CPT certification towards the A.S. Engineering Technology Degree. Students are selected into the program during their sophomore year at Treasure Coast HS where they express interest or opt-in to the pre-engineering program (their freshman year is spent focusing on what it means to be successful in high school and beyond).

**Oklahoma High School Partnerships**
- **Cassity Bixby**, OSU Institute of Technology – MidAmerica Industrial Park Advanced Training Center, and Thunderbird Youth Academy spoke about their site on the campus of the MidAmerican Industrial Park Advanced Training Center to help develop the pipeline of future workers. MidAmerica pays for full tuition for high school students to obtain CPT certification.
- **Shawn England**, Recruiting Coordinator, Thunderbird Youth Academy described the National Guard Youth residential program that leads, trains and mentors 16-18-year-old high school dropouts. This program has been recognized as one of the nation’s most effective and cost efficient programs for targeting youth who are at the greatest risk for substance abuse, teen pregnancy, delinquency and criminal activity.

**Kentucky Industry-led Statewide MSSC Deployment in High Schools**
- **Debbie Anderson**, Career & Technical Education, Doss High School in KY spoke about an upcoming pilot program for high school juniors and seniors that will enable them to receive full CPT certification through the Manufacturing Engineering Technology Pathway of study by high school graduation. Students will also receive a “work ethic certificate” to document their employability skills. The program also includes summer internships and employer mentoring.

**Tennessee Battelle for Kids/ACT Initiative**
- **Joe T. Wood**, State Coordinator for Tennessee, Battelle for Kids and **Donna Mason**, Account Manager for Tennessee, ACT discussed how offering CPT programming in TN will foster success of rural communities in the state and how it will impact the success of the state as a whole. They spoke about the importance of innovating and helping educators nationally and internationally to adopt high-impact strategies and solutions for sustainable impact in their school systems. They detailed how the courses and resources available through the Tennessee Portal are designed to help rural educators improve classroom practices and help students prepare for college and career, and attract jobs to rural communities.

- **David Barbour**, Education Consultant and Program Area Supervisor, North Carolina Department of Public Instruction spoke about his agency’s work to align all educational offerings with recognized industry certifications. CPT was integrated into 9th and 10th grade classes at 13 schools. 22 classes were delivered in the 2015-2016 school year. NC DPI felt the CPT fully met the industry demands for pipeline development and it
was chosen because of the diversity and versatility of the courses to successfully train entry-level production workers in all sectors of manufacturing.

- **Lori Kelley-Burdine**, Director of Public Information and Planning, DSCC/Workforce Development Division, Northwest TN Workforce Board described their work under a LEAP grant to offer the NCRC and CPT to high school students. Students must earn a silver level on NCRC to enter the CPT program. Students had the most success with very experienced instructors and hands-on training. They also felt that the Quality module should be third in sequence, after production, rather than second.

- **Gene Bowman**, Director, Alamo Academies (TX) described the Alamo Academies program which implemented CPT in 2011. Juniors and Seniors in the program earn CPT Safety and Quality, respectively prior to participating in summer internships. Summer internships are paid jobs (approximately $3,000) by the employer partners, the secondary school district provides transportation to the college and all textbook materials, and the college absorbs the tuition fees for the students.

Regional Focus: Preview of MSSC Briefing on “Transforming High School Career Counseling” at SREB “High Schools that Work” July Conference, Louisville, KY

- **Jan Bray**, President, Bray Strategies, and Executive Director (ret.), Association for Career Technical Education & **LeeSa Page**, Senior Advisor for KY, MSSC gave a presentation about efforts to transform high school career counseling. One issue is how career counseling will be funded. Positions should be funded through industry/chamber employer-represented organizations. Career advisors should not come from current academia or guidance counselor positions.

**Session Two: Post-Secondary Programs**

Moderator: **Harry Moser**, Founder and President, Reshoring Initiative

Individual State Focus:

- **Christopher Klusmeyer**, Manufacturing Instructor, Mineral Area College, **Tina Miller**, Program Support Specialist/Program Navigator, Mineral Area College & **Liz Roberts**, Deputy Grants Manager, Missouri Community College Association (MO) presented about their use of industry certifications including CPT, CLT, NIMS and AWS and the importance of offering college credit for those credentials.

- **Donna Ludwig**, Account Manager, Business Services, Rowan-Cabarrus Community College & **Craig Lamb**, VP, Rowan-Cabarrus Community College (NC) presented about the North Carolina Manufacturing Institute’s vision to build a world class talent pool to support the retention and growth of regional manufacturers.

- **Kenneth Parker**, Director of Manufacturing Solutions, Corporate & Community Education, Spartanburg Community College (SC) presented about their CPT program and the success of drawing a large employer like BMW to the state by agreeing to provide them with a certified workforce.

- **Cory Werkheiser**, Career Services Specialist, Patrick Henry Community College (VA) spoke about the skills needs in Martinsville, VA area, which is going through an advanced manufacturing expansion with many new industries coming to the region. He detailed the benefits of MSSC CPT and CLT programs to local employers such as Eastman Chemical. Mr. Wekheiser also spoke about the challenges of upgrading the image of manufacturing and overcoming the narrative that there is no manufacturing in the United States, or the region and the importance of increasing industry credentials within the region to demonstrate to employers the quality of the workforce.

- **Lidell Greenway**, VP of Economic Development, Wiregrass Georgia Technical College (GA) spoke about the importance of dual enrollment and/or dual credit programs.
• **Scott Howie**, Director, Northark Technical Center (AR) presented about the need for more certification opportunities.

• **Jay Bouis**, Director of Technical Training and MSSC Site Coordinator, Community College of Baltimore (MD) spoke about how CCBC began using MSSC credentials, first with logistics / CLT and then more recently with manufacturing / CPT. He discussed some lessons learned as they rolled out programming in workforce continuing education formats, sometimes with partial credentials rather than full certification profiles. This is a bit of a different model than embedding MSSC in credit semesters.

**Regional Focus:**

• **Dr. John Foster**, President/CEO, NOCTI & NOCTI Business Solutions discussed increase in credentialing and the importance of having valid and reliable assessments being accredited by a credible international third party such as ANSI/ISO.

**Session Three: Adult Workforce Programs**

**Moderator:** **Steve Harrington**, VP, Distribution Management Association, and Industry Liaison, National Center for Supply Chain Logistics Education

**Individual Program Focus:**

• **Rebekah Hutton**, VP Strategic Initiatives, MSSC spoke about their work with the military to help active duty, reserve and guard members earn industry credentials prior to separation from service. She also emphasized that one of the primary results of early pilot programs was the discovery of the significance of the language barrier between military and civilian occupations.

• **Paul Perkins**, President & CEO, Amatrol explained the history between MSSC and Amatrol who developed and delivers the online CPT curriculum. He specifically highlighted successful programs in Florida and Tennessee. He also discussed how CPT is imbedded into a technical apprenticeship and that certifications like CPT help professionalize the first step into an apprenticeship.

• **Cindy Read**, Director, Center Strategies, KentuckianaWorks described her work with the Workforce Board in Louisville, KY. They adopted a manufacturing partnership program because several large employers were reinvesting. They identified MSSC for training and certification. To date, they have 641 NCRCs, 270 full-CPTs, and 185 have been placed in jobs. Over 1500 MSSC certificates have been issued.

• **Tracey Crawford**, Instructor, Bobby Dodd Institute (GA) discussed their program which focuses on providing training and employment to individuals with disabilities or other barriers to employment. They've had significant success with CLA and CLT.

• **David Setzer**, Executive Director, Workforce Solutions North Central Texas gave background of how WSNCT worked with MSSC in 2006 to develop the CLT program. He discussed how employers who were early adopters of the program gave preference to certified job applicants because they found them more easily trainable on their customized/proprietary systems.

• **Jeff Lynn**, Executive Director, Workforce Development Programs LED FastStart talked about their manufacturing program which began as a two-year technical program but is now begin pushed down into the high schools, starting as early as 9th grade.

**ACT Work Ready Communities:**

• **Debra Lyons**, Senior Director, External Engagement and Programs, Center for Workforce Advancement, ACT, Inc., **Sondra C. Redmon**, Director of Workforce Development, Central Louisiana Economic Development Alliance and **Ruth R. Nichols**, Ed.D., Assistant VP for Community and Economic Development, Alcorn State University discussed building workforce development eco-systems that align efforts to support manufacturing. They discussed the NCRC, common employability skills and stackable credentials. The discussion also included the challenges in rural communities to engage both employers and students, but in Central Louisiana they've
had success with NCRC. In Mississippi, they have discovered that in rural areas where the workforce is so spread out, it benefits everyone when communities collaborate to raise the skill level of that workforce.

**Florida Prison Systems:**

- **Rick Frazier**, Director, TCC/Gadsden Re-Entry Center, **Kristian Fince**, Program Coordinator
- **Marc Dick**, Vocational Instructor, and **Amy O’Donnell**, Program Specialist & MSSC Site Coordinator spoke about their re-entry facility which is the only such facility in the US that is located on a community college campus. They offer GED and vocational programs like CPT. They also discussed the challenges of such programs including restrictions on materials provided to and maintained by students.

**Session Four: SREB Programs**

**Moderator:** **Gene Bottoms**, Senior Vice President, SREB moderated the session entitled Credential for All: Designing Advanced Career Pathways That Teach the Mix of Soft, Applied Academics and Workplace Skills Needed for Today’s Economy.

**Presenters:**

- **Toby Craver**, Integrated Production Technology Instructor, Fountain Lake High School, Hot Springs, AR
- **Zach Riffell**, Co-Director, Advanced Career, Marketing, SREB

The SREB presenters reported on two new curricula related to MSSC’s focus on manufacturing and Logistics: Integrated Production Technologies and Global Logistics & Supply Chain Management. Both are SREB “Advanced Career” courses focused on a rigorous and relevant blend of technical and academic skills in authentic projects. “Advanced Career” provides ready-to-implement AC course work for students, comprehensive training for teachers, access to tools and technology for project-based learning, end-of-course assessments, and opportunity for industry certification and/or dual credit.

6. **Luncheon Awards:** **Leo Reddy**, Chair & CEO, MSSC presented awards to the following for outstanding support of MSSC programs:

7. **Industry Perspective:** **Moderator:** **Leo Reddy**, Chair & CEO, MSSC

**Presenters:**

- **Mary Batch**, Assistant Manager, Human Resource Development, Toyota Motor Manufacturing, Texas described their successful program with Alamo Academies. All student workers that come through their facility must have completed and passed CPT Safety prior to work because it embodies the foundational safety skills all workers need in a manufacturing environment. They have had 70 students in 6 years that completed the Alamo Academies program in high school. Those students have gone on to post-secondary education or obtained high position within the military. Toyota has hired 20 students from that group.
- **Stephanie Borowski**, President, GPS Education Partners explained their program which focuses on giving at-risk youth an opportunity to receive full-CPT certification in an embedded work-and-learn environment in one of the areas 120 sponsoring companies, 2000 hours of apprenticeship training, and their high school diploma.
- **Don Gogan**, VP for Operations Management, Harley Davidson spoke about the company’s mission to “fulfill dreams of personal freedom.” As long-time supporter of MSSC, Harley feels strongly that the CPT certification is a path to personal freedom by providing opportunity to good paying jobs, by laying the foundation for solid foundational skills and path to higher education or higher-skill, specialized credentials.

8. **Military Use of Civilian Certifications:** **Rebekah Hutton**, VP Strategic Initiatives, MSSC explained MSSC’s involvement with the military in supporting the DOD initiative to help active duty, reserve and guard members
earn industry credentials prior to separation from service. The military, and the Army in particular, have embraced CLT to certify hundreds of Soldiers and other Service Members. A key element of the military’s use and funding of certifications is third-party accreditation. A new clause in the FY16 National Defense Authorization Act requires that any certification paid for by the military be third-party accredited. CPT and CLT both meet this requirement through MSSC’s accreditation by the American National Standards Institute (ANSI) under ISO Standard 17024. MSSC supports this decision by DOD to ensure that military personnel receive the highest quality credentials that bear weight with employers.

9. **Legislative Outlook:** Moderator: **Ron Painter**, CEO, National Association of Workforce Boards introduced the topic by explaining the importance of business/industry remaining the majority membership of state and local workforce boards.

**Presenters:**
- **Steve Voytek**, Government Relations Manager, Advance CTE (formerly NASDCTEc) discussed Perkins and the need for a paradigm shift that doesn’t focus only on students continuing to a four-year college, but is open to all students seeking occupations in all industry sectors. He also discussed efforts to make sure that all federal programs align (WIOA, Perkins, ESSA).
- **Michael Connet**, Senior Director, Outreach & Partner Development, Association for Career Technical Education gave highlights from states and an overview of the Certification Data Exchange Project which will lead to a national database for certification data that will include information about where jobs are, what skills and certifications are needed, etc.

10. **Keynote Speaker:** **Harry Moser**, Founder and President, Reshoring Initiative discussed, the “Role of Skilled Workforce in Corporate Plant Location Decisions.” Mr. Moser spoke about the Site Selectors’ Guild’s Skills and Talent Survey including data on the talent shortage by manufacturing project type, the critical skills and talent gap in the US, and the drivers of workforce and talent. He recommended: motivating states to compete in economic development by promoting the rate of MSSC certification as a metric of skills availability; and documenting local reshoring activity to show the students that manufacturing is, once again, a stable career field..

11. **Closing:** **Steve Boecking** offered concluding reflections and closed the meeting.