Teaching For Jobs
Connecting Students To Manufacturing Careers
The Jobs “Disconnect”

• Many in the academic and business communities would agree that there is a disconnect between our emerging workforce and the inventory of available jobs... a jobs “disconnect.”
The Jobs “Disconnect”

• There is, however, a divergence of understanding about the precise nature of that disconnect.

• Many in the business community believe the primary source of the disconnect is the academic community’s failure to understand what manufacturers need, in terms of a trained workforce.

• The proposed “remedy” is often a series of survey’s, questionnaires and interviews which collect static data.
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• While there may have once been some validity to the idea that the academic community was somewhat out of synch with the needs of the business community, and manufacturers in particular, significant efforts have been made over the past decade to better identify, quantify and address workforce training needs.
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- Currently, we believe our academic institutions do a pretty good job of interacting with the manufacturing community, ascertaining their needs and providing programming responsive to those needs.
The Jobs “Disconnect”
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• The more relevant disconnect today exists far earlier in the workforce development “supply chain,” and is characterized fundamentally by the lack of interest in manufacturing jobs expressed by the vast majority of young people as they progress through the educational system.
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• There are a variety of reasons for this lack of interest in manufacturing jobs:
  • Many of the students who would be prime candidates to join the manufacturing workforce are influenced away from those jobs by parents and grandparents who may have had negative experiences in the past as part of the “traditional” manufacturing workforce.
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• There are a variety of reasons for this lack of interest in manufacturing jobs:
  • The majority of elementary, middle and high school teachers and guidance counselors have had little or no practical exposure to the modern manufacturing environment, and often hold antiquated and inaccurate attitudes about manufacturing jobs, which they explicitly or implicitly pass down to their students.
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• There are a variety of reasons for this lack of interest in manufacturing jobs:
  • The media and popular culture, as a whole, have devalued manufacturing jobs.
  • Since the mid-1980’s, print and broadcast media have typically portrayed U.S. manufacturing as a “dying” segment of the economy, despite the fact that manufacturing output as a percentage of GDP has remained relatively constant over those years. Manufacturing has been changing, not perishing.
  • Movies and TV shows typically position manufacturing jobs as lower in social status than similar-paying service industry jobs, and rarely portray manufacturing jobs as meaningful or fulfilling.
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• No matter how responsive our academic institutions are to the training needs of modern manufacturing companies, no matter how good the programming is or how much new equipment we acquire, it will make no difference until we create a pipeline of manufacturing-minded students interested in careers in advanced manufacturing.
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• To that end, Mitchell Community College has partnered with Iredell-Statesville Schools, the Centralina Workforce Development Board, The Statesville Chamber of Commerce and Statesville Regional Development on an initiative we call “Teaching For Jobs.”
Teaching For Jobs

• The purpose of Teaching For Jobs is “promoting a brighter future for Iredell County students” through advanced manufacturing jobs.

• Teaching For Jobs is a self-funded grassroots initiative administered by our partner organizations through Mitchell Community College.
Teaching For Jobs

• The initiative currently consists of three integrated components:
  • Student/parent outreach and information
  • Teacher/counselor outreach and information
  • General public relations
Teaching For Jobs

• Student/parent outreach and information
  • Website [www.TeachingForJobs.org](http://www.TeachingForJobs.org) provides a variety of tools which are designed to promote advanced manufacturing as a legitimate career choice for technically-minded students.
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• Student/parent outreach and information
  • Creating and distributing printed materials promoting advanced manufacturing and demonstrating the educational and skills track which maximizes opportunities to land a good job in manufacturing.
Teaching For Jobs

• Student/parent outreach and information
  • Sponsoring and participating in targeted community events and activities, such as the Global Cardboard Challenge which promote technical and creative skills in elementary, middle and high school-aged students.
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• Student/parent outreach and information
  • Developing and presenting manufacturing-focused programming at the middle school level.
  • “Made In Statesville” 45-minute “show-and-tell” presentation highlighting the various products manufactured in the region.
  • Started in October 2013. Ultimately plan to offer this programming to all area middle schools on a rotating 3-year schedule so that every student is exposed to the information during these important formative years.
Teaching For Jobs

• Teacher/counselor outreach and information
  • Host manufacturing tours for teachers and counselors at advanced manufacturing facilities throughout the region.
  • With the support of Iredell-Statesville Schools, these are conducted on paid in-service days as part of the teacher or counsellor’s continuing education. Typically 20-25 teachers/counselors per tour.
  • Prior to each tour, a presentation on the value and importance of advanced manufacturing to the community is provided by Statesville Regional Development.
Teaching For Jobs

• General public relations
  • Partner groups make a concerted effort to mention advanced manufacturing jobs and promote manufacturing careers at all appropriate public opportunities.
  • Formal press releases indicating partner participation in various community activities, as well as Teaching For Jobs-sponsored events.
Emerging Workforce

Training

Jobs
Innovations

http://www.nccommunitycolleges.edu/align4ncworks/innovations