MAKE IT IN WASHINGTON—PROJECT OUTLINE

IWF/IWA Qualifying Companies

- Qualify companies in the target counties
- Create statewide asset map of SME's
- From the group identify 150 to 300 companies eligible for program participation
- Visit and recruit 13 companies for "in-depth" consulting engagements
- Enroll companies in IWA "Made in Washington" program

Program metrics to date (as of 4/16/14):

- Qualify all potentially eligible companies
- Identify 150-300 fully eligible companies
- Recruit 13 for in-depth consulting

Recruit International Investment

- Washington Department of Commerce conducts two trade missions per year over the three years
- Focus to attract foreign direct investment as well as international companies to the state
- India
  China
  Trade shows:
  - Europe
  - France
  - Germany
  - Netherlands
- Targets:
  - Aerospace
  - Advanced Manufacturing
  - Composites
  - Ag and Food Processing
  - Maritime
  - ICT
  - Clean Energy

Program metrics to date (as of 4/16/14):

- 6 international trade missions
- X number of companies:
  - Targeted
  - Contacted
  - Visited

State Targets Defined

- IWF/IWA define target businesses in the rural counties
- A contact list is developed and sorted on a distressed county location basis
- Program materials are developed by the partners to include:
  - A project website to be linked to all program outreach, education, and consultation partners - host to be the WTB or COM
  - A "newsletter" format informational piece for broad distribution
  - A series of electronic mail information pieces for partner use in direct business contacts

Education/Training Participation

- WSU, Highline and Shoreline post the MIIW course, class, certificate and degree information online on MIIW specific pages
- Education pages are linked to the MIIW/WTB main page, IWF/IWA project page and other partner pages to expand the outreach effort
- Education partners send MIIW materials to their business and industry client lists
- Employers and employee/ students are directed to the site(s) through and during all contact efforts
- Education partners establish MIIW tuition codes, facilitate all enrollment processes and complete the DoL data entry forms that are then sent to the WTB secure project site
- Education partners invoice the WTB for the student specific tuition fees
- Education partners complete the DoL data base with course completion, certificate and degree awards

Program metrics to date (as of 4/16/14):

- Number of qualifying distressed counties
- Number of companies identified
- Course, certificate, and degree programs identified
- Program materials developed and web site launched
- ADOs, chambers, and industry associations participating
- Number of companies targeted for contact
- Number of companies contacted
- Number of companies visited
- Number of employees/students enrolled

Regional Support

- MIIW Partners develop a target listing of regional associations and Associate Development Associations (ADOs) in the target counties
- ADOs, chambers, industry associations are contacted and sent the "newsletter" format for distribution to their members and other selected businesses
- IWA/WTB follows up with direct contacts to the Associations
  - Potential for presentations at association member events
- Direct visits support and potentially expand the IWF/ IWA contact list development
- IWF/IWA schedules business specific visits ("short visitation format)

Letter to CEO: Response Received

- IWF/IWA staff call and explain the grant options
- IWF/IWA staff site visit (x) companies for a "short visitation"
- If interested in the larger program, send the company CoreValue information and financial obligation
- IWF/IWA staff recommend employees for the MIIW program from the visitations

Program metrics to date (as of 4/16/14):

- Number of companies contacted
- Number of site visits
- Number of short visitations
- Number of CoreValue in depth consultations
- Number of employees/students enrolled
- Number of employees/students completed (certificates and/or degrees)

CoreValue Clients

- IWF/IWA staff site visit companies interested in the full CoreValue program
- (x) number of companies commit to the full program
- Company completes the CoreValue program
- IWF/IWA team evaluates results and makes defined proposals for the business advancement
- IWF/IWA staff recommend employees for the MIIW program from the CoreValue consultations

Direct Company Contact by IWA/IWF

- IWF/IWA contacts their existing company clients informing them of the MIIW and CoreValue programs
- IWF/IWA staff site visit company to explain the programs
- If interested in the larger program, send the company CoreValue information and financial obligation
- (x) number of companies commit to the full program
- Company completes the CoreValue program
- IWF/IWA team evaluates results and makes defined proposals for the business advancement
- IWF/IWA staff recommend employees for the MIIW program from the CoreValue consultations