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We reached students, parents, educators, and manufacturers to help improve the image of the manufacturing industry and establish the U.S. as the global leader of manufacturing education. |  |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | http://files.constantcontact.com/0ec47dea001/dd6e151b-6b2e-4fc3-a968-28927f388700.jpg |   **Changing the Perception of Careers**  In the past year, the [Dream It. Do It.](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHNPF3PYU9XHefArB3k6VXqbuycowy2PHWKsUajxeUnUTLInBfe5yxdWcOVFWLtISrr51cYSKj0JXU_H9sMhCuB18nqExj7LT4mE9jYrXTbRx1TBKwx8rPjmKNbYDjfOtadzT9_98fsFblQlPf_6ajuNuDMxPOWitojOZVY4eSTYQAdDra0DgXKMtKXHnj5SXDuUv7zjlNCw1&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==) network has reached 44 sites across the U.S., working to influence the next generation workforce and showcase the opportunities in manufacturing careers.  The Institute released a new [teacher guide](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHPx2Z3OULiBRKKYYY0iT-C5Ww1uspY42rb6YMymp8en29cH0fGM8UR9ZsYFXEX-55y46jHX_smt3lyvsj-gbWjeh5wW9rX0gfF9tHKg1XE69j95x2TtsCvi6i6byH2ucvtzeDenuQjHYG3hAwxvasQFKQZK6saF7AtZGRbAH7jy8kXcoHzfR_peyouyrG0U9_2xBU8uPYbwlDJRbLjQ6PvG-_M9qqxzvvA==&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==), which introduces middle and high schools students to the world of manufacturing, its impact on our communities and economy, and the career opportunities available.  [Manufacturing Day](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHOr7Ja2pYrwOt-haNKBXyQg8yxjDYK3-tjg8wQtzNzxNZjCNUHiZP2IDUFnacfL9by5OrdSFxplxL18tfYyRmHHyM6USV_YOuAjHMJrtIB_AqXxj4k61QuWdyj_cMbm_Sv-QaqC6Vl15UU6erbssUqrnBiVuBHRwJH9llYtvaDjq&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==) reached more than 2,800 events. After these events, 89% of students were more aware of manufacturing jobs, 89% of manufacturers saw value in participating, and 90% of educators were more convinced manufacturing provides careers that are interesting and rewarding. |  |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | http://files.constantcontact.com/0ec47dea001/8c3cbe77-2241-4d31-ac2a-0f2833c7dd0a.jpg |   **Building Effective Education Partnerships**  In June 2011, at an event at Northern Virginia Community College, President Obama highlighted the Skills Certification System as a model for industry-based credentials and endorsed the Institute's goal of 500,000 certifications - a goal we have surpassed this year with more than 562,000 issued.  The Institute continues to endorse quality training programs at high schools, community colleges, technical schools, and universities on our [M-List](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHOr7Ja2pYrwOJiQ2bz3EFmi-m1i6-55hE2qQWgrVCeRVuFX4dG0kyhaESMKncP4x3L_4hWMGIHVCRgTE7X3bohj-ZBI3iGfK-egtuQLwQiYl9nsIJe9xJfZA-9chq8Mryl_MFWdd13bvJFPsRsj9lYT5OJJd8l1ZgcFhrC8h13niYKjHCL0XdEdpxiQiwpPGcNMitPF_MtVHyd2Fw775U3UbHIkdx6m8tA==&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==). |  |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | http://files.constantcontact.com/0ec47dea001/a7f52032-b53b-4bdf-ba26-4b7d8c5584c4.jpg |   **Engaging the Manufacturing Workforce**  In 2016, the Institute worked to engage, develop, and retain key members of the workforce. The Institute released a new guide, [SERVE: A Veteran's Guide to Becoming a Manufacturing Ambassador](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHOr7Ja2pYrwOMvrUQG6p5GnUBGk7JofwBOP7QrRIKHGa2v-XXnYeZNKy_RepztoAqbiUbhKTUqSe-oRGOVr5a2SnpZbLT9LpNb6fOiV8oEJnmTGGzSnMRbAGZL4YVlTlZoA23msJ7J9d6k7KzNUKP_Oz1mEBSB9MDZ6RNRNpq2EG4H3vkUgpzxDMOL6WorcHjRTesWiqZHIIoXE4Jzl1GYXspnyOy7YYTQNDu35byEJ0MNJB9Fi2xe-qYLHybllSeRC2zGfqelsQ&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==), and a [video](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHOr7Ja2pYrwOTdQ-Kfz8ZDnQib4uD-Vllot8QSROeluymPL7oxwm5JrR3lNeaE2cBZU-QV563mpA5_RUDYAFX2hG19zA8uruPMsg0691mGd6WtNqwimqrTQhmlypvg8lZUtlWx5nj5ZZoCLn0r_Y-dg=&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==) focusing on women veterans' transition into manufacturing.  The Institute also executed 4 regional [STEP Forward](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHOr7Ja2pYrwOslNirXaRV8Lrw2mDKX1RTSh4jnr_oPB6CjzIkUDh_8wsltR2mxk5fod-e_MQoy8Y-xoTBnJ5IMtW5EVPeT09-foBOewwKGt1Y8Fzu0Gj-64GOSOun8T7U29yxRsoaqMT5gyKRn31_NeWTbVRscirOzzjTtq7dqKQhpB3kupzTdg8fggy05A-YOaxIylO5_zQN7CDqSGwrtVLCK-A9St7t3O_MrYWr7zQ&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==) events for women in manufacturing in Houston, TX, Cleveland, OH, Hampton, VA, and Torrance, CA, with sponsors that included Arconic Foundation, Honda, and BASF Corporation.  To date, the Institute has honored more than 500 women with [STEP Ahead Awards](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHKm2Syn0veCw54thjM0u6d3AgsiZRtlUuX7JxJ7vH1Ozdr5NBh4wibsmRaTBef3oVsdX7lL8URRwFAQjLpZ0AkWVg_5shhL9WtR959m9PRcwCXrM95r-4p30YeHe3zaA3u8ERDtBWEoF15mcnoiZ9EBcl4ATXoK52u9QHLWAYBKperimwcS9HaH6cRGmlcPcdas2YnRC4oxVmUdC5vHwCIk=&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==), and we are prepping to honor 130 new women in April for the 5th anniversary of STEP Ahead. |  |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  | | --- | | **Striving for Excellence**  A major effort in 2016 was to support regional HR and workforce efforts and develop a series of best practices for HR leaders. For the first time, the Institute executed a [LEAP HR](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHOr7Ja2pYrwORgCNZ-XekyWzCNjq1N3jfCxqAPZ11V704VMH0w1tPRrO_94dBTuLyqcIIx9q7CMhgJGFz40o6aONUXKXfPEeKyFgE_CvOzXe1giAbQQbP6uMlsyw-oRJAg==&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==) Manufacturing event in Pittsburgh, PA, where HR representatives from small, medium and large manufacturers convened to discuss and share best practices. |  |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  | | --- | | **What to Watch for Coming Soon**  In 2017, the Institute plans to build an interactive best practices website for manufacturers to share solutions and learn from each other. Companies will be able to see how other manufacturers are addressing workforce challenges similar to their own.  The NAM, the Institute, and Deloitte are conducting a refresh study to identify the impact that women in manufacturing have in their companies and in their communities. |  |  |  | | --- | --- | | |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  | | --- | | **SAVE THE DATES**  *April 19-21, 2017 STEP Ahead Awards*  *July 11, 2017 National Manufacturing Workforce Symposium*  *October 6, 2017 Manufacturing Day* |  |  |  | | --- | --- | | |  | | --- | | [Visit Our Website](http://r20.rs6.net/tn.jsp?f=001PccUYKbjHnZ1BwZqPtBA8Xjwh5p8g6dlQloq0FQ8KuuDTVxR4gazHGQ62vk56UDLHTOnMud0a0Hd6S9uf0kKRnqIxhExWVJ17N1F2uWhlm_-2HyCuStK7qt-cdRXiGS5mmyMB_4ed_tIefnbvmdqlPiE-m_N8RLFsfBH2U6NIiOTD4w-gLY0BLkiEaCoPXxA&c=poJJXCk9WkbUDLiZGazVHA806L4x6uqmS5nRzRLZKgJhQU6ksg8oWg==&ch=p8k56IdVot2Q9kPJfjjhVrkZ7aulbhDWRBwkfvKWfeK6HjkyN-cyXg==) | |  |  | | --- | | https://imgssl.constantcontact.com/letters/images/sys/S.gif | |  |  |  | | --- | --- | | |  | | --- | | The Manufacturing Institute | [202-637-3426](tel:2026373426) | [institute@nam.org](mailto:institute@nam.org) | [www.themanufacturinginstitute.org](http://www.themanufacturinginstitute.org/) | | |  |  | | --- | |  | | | https://imgssl.constantcontact.com/letters/images/sys/S.gif |