

## **BAY AREA MANUFACTURING RENAISSANCE COUNCIL (BAMRC) PROPOSAL AND PRELIMINARY WORK-PLAN**

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### **BACKGROUND**

The Bay Area Manufacturing Renaissance Council will be modeled after a partnership in Chicago that has evolved over the last 5 years and successfully maintained a close working relationship among labor, the manufacturing business community, local government, educators, and community-based organizations around the shared goal of rebuilding manufacturing as a foundation for the Chicago economy and a commitment to join projects reflecting that goal. The Chicago Manufacturing Renaissance Council (CMRC) has:

- Launched Austin Polytech—a high school linked to the manufacturing sector that has been recognized by President Obama;
- Assisted community colleges in better aligning their programs to the needs of local manufacturing companies and, at the same time, better serving residents who are eager for meaningful careers; and
- Initiated a program to help local manufacturing companies become the supply chain for the expanding wind-turbine sector—competing and creating jobs at the high end of the Green Economy—as well as other services to help local companies become more competitive in the global economy.

### **What We Will Do:**

California has by far the largest manufacturing workforce of any state, with more than 1.4 million workers in this sector. Within manufacturing, the greatest concentrations of employment are in Computer and Electronic Products Manufacturing, Food Manufacturing, Fabricated Metal Products Manufacturing, and Transportation Equipment Manufacturing. The San Francisco region represents an important and diverse concentration of manufacturing in California and has over 300,000 manufacturing jobs.

We believe that the creation of the Bay Area Manufacturing Renaissance Council will better enable the region to compete in a global economy. The effort will also develop the knowledge and capacity to repeat the process in other California regions and nationally.

**Education:** As in the rest of the country, Bay Area manufacturers are increasingly moving towards the production of high value-added products where we still enjoy a competitive advantage in the global economy. One of the greatest, if not the greatest challenge of these companies is the recruitment of employees at all levels of the firm that have the competencies to do skilled and complex work. This challenge represents an enormous opportunity for us in education reform.

**Post Secondary Education:** Key to the development and implementation of aligned career and educational pathways for the manufacturing sector will be deployment of

the NAM-Endorsed Manufacturing Skills Certification System, which is focused on educating and preparing a manufacturing technical workforce with nationally portable, industry-recognized credentials in machining, metal forming, welding, production, and engineering technology skills. The National Institute for Metalworking Skills (NIMS) is a certification partner in this system. Using national tools developed for initial deployment of this industry-driven skills certification system through community colleges, this project will focus on building educational pathways in both secondary and post-secondary programs of study.

**Secondary Education:** We are inspired by the design of Austin Polytech in Chicago that prepares students for leadership in all aspects of manufacturing including production, management, ownership, and the various careers that are essential for the success of manufacturing even if working outside the firm. At Austin Polytech, students are prepared for work and college, will earn nationally-recognized industry credentials like those provide by the National Institute for Metalworking Skills as well as a high school diploma, and the school is designed to help rebuild the community where it is located rather than just serving as a portal for students to leave the community. We will explore where this type of secondary education can take hold whether as separate schools or a program within schools.

**Market Diversification:** Additionally, since the availability of talent is key to companies' opportunities to explore and tap new markets, the BAMRC also will focus on the potential for market diversification, e.g., into expanding alternative energy and aerospace markets for area manufacturers.

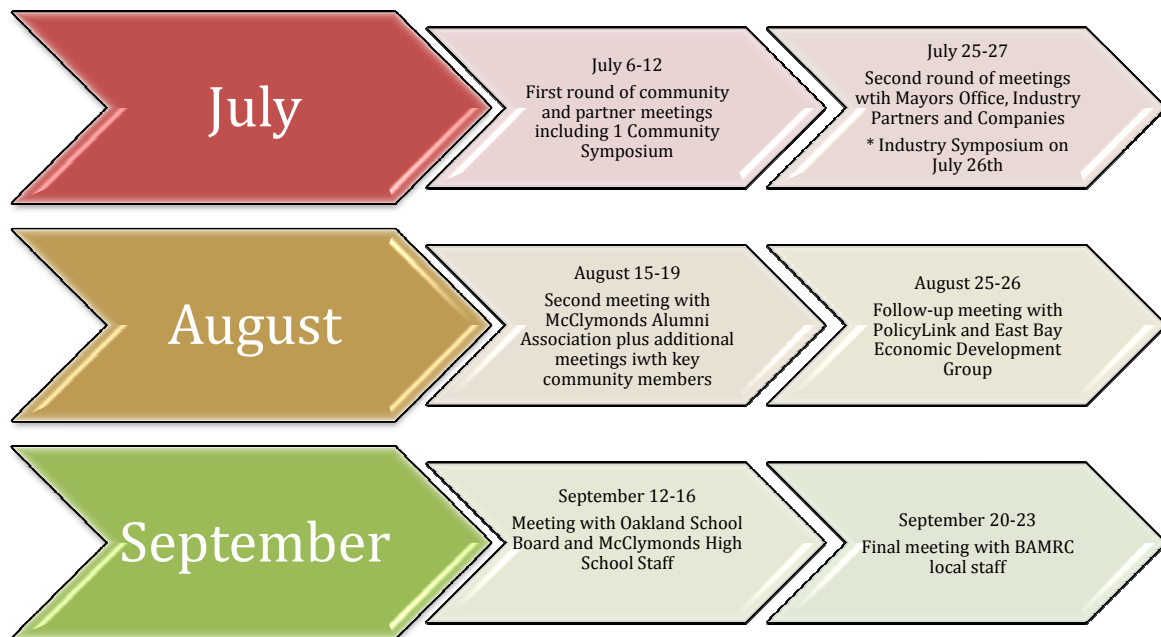
**East Bay Plan:** Through research and interviews with various organizations and leaders, we have decided to focus on the East Bay area. It has a diverse manufacturing base as well as a range of sophisticated organizations that could be partners in this effort. Our commitment is to define a role that is complementary to existing efforts and not duplicative. We think our approach is distinctive and will add real value. We have agreed to a 4-month development phase during which we will:

- Establish a local team of organizations to constitute a leadership committee and membership of the East Bay Manufacturing Renaissance Council;
- Engage in a very deliberate outreach and communications strategy to carefully bring a range of organizations into this effort representing manufacturing companies and their associations, labor unions, local government, the educational community, and organizations representing community interests;
- Complete an analysis of the manufacturing sector in the East Bay, its educational infrastructure, as well as its level and quality of support from the public sector as the basis for specific recommendations for action to establish the East Bay as a global leader in Advanced Manufacturing. A more detailed description is in Appendix 2;
- Explore opportunities to establish specialized programs as well as manufacturing career academies in secondary education reflecting the vision of the project. We will form a

Secondary Education Committee including leaders from manufacturing as well as the education community to guide our inquiry and efforts;

- Immediately establish the NAM-Endorsed Skills Certification System as the frame of reference and action in post-secondary education in the East Bay. We will form a Post Secondary Education Committee to guide this effort including manufacturers and leaders from the community college system, among others;
- Explore opportunities for market diversification for East Bay manufacturing companies guided by a committee of manufacturers, their associations, and local development leaders;
- Support the initiatives of local organizations to strengthen the local manufacturing economy; and
- Develop a three year operating and financial plan to act on our findings in this first year.

**Staffing and Management:** Amara Enyia will serve as project coordinator until a full time local staff-person is hired. The core team will meet in San Francisco on a quarterly basis as well as have regular conference calls to provide overall direction. Jim Wall, Deputy Director of the National Institute for Metalworking Skills, Mike Egan, Assistant Executive Director of the California Teachers Association; Emily DeRocco, President of The Manufacturing Institute of the National Association of Manufacturers; and Dan Swinney, Executive Director of the Center for Labor and Community Research (CLCR) as well as the Chicago Manufacturing Renaissance Council are the co-chairs of this effort. The budget is \$695,000 for the development phase of this project. CLCR is the fiscal sponsor for this project.



## **PRIMARY CONTACT LIST**

- BRYAN MCGEE - Head of McClymonds Alumni Association
- CHRISTOPHER CHATMON – Oakland Community
- JUMOKE HINTON-HODGE – Oakland Community
- KEVIN TAYLOR – McClymonds High School Principal
- GENIE JOHNSON – Link Learning Initiative in Oakland
- COUNCILMEMBER NADEL – City of Oakland City Council
- MARC PHILPART – POLICYLINK
- LINDA COLLINS – Career Ladders
- BRIGITTE MARSHALL
- MARGOT PRADO LEDERER