

**Advanced Manufacturing Collaborative  
Talent and Branding Working Group**

August 10, 10:00 - 11:00am  
Zoom Conference

**Minutes**

**Attendees:**

David Cruise, Western MA Workforce Board  
Kelley French, North Central Workforce Board  
Joseph Kunze, SI2  
Brian Norris, Northeast Workforce Board  
Joe Lopes, Southeast Workforce Board  
Deborah Meggison, Southeast Workforce Board  
Brad Mingels, UMASS Lowell

**Staff:**

Helena Fruscio-Altsman, MA EOHED  
Christine Nolan, MassTech Collaborative  
Meghan Abella-Bowen, MassTech Collaborative  
Farhad Vazehgoo, MassTech Collaborative

**Welcome and introductions**

Christine Nolan welcomed all attendees and a roll call was taken.

**Approval of Minutes: Christine Nolan**

Joseph Kunze introduced a motion to approve the March 10, 2020 Talent and Branding Working Group minutes, seconded by David Cruise.

**CAM update**

Christine Nolan shared a CAM update and an overview of the Innovation Working Group. The M2I2 program is expanding beyond its original four Manufacturing USA institutes where it will consider projects from 12 institutes. The MMAP program, launched in June, 2021, was successfully launched with good participation. Currently applications in review with the plan to announce in early October.

- **ACTION:** Consider participation or collaboration with AFCEA, and the New Horizon conference, maybe we should collaborate with them

**Talent Development Programs**

Meghan Abella-Bowen provided an update on talent development programs.

**MassBridge:**

- The program is moving forward with curriculum development aligned with the institutes, Key competencies include:

- Data Analytics
- Maintenance and troubleshooting
- Communication skills
- Process control
- Quality control
- Initial courses deployed in the fall of 2021. Will not be deployed across all CCs but a limited number with next rollout covering additional CCs
- Need to consider a more formal approach to get industry involved
- Tie competencies to credentialing
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#### **Advanced Manufacturing Training Grant:**

- Administration of Advanced MFG training program being moved from HED to MassTech
- Conference on MIT education end of July promoted MassBridge

#### **Increasing Awareness around Careers/Training in Manufacturing**

Christine Nolan provided an update to the Massachusetts Manufacturing Mash-Up, a statewide conference to showcase technology, bring together OEMs and SMEs, and to showcase resources available to manufacturers. The event is taking place on September 28, 2021 at Polar Park in Worcester.

She also announced a new Community Engagement and Marketing Manager will be joining the CAM team to help drive awareness and develop a consistent brand for manufacturing in Massachusetts.

#### **Next steps**

The next full AMC Board will be September 8, 2021 1:30-2:00pm

The next set of Working Group meetings will be the week of November 15, 2021.

#### **Materials and Exhibits Used at this meeting:**

- Draft Minutes – March 10 Talent & Branding meeting minutes
- Presentation: Talent and Branding Working Group, August 10, 2021