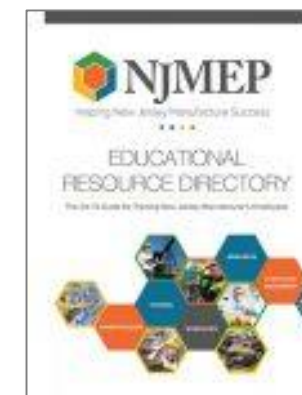


Pilot project 1: Manufacturing Resource Guide



Goal

- Create a document that contains information and key points of contact pertinent to manufacturers
- Add informational depth and ease of use to NJ MEP's existing Education Resource Guide



Plan

- Coordinate social media to highlight MEP resource guide
- Fund staff to research and add new information to resource guide
- Develop process for maintaining and adding new information on consistent basis



Status

- ✓ Secured \$15,000 of EDA funding
- ✓ Planning social media campaign

Pilot project 2: Marketing and Outreach



Goal

- Change perceptions of manufacturing career
- Increase enrollment in advanced manufacturing programs at both Ocean and Mercer County Vocational Technical Schools



Plan

- Curate videos highlighting why manufacturing is exciting and share with students
- Create pathways document to show how to enter into a manufacturing career
- Take students on field trips to manufacturing facilities



Status

- ✓ Video content and pathways document completed
- ✓ Secured \$20,000 of EDA funding for field trips

Pilot project 3: Apprenticeships



Goal

- Increase amount of paid manufacturing apprenticeships in New Jersey
- Use NJMEP grant to emphasize impact of industry consortium



Plan

- Highlight recent work by LWD and NJMEP in increasing apprenticeship opportunities within manufacturing sector
- Convene stakeholders in an industry consortium to highlight best practices related to growing apprenticeship opportunities



Status

- ✓ Apprenticeship expansion underway
- ✓ Industry consortium to be planned