

***Dream!t Do!t™***

**Washington State Campaign**

**A Pro-Industry Awareness Initiative**

***Washington State Workforce Training and  
Education Coordinating Board Meeting***

***Washington State Investment Board***

***Olympia, Washington***

***January 22, 2009***

***Ed Halloran, Campaign Director***

# *Today's Agenda*

- Industry Challenges
- What Manufacturers Are Saying
- National Association of Manufacturers Approach
- What is the Dream It Do It Campaign?
- Focus of State and Local Campaign
- Collaborative Partnerships
- Questions and Discussion

# ***What Manufacturers Say About Their Current Workforce***

- 90% of respondents indicated a moderate to severe shortage of ***qualified skilled production workers***;

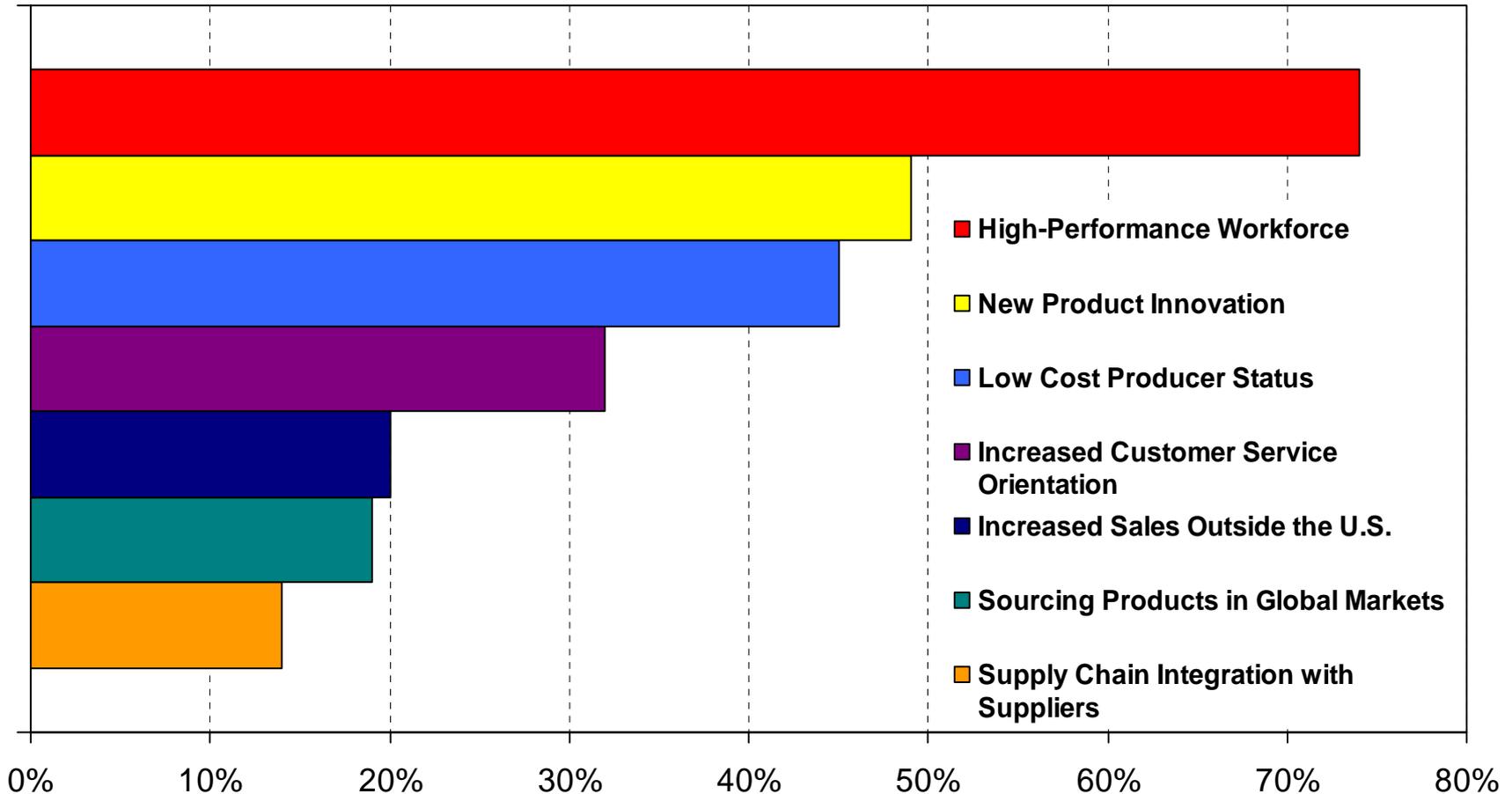
**83%** indicated that these shortages are impacting their ability to ***serve customers***;

65% of all respondents, and 74% of respondents with more than 500 employees, reported a moderate to severe shortage of ***scientists and engineers***;

39% of respondents indicated a moderate to severe shortage of ***qualified unskilled production workers***.

Source: 2005 Skills Gap Survey.

# Given Changes in the Economy and Business Environment, Which of the Following Will Be Most Important to Your Company's Future Business Success Over The Next Three Years? (Select Up to Three)



## ...the **Workforce Challenges**

- Changes in workforce demographics such as older workers and immigrants
- Shortage of **3 million skilled workers** by 2010
- Working age population to shrink 47% between 2000 and 2050
- Workers lack needed skills

## *...the **Workforce Challenges** (Continued)*

- **Too few workers are entering many industry sectors -- Image!!**
- **The need for technical skills continues to escalate due to global competition**
- **There is misalignment of our education system with industry**



Founded in 1997



Center for Workforce Success  
National Association of Manufacturers  
- Created ***Dream !t Do !t*** Campaign



Center for Workforce Preparation  
U. S. Chamber of Commerce



Jobs For the Future

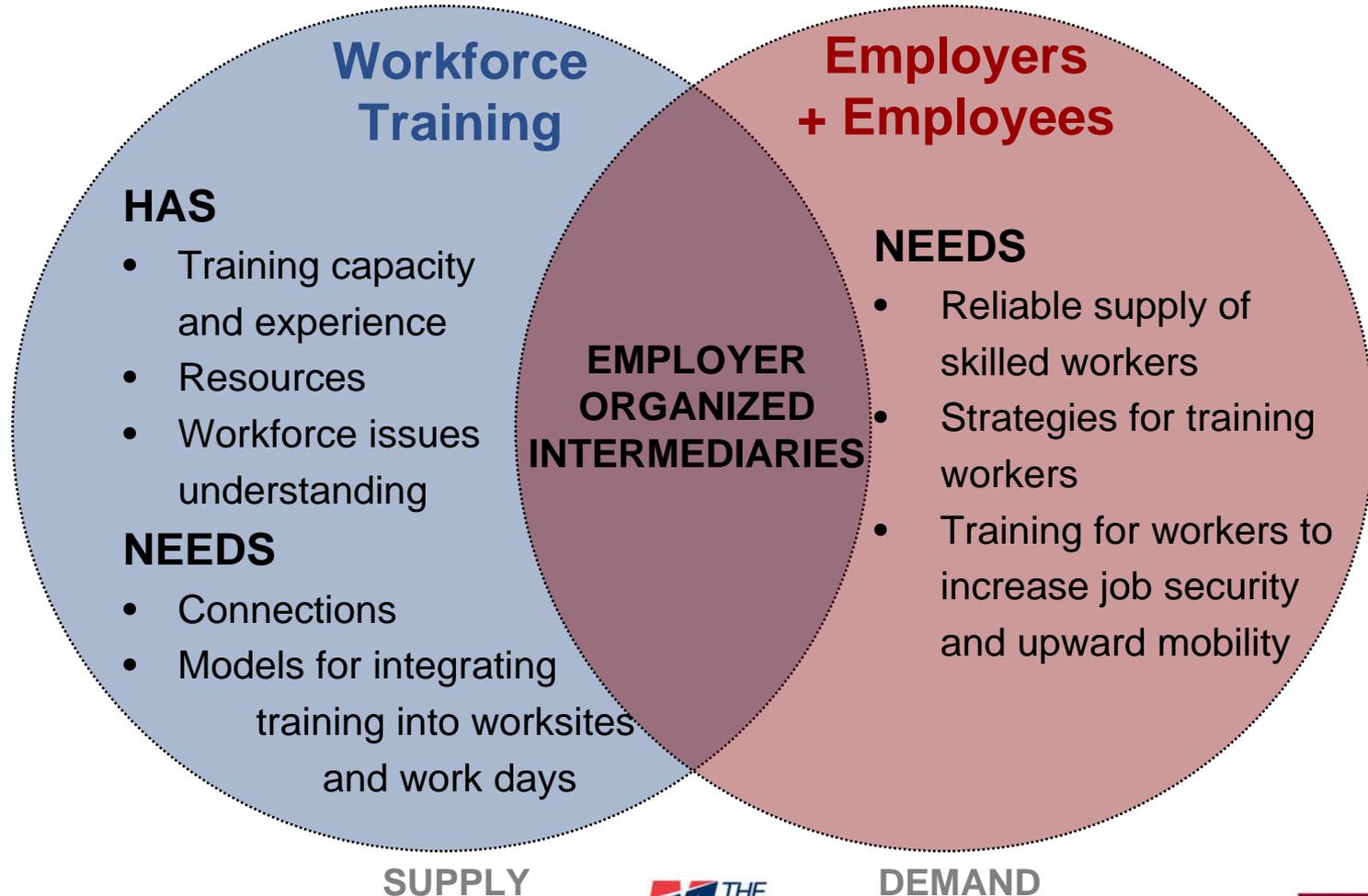


# ***What We're Doing***

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- 14 Workforce Intermediaries Around the Country (who work with WIBs and others)
- Business Champions
- Research on Models for Immigrants, Older Workers and Post-Secondary Education
- Support STEM
- Workforce Forums
- Immediate Solutions such as [RecruitMilitary.com](http://RecruitMilitary.com) and [NAMJobBank](http://NAMJobBank.com)
- **Dream It. Do It Campaign**

# WINs model: Employer-led Workforce Intermediary System



# ***So...what we are facing?***

- **Manufacturing--economic engine of growth--under pressure**
- **Increasing global competition**
- **Need for innovation and productivity**
- **Increasing need for skilled workers with a decreasing supply**
- **Competing countries where skill levels are rising**
- **Disconnected education system**

# ***What Is Dream It Do It ?***

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- **A nationwide initiative utilizing a multi-media systems approach to broaden awareness about rewarding careers in industry (manufacturing)**
- **A campaign designed to redefine the public's image of manufacturing**
- **A way to showcase the industry's wide range of career opportunities**

# ***What Is Dream It Do It ?***

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- **A series of proposed solutions that address the underlying challenges of attracting young adults to manufacturing careers**
- **An economic development effort to increase local education, training and employment opportunities**
- **A means to help solve the manufacturing industry's national labor crisis by acting locally**

# ***Focus of the Dream It Do It Campaign Initiative In Washington State***

## **Goals:**

- To increase the quantity of qualified skilled applicants between the ages of 16 and 26 available to the State's manufacturers
- Partner with State and local organizations to provide continuing support to activities that help the Campaign meet its stated goals
- Continuing to improve the processes that help us all achieve our collective desired outcomes

# *Dream !t Do !t Washington State Supporters*

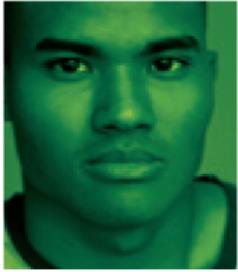
Includes: Manufacturers, Civic Leaders, Educators, State and Local Economic and Workforce Development Leaders, and Concerned Individuals

- Washington Manufacturing Services (WMS)
- Shoreline Community College (SCC)
- Association of Washington Businesses (AWB)
- National Association of Manufacturers (NAM)
- The Manufacturing Institute (MI)
- Seattle King County Workforce Development Council (S/KCWDC)
- Snohomish County Workforce Development Council (SCWDC)
- Southwest Washington Workforce Development Council (SWWWDC)
- Northwest Washington Workforce Development Council (NWWDC)
- Tri-Cities Development Council (TRIDEC)
- KING5/Belo Media Group Northwest

# ***Focus of the Dream It Do It Campaign Initiative In Washington State***

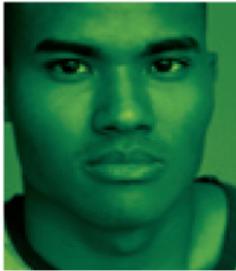
## **Processes to be addressed are:**

- Improve the public perceptions regarding the manufacturing environment
- Facilitate potential applicants ability to follow their passions and learn more about careers in their areas of interest
- Make students and parents aware of the variety of rewarding and prosperous careers available to all individual interested in manufacturing
- Work closely with all levels of education and government oversight groups to ensure classes and training are available as needed by industry
- Ensure industry is participating in setting the agendas for all groups which will help alleviate the growing shortage of qualified skilled workers



# ***Dream!t Do!t™***

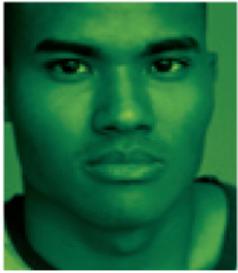
<http://dreamit-doit.com>



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Thank You

The Dream It. Do It. Campaign  
Washington State