

MAST MEMO



To: MAST Member

From: Manufacturers Association of the Southern Tier

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Subject: Manufacturing Revolution - Introduction to SHIFT
Source Your Workforce Needs - Talent Pipeline Management

Manufacturing Revolution - Introduction to SHIFT

Surveys show only 25% of you think your company is improving faster than its industry. Why is that?

Some manufacturers are thinking:

- *"The pace of change is so fast today."*
- *"I know I need to innovate, but I don't know where to begin."*
- *"How do I prioritize the various investments I need to make in my company?"*

Does this sound like you? You're not alone.

Fundamental shifts are taking place across the industry and we're currently operating at a pace we haven't seen since the 1960s Space Race. Technology continues to advance rapidly, regulations are becoming more stringent, and consumers are demanding "faster, better, and cheaper."

We are amid another manufacturing revolution and to keep moving manufacturing forward, it's all about focusing on three key steps:

1. Dedicate yourself and your company to make a strategic change
2. Recognize your pitfalls
3. Get started with the Shift program

Small- to medium-sized manufacturers are the past, present, and future of manufacturing in Western New York and North America. This is your time to develop your unique capabilities and

sustain a competitive advantage. Take the first step to moving manufacturing forward with the Shift program.

Shift is a no-cost program and collaboration between Buffalo Manufacturing Works, Insyte Consulting, and Next Street. This program is designed to help small and medium-sized manufacturers across Western New York prepare for, identify, and invest in technology that enables them to produce better, faster, and be more competitive in the global market.

To learn more, visit the Shift website, www.shiftmfg.com, contact Marissa Malone mmalone@ewi.org for a *free business assessment*, or join us on **February 5th** at JCC at MTI for the **Roundtable Discussion, Understanding Innovation ROI**. You can learn more and [register here](#).

Source Your Workforce Needs Through the MAST Talent Pipeline Initiative

The good news is that the economy is doing well. For most manufacturers sales are robust and the backlog is healthy. The bad news is that the economy is doing well. Unemployment sits at a dramatic low, and many manufacturers are struggling to find both entry level and skilled employees. Multiple initiatives are underway by MAST and its partners to help solve this problem. These include marketing and communication initiatives to current students like Dream It Do It Western New York (DIDIWNY). Educational initiatives like the Chautauqua County Education Coalition (CCEC) to align the delivery of the required skills and opportunities in manufacturing to the next generation of secondary students. And relevant post-secondary hands-on training at institutions like Jamestown Community college via the multiple Technology Programs. These are all the right things to do, but they constitute a more long-term effort that will create the local conditions needed to replace the coming wave of retirements, as well as support growth.

The best way for MAST to help with employment needs in the short term is to leverage our network, both educational and workforce development, for you. They are our greatest sources for potential employees. To leverage that network, we are implementing procedures to better communicate. This ensures we get those partners the information they need, and maximizes the chances for a good fit, both for employer and employee.

Attached to this article you will find a Job Notice Form, used when an employer has a job opening, as well as an Intern Requirement Form, for when an organization desires to employ an intern. Please fill out the appropriate form (depending upon your need) as accurately and completely as possible. Please submit all requests to the Talent Pipeline Management email

account (tpm@MAST-WNY.com). Once received MAST a will forward it to the following organizations:

- Workforce Investment Bureau (WIB)
- Jamestown Community College
- Alfred State College
- PSU Behrend
- Penn State - State College
- Precision Manufacturing Institute
- Pitt Bradford
- Erie Community College
- Niagara County Community College

They will distribute it internally to students and pofessorate, while Student Services at the colleges will distribute via campus job boards posting, social media posting, regional website posting, as well as forwarding to faculty, staff, and alumni. The WIB, after whose forms these are modeled, will post to the DOL website.

MAST is working hard to address the common issues faced by most Manufacturer's along the Southern Tier. This is another example. We hope you will participate as well as provide feedback (good and bad) as the initiative matures.

If you have further questions regarding the Talent Pipeline Initiative, or any other MAST program, please contact Timothy Piazza via tpiazza@MAST-WNY.com.