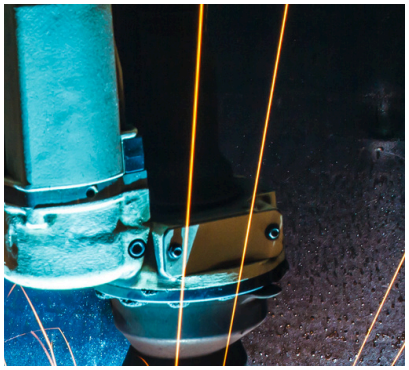
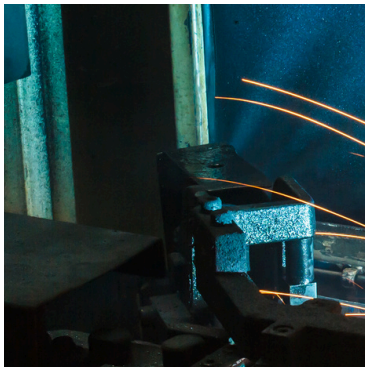
Sector Partnership Launch

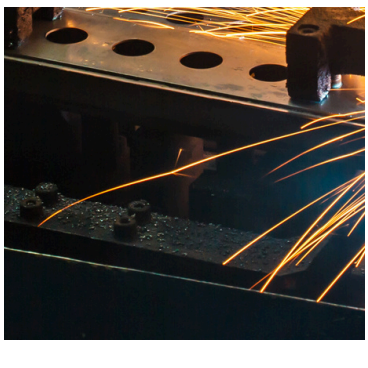
An industry-driven regional partnership of business leaders within the industry, who work together with public partners to address the shared workforce and broader competitive needs of the industry.



NOVEMBER 15, 2024
DALLAS COLLEGE
DALLAS, TX



Facilitated by:
Dallas College
Strategic Initiatives



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PARTICIPANTS

INDUSTRY LEADERS (CHAMPIONS)

Lauren Alder | Texas Instruments
Evan Buell | Dot It
Roscoe Davis | Plastipak
Mark King | Micropac
Kristina Lawson | Daisy Brand
Sonia Sifuentes | Ashley Furniture

INDUSTRY LEADERS

Matthew Bruemmer | Texas Instruments
Bryson Carter | Qorvo
Jacob Clark | Plastipak
Sam Delagi | Texas Instruments
Jason Eberstein | Trina Solar
Ryan Elkins | Cisco Eagle
Mareyka Estrada | Aither Systems
Todd Flashnick | A Brite Company
Caleb Johnson | Plastipak
Abelardo Mendez | Carroll CLEAN
Chris Rivas | Carroll CLEAN
Rob Schroeder | Green Bay Packaging
Kevin Tolly | Plastipak
Cesar Varelas | Hydration Source
Andrea Webb | Aither Systems
Tom Zibton | Crown Packaging

SECTOR CONVENERS

Eddie Tealer (Sector Lead) | Dallas College
Paul Mayer | Dallas College Trustee, Garland Chamber and DCMA
Steven Bridges | Workforce Solutions Greater Dallas

PUBLIC PARTNERS

Debbie Anderson | City of Mesquite
Sam Anderson | Dallas College
Carmen Blakey | Garland ISD
Mary Brumbach | Dallas College
Madeline Burillo-Hopkins | Dallas College
Corine Burnett | Dallas College
Louis Castillo | Cedar Hill
Sharon Cook | Dallas College
Dana Donati | Breaking Down Barriers
Kay Eggleston | Dallas College
Clint Elsasser | Mesquite ISD
Alexander Helgar | Mesquite Chamber of Commerce
Macario Hernandez | Dallas College
Gloria Johnson | Dallas College
Chantel Jones Bigby | Dallas College
Ben Magill | Dallas College
Nahum Pacheco-Salazar | Texas Higher Education Coordinating Board
Susana Perez | Dallas College
Alberto Rivera | City of Mesquite
Angel Rivera | Mesquite ISD
Tim Samuels | Dallas College
Christa Slejko | Dallas College
Justin Terry | Forney ISD
Lisa Theriot | City of Mesquite
Veronique Tran | Dallas College

FACILITATION TEAM

Doris Rousey | Dallas College
Molly Salomon | Dallas College
Jordan Rousey | Dallas College
Chachi Gomez | Dallas College
Juan Torres Salazar | Dallas College
Nathan Sacriste | Dallas College

SECTOR LAUNCH OVERVIEW

LAUNCHING THE MANUFACTURING SECTOR PARTNERSHIP

What are Next Generation Sector Partnerships?

Next Generation Sector Partnerships are regional partnerships of business leaders within one industry, who work together with public partners from economic development, workforce development, education, and training, alongside other community organizations, to address the shared workforce needs and broader competitive challenges of the industry. These partnerships are **industry-driven**, with a shared agenda, supported by a cohesive team of community support partners, and sustainable over time, and respond directly to the industry's evolving needs. Best practices and successful partnerships across various sectors nationwide continue to shape and inspire these models.

Dallas College serves as a "catalyst," for launching sector partnerships in these areas: aerospace / aviation; arts and entertainment; biotechnology; business and financial services; construction, freight, mobility, and logistics; healthcare; information technology; and manufacturing.

The Sector Partnership Launch

On November 15th, 2024, industry leaders across the manufacturing sector gathered at Dallas College's Eastfield Campus for a facilitated conversation to **identify** sector opportunities in the region, **determine** common denominators across the sector, and **prioritize** those that require action to unlock the potential growth of the sector. These leaders then explored forming **industry-led action teams** to further consider and flesh out ideas as well as determine what is going to be required from industry and public partners to capitalize on growth opportunities — launching the sector partnership.

While industry leaders participated in a facilitated conversation, conveners and public partners came to *listen-only* and observe the industry-led discussion for future connection possibilities.

As an outcome of this sector launch, industry leaders will form action teams to address key-priority areas in the industry. These teams will meet to consider needed resources, information and ideas for action and connect with public partners ready to support their **industry-driven**, shared agenda to address critical areas for sector growth and economic impact in the region.

All participating industry leaders will be invited to the first Sector Partnership Quarterly Meeting in early 2025, to share updates from their action teams and explore how to move forward as an impactful leadership group in this sector.

OPPORTUNITIES & ACTION AREAS

DEVELOPING AN "OPPORTUNITY-GROWTH" AGENDA FOR MANUFACTURING

To start the conversation, industry leaders were encouraged to share their thoughts and insights on opportunities for growth in the manufacturing sector. These opportunities will drive future action planning conversations for the sector partnership.

What are the biggest opportunities to grow the manufacturing sector in our region? (What could drive growth in the next few years?)

• **Automation / AI**
  • Automation and Technology
  • AI and its applications
  • Service and maintenance of new automated systems
• **Renewable Energy / Sustainability**
  • Solar Manufacturing
  • Renewable Energy
  • Recyclables
• **Skilled Workforce / Workforce Development**
• **Supply Chain / Logistics**
• **Utilities and Infrastructure**
  • e.g., electricity, water
• **Cost Management During Inflation**
• **Customer and Market Demands**

CAPITALIZING ON THESE OPPORTUNITIES – COMMON DENOMINATORS

Understanding that the manufacturing sector faces a variety of unique challenges, there are also common denominators that impact companies across multiple levels. Industry leaders were prompted to identify these common denominators that must be addressed to unlock the growth potential of the sector in our region.

Once all ideas were captured, each industry leader selected their top three priorities in a poll, resulting in the ranking of common denominators listed below.
The top three priorities overall were then further explored in the next section as **priority areas**.

What are the common denominators that must be addressed to unlock the potential growth of the sector in our region?	
1	• **Training Creation and Development** (to develop a skilled workforce)
2	• **Recruitment and Promotion of the Manufacturing Industry** (to meet demand for new workers)
3	• **Build Educational Partnerships** (to build and develop the workforce)
4	• Adult Learner Reskilling
5	• Offer Competitive Compensation
6	• Attract and Retain Educators for the Manufacturing Industry
7	• Live and Work in the North Texas Region (promote local affordability, access, arts, fun)
8	• Understand the Implication of Extended Producer Responsibility (EPR) Laws and Environmental Compliance
9	• Supply Chain and Tariff Responses
10	• Transportation (Business)
11	• Affordable Housing (for Employees)
12	• Business Impact of Globalization (onshore / nearshore vs. offshore)
13	• Address Language Barrier Challenges
14	• Transportation (for Employees)
15	• Reducing Taxes and Government Waste

PRIORITY AREAS

Industry leaders were then asked to consider what will be required from both industry and public partners within each top priority area to effectively capitalize on emerging opportunities in manufacturing. Each leader outlined their action ideas on note cards. Once each priority area had been discussed, industry leaders self-selected to join one or more action teams as **industry champions** for further collaboration. These teams will explore potential actions, identify resources needed from public partners, and prepare to report their progress to the sector partnership at the first quarterly meeting in 2025.

Priority 1: Training Creation and Development							
Champions	Kevin Tolly	Caleb Johnson	Cesar Varelas	Sam Delagi	Bryson Carter		

Abelardo Mendez	• Customize education plan for specific skills used in manufacturing environments
Andrea Webb	• Provide continuous education for the L&D (learning and development) department
Caleb Johnson	• Develop training on knowledge of job tasks (tools, equipment, software)
Chris Rivas	• Provide / Expand certification opportunities
Evan Buell	• Address need for passionate and experienced educators and trainers • Address need for labs or safe workplaces for hands-on experience, to grow experience beyond book knowledge
Jacob Clark	• Subsidize facilities to have the technology that exists in manufacturing facilities • Understand the needed curriculum for our region

Kevin Tolly	• Manufacturing in Classrooms (Partnerships)
	  • Form advisory committee on curriculum, current technology
	  • Have Subject Matter Experts in the Classroom
	  • Provide Manufacturing Technology in the Classroom (donations reimbursement)
	  • High Involvement

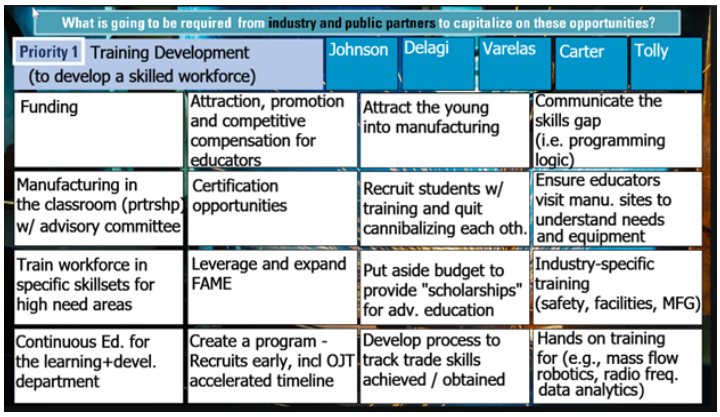
Kristina Lawson	• Leverage / expand FAME (Federation for Advanced Manufacturing Education) • Provide incentives for training participation / completion • Expand ways to promote available training programs (i.e., increase awareness)
Lauren Alder	• Attract and promote educator positions with competitive compensation
Mareyka Estrada	• Put aside some budget and even provide “scholarships” for advanced education • Assess needs, create a career path, and develop training aligned to that career path
Matthew Bruemmer	• Create a program that recruits prior to education and works with the company to integrate on-the-job training and education to accelerate time-to-contribution and avoid waste

Mark King	• Provide on-site training to fill the gaps needed for new technology
	  • Technology and automation
	  • ERP (Enterprise Resource Planning)-generated KPIs (Key Performance Indicators)
	  • Software for specific automation equipment
	  • Use of AI in a real environment
	  • Move to Industry 4.0

Rob Schroeder	• Communicate skill gaps (e.g., programming logic) • Promote industry mentoring / mentorship
Roscoe Davis	• Training Development: I believe it is critical for educators / instructors to visit manufacturers and understand the needs, types of equipment, and technology needed for students that they teach
Ryan Elkins	• Develop a process to guide and measure progress to track trade skills achieved. Then give time and create opportunities for repetition to grow obtained skills.

Sam Delagi	• Hands-on Training
	  • Vacuum Systems
	  • Liquid and Mass Flow Controllers
	  • Robotic System Handling
	  • Radio Frequency Control
	  • Data Analytics
	• Hands-on training on systems from different industries
	• Have companies donate old systems for education

Sonia Sifuentes	• Have a workforce ready and trained in specific skill sets for areas with a high need
Todd Flashnick	• Recruit students with some training and quit cannibalizing each other by training each other's employees • New hires to have "some" training in our field of work. (e.g., lab tech)
Tom Zibton	• Language education
Anonymous	• Funding • Attract the young into manufacturing • Provide industry-specific training (safety, facilities, manufacturing-related)



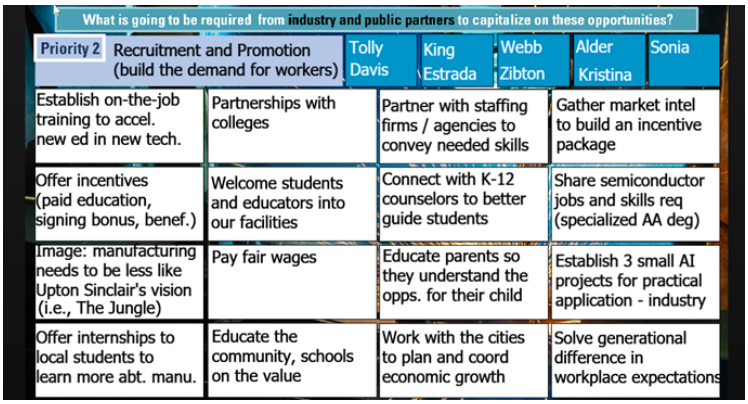
What is going to be required from industry and public partners to capitalize on these opportunities?

Priority 1 Training Development (to develop a skilled workforce)	Johnson	Delagi	Varelas	Carter	Tolly
Funding	Attraction, promotion and competitive compensation for educators	Attract the young into manufacturing		Communicate the skills gap (i.e. programming logic)	
Manufacturing in the classroom (prtrshp) w/ advisory committee	Certification opportunities	Recruit students w/ training and quit cannibalizing each oth.		Ensure educators visit manu. sites to understand needs and equipment	
Train workforce in specific skillsets for high need areas	Leverage and expand FAME	Put aside budget to provide "scholarships" for adv. education		Industry-specific training (safety, facilities, MFG)	
Continuous Ed. for the learning+devel. department	Create a program - Recruits early, incl OJT accelerated timeline	Develop process to track trade skills achieved / obtained		Hands on training for (e.g., mass flow robotics, radio freq. data analytics)	

Priority 2: Recruitment and Promotion of the Manufacturing Industry									
Champions	Kevin Tolly	Andrea Webb	Roscoe Davis	Kristina Lawson	Mark King	Sonia Sifuentes	Mareyka Estrada	Tom Zibton	Lauren Alder

Abelardo Mendez	•Provide Incentives (paid education, sign-on bonus, attractive benefits, etc.)
Andrea Webb	• Partner with colleges
Caleb Johnson	• Ability to see the manufacturers; we have many, but they are not visible
Evan Buell	• Start engaging with students and schools in lower grades (middle school or even elementary school)—engage with and fund programs • We need to show the variety of jobs, roles and skills that support manufacturing and not just the dirty hands-on image people have—show career paths and development
Jacob Clark	• The (public) image of manufacturing needs to be less like Upton Sinclair's *The Jungle*
Kristina Lawson	• Partner with staffing firms / agencies to understand the needs / skills, etc. • Career fairs – strategic and collaborative • Partner with educators for career days
Lauren Alder	• Form more connections between industry and K-12 counselors, so that they are thoughtfully guiding students • Educate and engage parents of students so that they understand the opportunities available for their child
Mareyka Estrada	• Foster and promote a culture of inclusivity and equal opportunities for all • Promote co-ed opportunities and career growth, including company ownership • Attract workforce by creating a market with industry-competitive compensation packages
Mark King	• Provide tours of modern manufacturing facilities at high school, junior high, to both students and parents to show them what manufacturing is today • Make manufacturing a desired, high-tech career path • Establish on-the-job training for projects to accelerate new education in new technologies • Establish three small AI projects inside of manufacturing companies to plant the seed for practical applications • Provide a fun and modern community • Solve generational differences in workplace expectations • Develop outreach programs from employees in manufacturing into high schools / colleges
Matthew Bruemmer	• Advertise competitive wages and affordable education that can compete with national companies (Amazon, etc.)
Rob Schroeder	• Welcome students / educators into our facilities

Roscoe Davis	• Promote schools, housing, and the surrounding economy (e.g., low crime statistics for areas) • Educate the community / schools about the value and opportunities available
Ryan Elkins	• Gather market intelligence to build an incentive package that speaks to the available workforce
Sam Delagi	• Share semiconductor jobs and skills required • Share basic information about semiconductor manufacturing targeted to high school students so they can specialize their associate's degree • Share pay range as they advance
Sonia Sifuentes	• Start with promoting these positions in schools early; make it a "buzz" and hit all social media platforms
Todd Flashnick	• Offer internships to local students to learn more about the manufacturing segment
Anonymous	• Pay fair wages • Promote manufacturing jobs as having good pay and opportunities • Marketing: most do not know what exists • Provide training courses and competitive wages for new hires • Partner with local colleges and universities to recruit students • Promote and educate students about manufacturing, starting early in K-12 • Hold job fairs at high schools, with promotion on social media • Inform public education on the current status of manufacturing (i.e., salaries, facilities, job availability) • Be more open to tours of facilities • Bring students for visits, open up doors, show and tell • On-site tours / visits with roundtable meetings for leaders and visitors



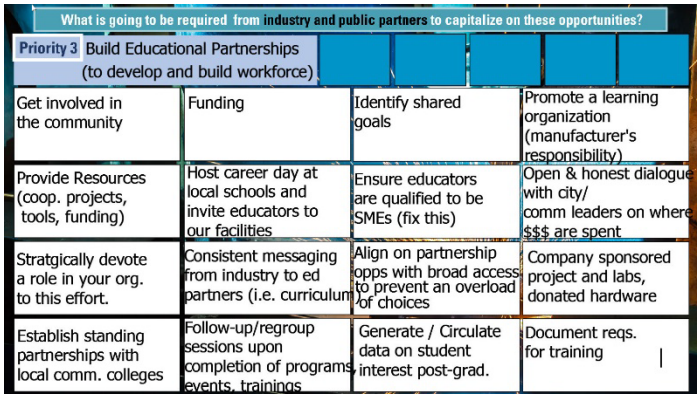
Priority 3: Build Educational Partnerships							
Champions	Matthew Bruemmer	Rob Schroeder	Roscoe Davis	Todd Flashnick	Ryan Elkins	Jacob Clark	Chris Rivas

Andrea Webb	• Community Networking: get involved in the community
Caleb Johnson	• Find ways to fill the classrooms
Evan Buell	• Strategically devote a role in your organization to this effort • As a region / community, we need to align on a few strategic partnerships, partnership opportunities with broad access so there is not an overload of choices • Share and publicize the value and wins of partnerships to draw in more members and support
Jacob Clark	• Incentivize teachers / educators to place students in manufacturing • Educators need to have more partnerships with industry representatives

Kevin Tolly	• Partner in Building Programs
	  • Manufacturing — Get involved
	  • Education — Find methods to be able to change (curriculum) faster
	  • Education — Get out and see what is needed in manufacturing; actually tour the sites and see what people are doing

Kristina Lawson	• Focus follow-up / regroup sessions upon completion of programs / events / trainings • Generate / circulate more data on students interest post-graduation • Gather cross-functional input from industry on curriculum • Host educators / leaders at manufacturing sites to learn about the business
Lauren Alder	• Deliver a consistent message from industry partners to educational institutions. For example – build curriculum that is broad enough to serve multiple industries.
Matthew Bruemmer	• Have a company presence in classes, curriculum development, and mentorships with students
Mark King	• Funding • Promote a learning organization (manufacturer's responsibility) • Force manufacturing to document requirements for training • Educators are often not qualified to be subject matter experts—fix this! • Outreach!! • Create projects, not training courses! • Manufacturers need to establish training hours / credits inside their own company first
Rob Schroeder	• Provide Resources: Coop Projects, Tools, Funding
Roscoe Davis	• Have an open and honest dialog with city and community leaders on where tax dollars are spent • Get to know each other's needs with events like this, getting involved
Ryan Elkins	• Hold a career day at local schools and invite educators to our facilities

Sam Delagi	• Provide company-sponsored projects and labs • Provide company-donated hardware for educational training
Sonia Sifuentes	• Increase community involvement with all partners to create awareness
Todd Flashnick	• Like we are doing today at this meeting, we need to have standing partnerships with local community colleges and universities to onboard new employees
Anonymous	• Identify Potential Partners • Host career day tours in facilities for students and educators • Host onsite events with local colleges and trade schools (tours / roundtable meetings)



What is going to be required from industry and public partners to capitalize on these opportunities?

Priority 3 Build Educational Partnerships (to develop and build workforce)			
Get involved in the community	Funding	Identify shared goals	Promote a learning organization (manufacturer's responsibility)
Provide Resources (coop. projects, tools, funding)	Host career day at local schools and invite educators to our facilities	Ensure educators are qualified to be SMEs (fix this)	Open & honest dialogue with city/ comm leaders on where $$$ are spent
Stratgically devote a role in your org. to this effort.	Consistent messaging from industry to ed partners (i.e. curriculum)	Align on partnership opps with broad access to prevent an overload of choices	Company sponsored project and labs, donated hardware
Establish standing partnerships with local comm. colleges	Follow-up/regroup sessions upon completion of programs, events, trainings	Generate / Circulate data on student interest post-grad.	Document reqs. for training

REFINING THE PRIORITY AREA FOR ACTION

As the official sector partnership launch wrapped up, industry leaders became **industry champions** and joined together under the previously highlighted priority areas to form **action teams**.

With support from the sector convening team at Dallas College, industry champions will be invited to meet with their action teams over the next 30 days for a virtual call.

The first sector partnership quarterly meeting will be scheduled in collaboration with the industry champions and facilitated by the conveners from Dallas College. The meeting will be held in a similarly industry-led, facilitated format, with updates from the action teams and an emphasis on an **industry driven** shared agenda to address critical areas for sector growth and economic impact in the region.

PHOTOS