GROWING PROSPERITY | WORK PLAN

STRATEGY 5.1

Grow the workforce employers need.

ACTION ITEM

5.1.1 - Build on the success of the Mayor's Manufacturing Partnership and expand training opportunities by developing a Center for Advanced Manufacturing at Century City.

PRIORITY

Medium term - high priority

PARTNERS

City of Milwaukee
Redevelopment Authority of the City of Milwaukee
Milwaukee Area Technical College
Wisconsin Regional Training Partnership
US Department of Commerce/Economic Development Administration and other federal agencies
Wisconsin Economic Development Corporation
Milwaukee Area Workforce Investment Board
Milwaukee 7/Next Generation Manufacturing Council

RESOURCES REQUIRED

-- Provide building within Century City business park as location for Center's activities
-- $7.8 million capital investment

Note: The project is included in the Milwaukee 7 Region's successful application for federal Investing in Manufacturing Communities Partnership application, and will be the subject of federal grant applications as IMCP funding opportunities are identified.

REASON FOR ACTION

Both Growing Prosperity and the M7 economic development framework identify two key issues in local workforce development: the need to connect workers with a ladder of opportunity, and the need for greater regional alignment and coordination in workforce development efforts, to ensure that growing sectors of the economy have access to workers with the skills they require.

The Center for Advanced Manufacturing is designed to meet this need by developing a facility, in the heart of the central city, that offers trainees the opportunity to access a system of "stackable credentials," from certification to diploma programs, for lifelong careers in manufacturing. Graduates of the Center's programs will strengthen their qualifications for employment in growing industry clusters.

IMPLEMENTATION STEPS

1) Gather partners to define the parameters of training to be offered at the Center. Identify existing program resources within MATC's School of Technology and Applied Sciences; identify gaps that require new curricular and instructional resources. Enter into cooperation agreements that formalize the commitments of each partner to the creation, development and operation of the Center.

2) In consultation with MATC and local manufacturing companies, determine equipment that must be made available at the Center for both training purposes and development of prototypes and testing of manufacturing approaches by local manufacturing firms.

3) Develop funding proposals to federal agencies.

4) When funding is secured, undertake development of facility, purchase and install equipment, and complete curricular development.

5) Open center. Market training programs to employment candidates with an interest and aptitude in manufacturing. Market center to companies seeking state-of-the-art equipment to produce prototypes and test manufacturing approaches.

DESIRED OUTCOME

Provide training to 400 individuals in the first five years of operation.

Place 230 individuals in fulltime advanced manufacturing jobs in the first five years of operation.

Assist 130 individuals to obtain job promotions in the first five years of operation.

Provide a significant locational advantage to the Century City property as RACM markets these industrial sites to manufacturing firms.