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Trustee, The Manufacturing Institute

***Innovate or Evaporate: the Skills Set
Imperative for Success in Advanced
Manufacturing***



NAM-Endorsed
Skills Certification System
Producing a High-Performance Manufacturing Workforce

Manufacturing remains the bedrock of American business

- 286,000 manufacturers provide more than 18.8 million U.S.-based jobs
- we remain the world's number one manufacturer with more than 20% of the world's production
- average compensation – including employer provided benefits – is \$70,776

*the engine that drives American
prosperity*

- pays 43% of all corporate taxes collected by state and local governments
- delivers 65 percent of U.S. exports at \$77 billion a month
- responsible for more than 70 percent of all business R&D
- ***Innovate or evaporate!***

Life is not a bed of roses

- “Great” Recession
- Structural” costs give our foreign competitors a 17.6% cost advantage
- challenged by markets closed to our products, unfair currency regulation, and trade laws that are often not enforced
- shortage of educated and prepared workers
 - *The Boomer Train is leaving the Station!*

Workforce Pipeline Challenges:

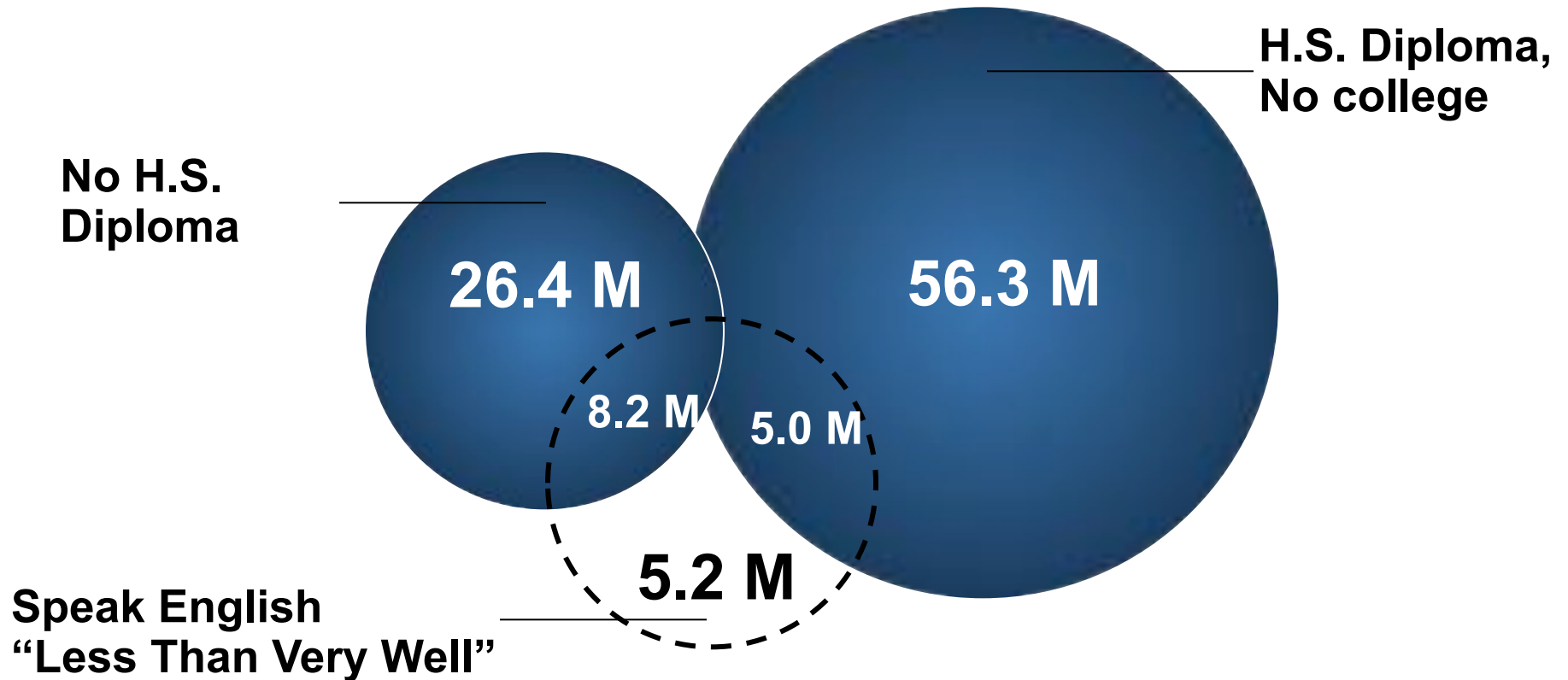


- Shrinking number of high school graduates
- Retiring workers
- Global competition
- Smaller, more mobile world



Education Barriers:

88 M Adults have at least one education barrier



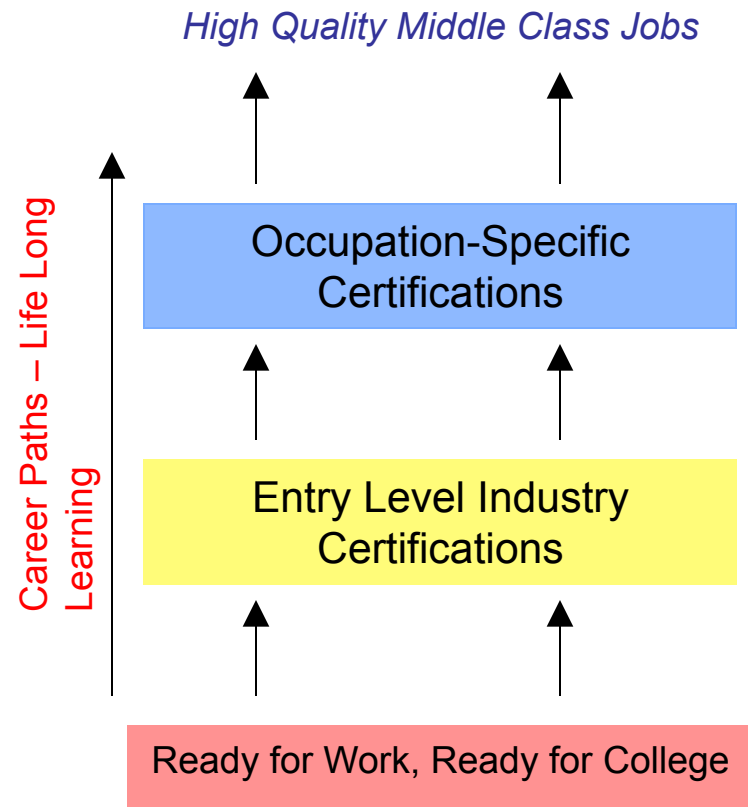
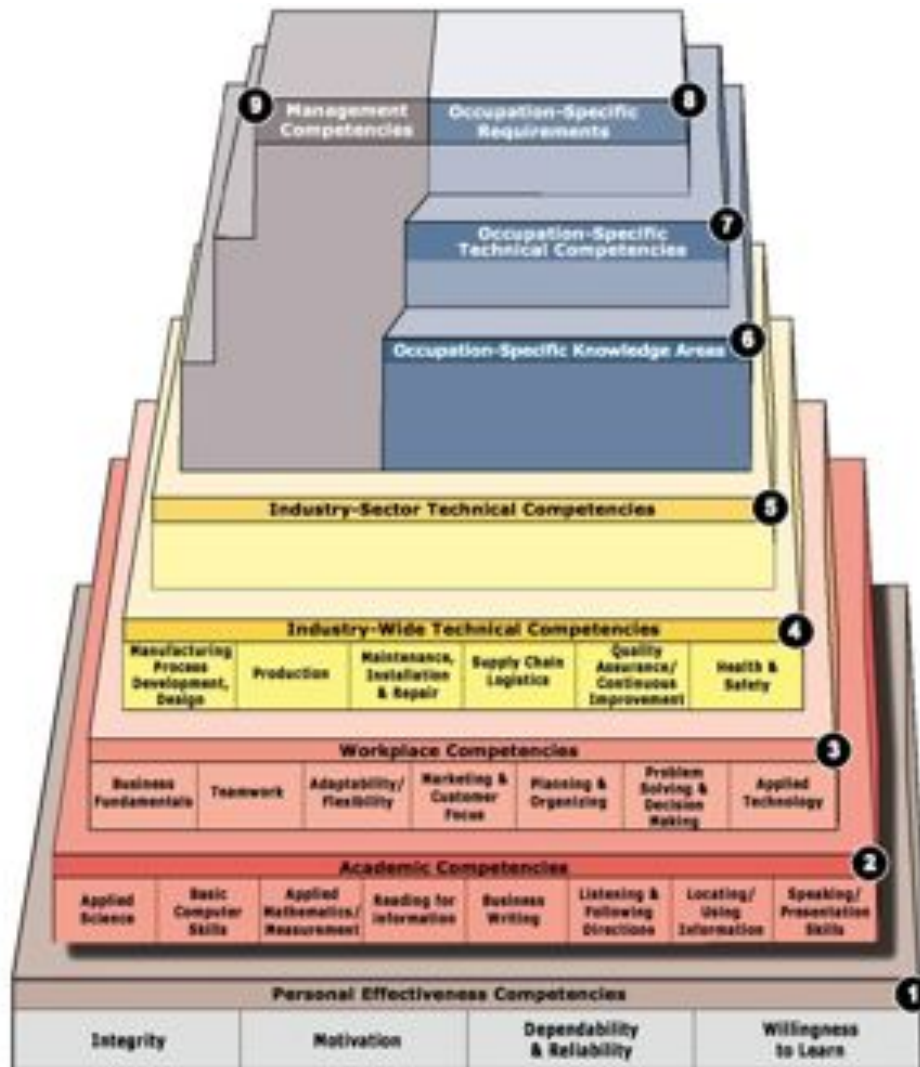
Source: Report on the National Commission on Adult Literacy, June, 2008 / U.S. Census Bureau

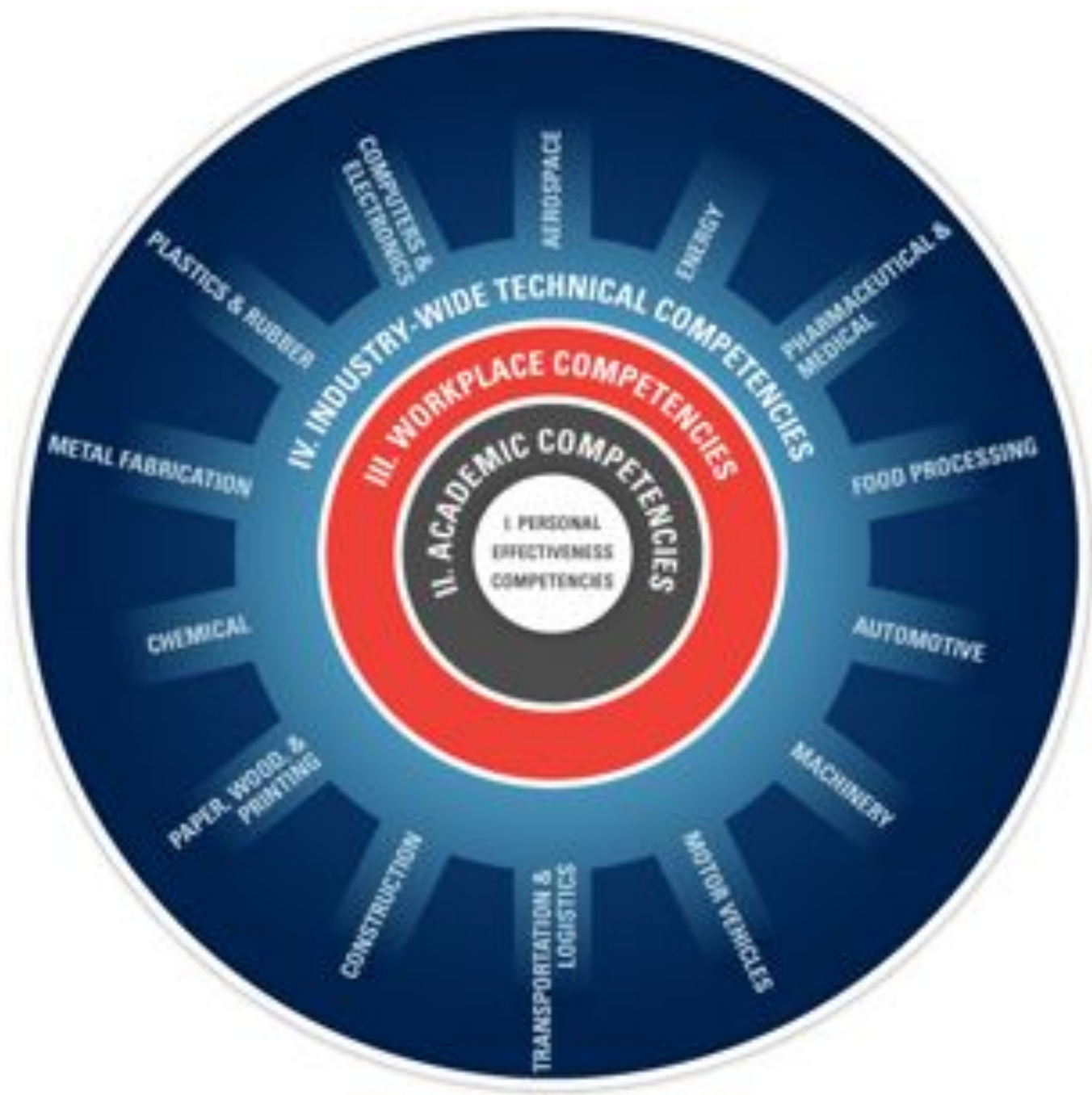


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**Providing competency-based,
customized education and
training for the manufacturing
workforce...today and tomorrow.**

Advanced Manufacturing Competency Model





I. PERSONAL
EFFECTIVENESS
COMPETENCIES

II. ACADEMIC
COMPETENCIES

III. WORKPLACE
COMPETENCIES

IV. INDUSTRY-WIDE
TECHNICAL
COMPETENCIES

COMPUTERS &
ELECTRONICS

AEROSPACE

ENERGY

PHARMACEUTICAL &
MEDICAL

FOOD PROCESSING

AUTOMOTIVE

MACHINERY

MOTOR VEHICLES

TRANSPORTATION &
LOGISTICS

CONSTRUCTION

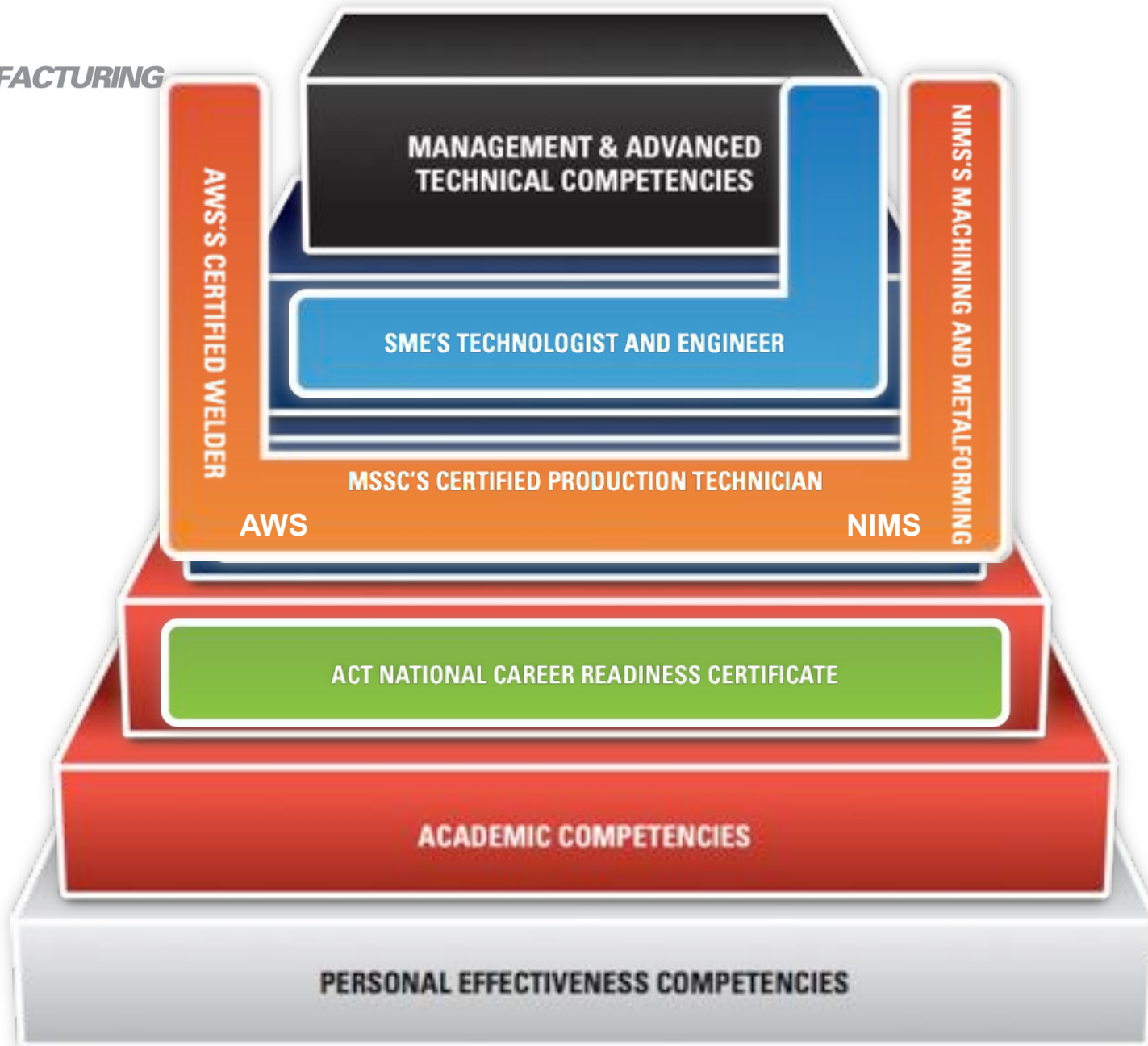
PAPER, WOOD, &
PRINTING

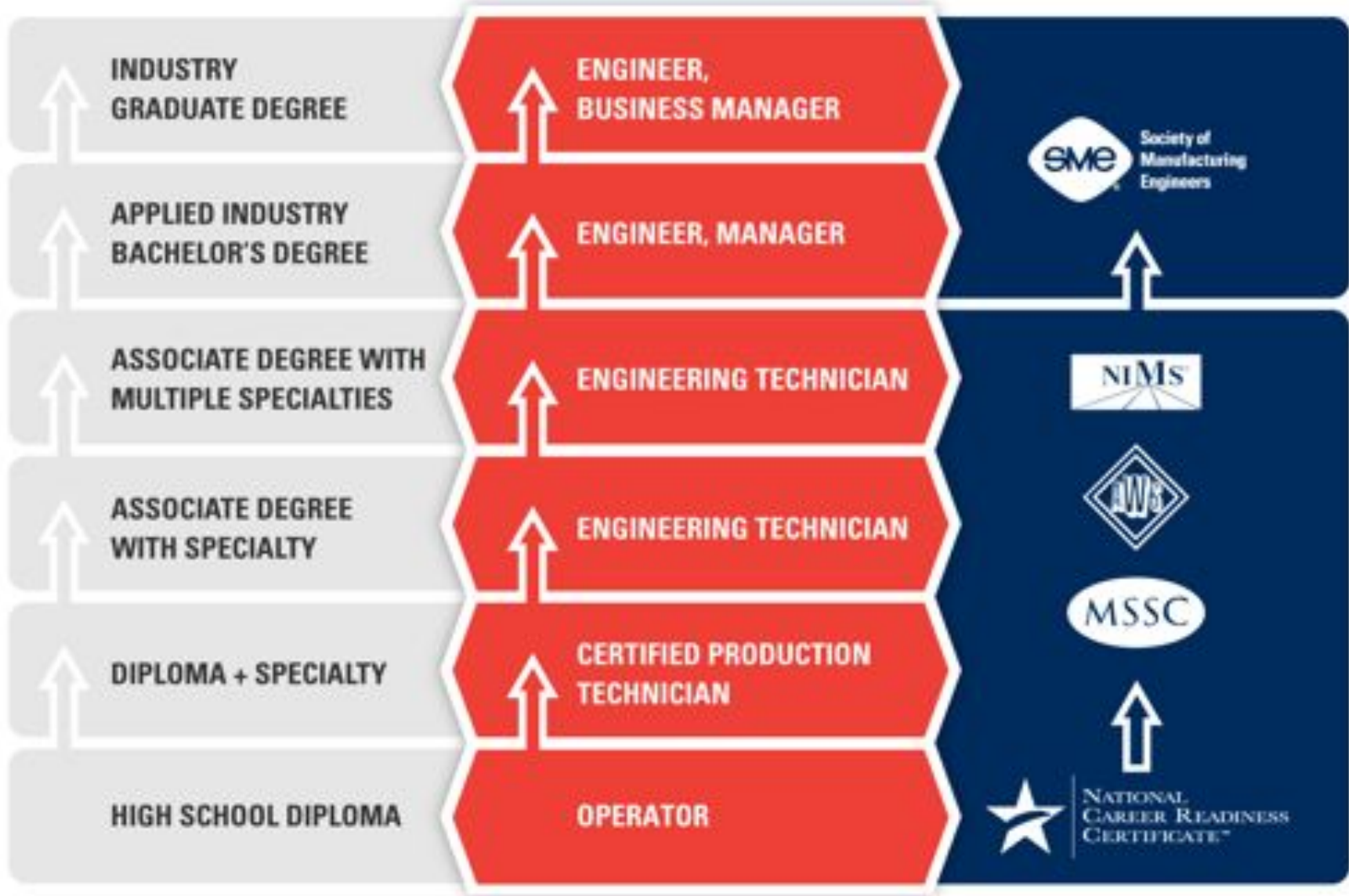
CHEMICAL

METAL FABRICATION

PLASTICS & RUBBER







EDUCATION PATH

CAREER PATH

CERTIFICATION PATH

System Deployment

“Deep Dive” Deployment

North Carolina

Ohio

Texas

Washington

Industry Leadership for Deployment

Alabama

Florida

Indiana

Iowa

Louisiana

Michigan

Missouri

New York

Arkansas

Illinois

Kentucky

Maryland

Mississippi

Nebraska

Pennsylvania

Wisconsin

The essence of our competitiveness is grounded in education

- Let us set an *innovative* reform agenda and move aggressively
- talent to succeed, talent to compete, and talent to win.
- ***Innovate or Evaporate!***