

**Advanced Manufacturing Collaborative
Talent and Branding Working Group**

July 28, 2022

1:00 - 2:00pm

Zoom Conference

Minutes

Attendees:

Mike Tamasi – AccuRounds
Art Trapotsis, Consolidated Sterilizer Systems
Joseph Kunze, Si2
Kelley French – North Central MA Workforce Board
David Cruise, Western MA Workforce Board
Maryanne Ham, Northeast Advanced Manufacturing Coalition
Devon Robataille, Greater New Bedford Workforce Board
Kristy Grignon- MassMEP
Brad Mingeles, UMASS Lowell
Robert LePage, Executive Office of Education

Staff:

Christine Nolan, MassTech Collaborative
Meghan Abella-Bowen, MassTech Collaborative
Adam Couturier, MassTech Collaborative

Guests:

Ellen McNulty-Brown, KSA Marketing
Janis Schelfhauadt, Si2

Absent:

Julie Chen – UMass Lowell
Rosalin Acosta – Executive Office of Labor and Workforce Development
Theresa Rowland – Commonwealth Corporation
Shelby Soleimani, MIT Lincoln Labs
Kenneth Warnock, Medtronic

Welcome

Ms. Nolan welcomed all attendees.

Approval of Minutes: Christine Nolan

Art Trapotsis introduced a motion to approve the February 3, 2022 Talent and Branding Working Group minutes, seconded by Brad Mingeles.

CAM Update:

Ms. Nolan provide a State Budget update. The FY'23 state budget was signed by the Governor today. Including in the budget is \$1.2M for the Center for Advanced Manufacturing (CAM).

Update on MassMakes Branding and Marketing Campaign

Mr. Couturier provided an overview on the new MassMakes branding and marketing campaign. The goal is to increase awareness around opportunities, careers and training in advanced manufacturing. To support this effort the new website, Massmakes.org has been created and launched. The goal is to simplify the user experience from the previous website. MassMakes.org was designed with two key audiences, career seekers and manufacturers looking to grow their business. In coordination with the launch of the website, we have also launched marketing campaigns across the state to drive people to the website. The campaigns began in mid-June and will continue through October with a mix of online, social media (e.g. Facebook/Instagram, Audio, banner ads, etc.), and traditional (billboards and all points media) marketing.

To support the rollout of the new website and marketing campaign a media kit has been developed and will be shared with all AMC and working group members.

Mash-Up Update:

- We will be adding a high school student engagement activity at this year's event. We have 10 Innovation Pathway High Schools and 300 students participating at the event. The students will participate in a series of interactive activities designed to increase their awareness and interest in advanced manufacturing.
- Call to action – We are looking for volunteers to support the high school activities.

Next steps

The next full AMC Board will be September 16, 2022 (at the Mash-Up) at 1:00pm

Materials and Exhibits Used at this meeting:

- Draft Minutes – February 3, 202 Talent and Branding Working Group
- Presentation: Talent and Branding Working Group, July 28, 2022