

LEADS 3.0

# MAKING IT IN THE MERRIMACK VALLEY

Bridging the gap between workers and  
career pathways in manufacturing



# OUR TEAM - PUBLIC, NONPROFIT AND PRIVATE SECTORS

**TIM BEHLING**

GEMLINE (INDUSTRY)



**ALLISON DOLAN-WILSON**

NECC (EDUCATION)



**NATE ROBERTSON**

MVPC (PUBLIC)



**CHRIS HUNT**

PCCD (NON PROFIT)



**STEPHANIE GUYOTTE**

UMASS LOWELL (EDUCATION)



**SHAW ROSEN**

LUPOLI COMPANIES (PRIVATE)



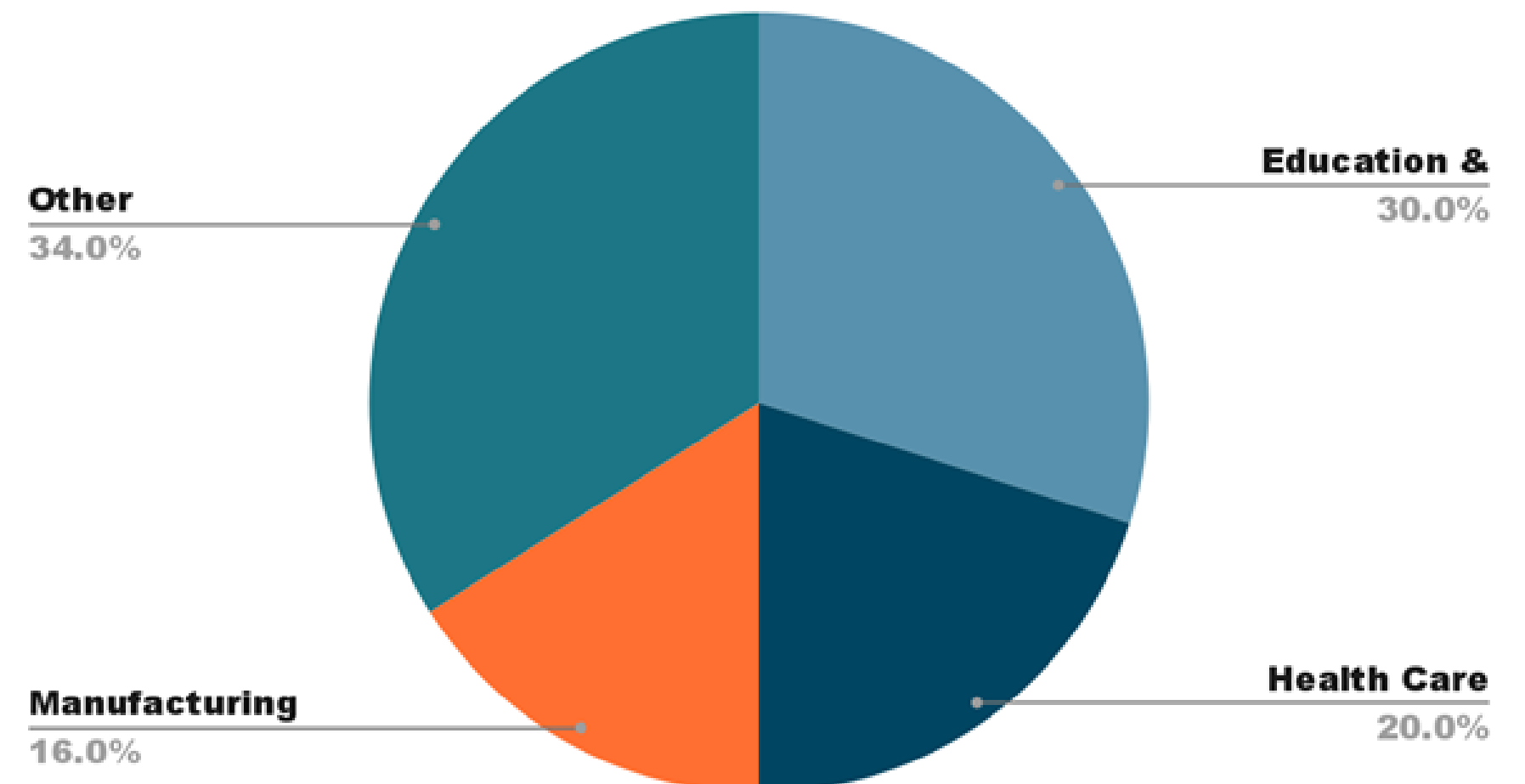
# MANUFACTURING IN THE MERRIMACK VALLEY

Merrimack Valley was built around the manufacturing industry. Literally. The Cities of **Lowell** and **Lawrence** were designed by manufacturing industrialists. Entire cities built around the beating heart of massive brick mill buildings.

The legacy of these manufacturers remains with us today. The manufacturers moved to the business parks, the mill buildings are now homes, but the industry remains one of the **top employers in the region**.



**Top Employment Sectors in the Merrimack Valley '19**





# MANUFACTURING BUILDS **WORKING** **CLASS WEALTH**

**MANUFACTURING REMAINS ONE OF THE  
BEST INDUSTRIES FOR WEALTH BUILDING  
FOR LOW-INCOME RESIDENTS, LATINO,  
IMMIGRANT, BIPOC**

Manufacturing  
Wages = Livable  
Wages



Accessible - Low barrier of entry

**34%**

HAVE HIGH SCHOOL  
DIPLOMA OR LESS

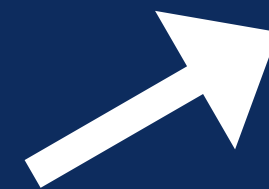
**27%**

HAVE SOME COLLEGE  
OR ASSOCIATES

**\$21/h**

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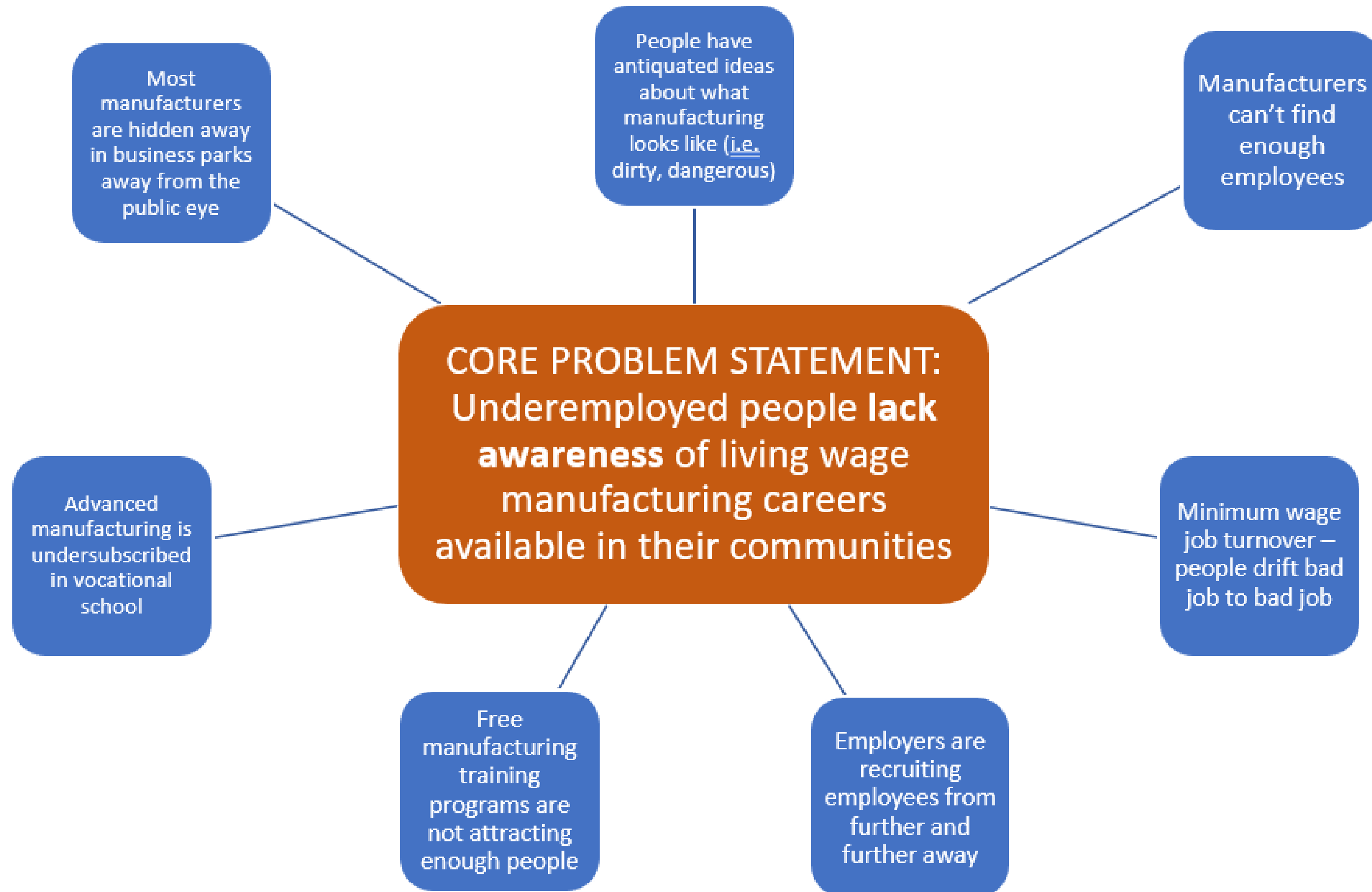
MEDIAN WAGE  
PRODUCTION WORKERS



**\$60/h**

r

SUPERVISORS



# OUR CUSTOMER

## ANA PATRICIA



Ana **lost her job** during the pandemic.

Ana learned her cousin was working at Gemline, **a local manufacturer**, which **was hiring**

Ana didn't believe the job was right for her because she had never worked in manufacturing and **didn't know anything about it**

Ana reluctantly applied and got an entry-level job as a temporary employee

Ana was made a **permanent full-time employee** with benefits in just a month.

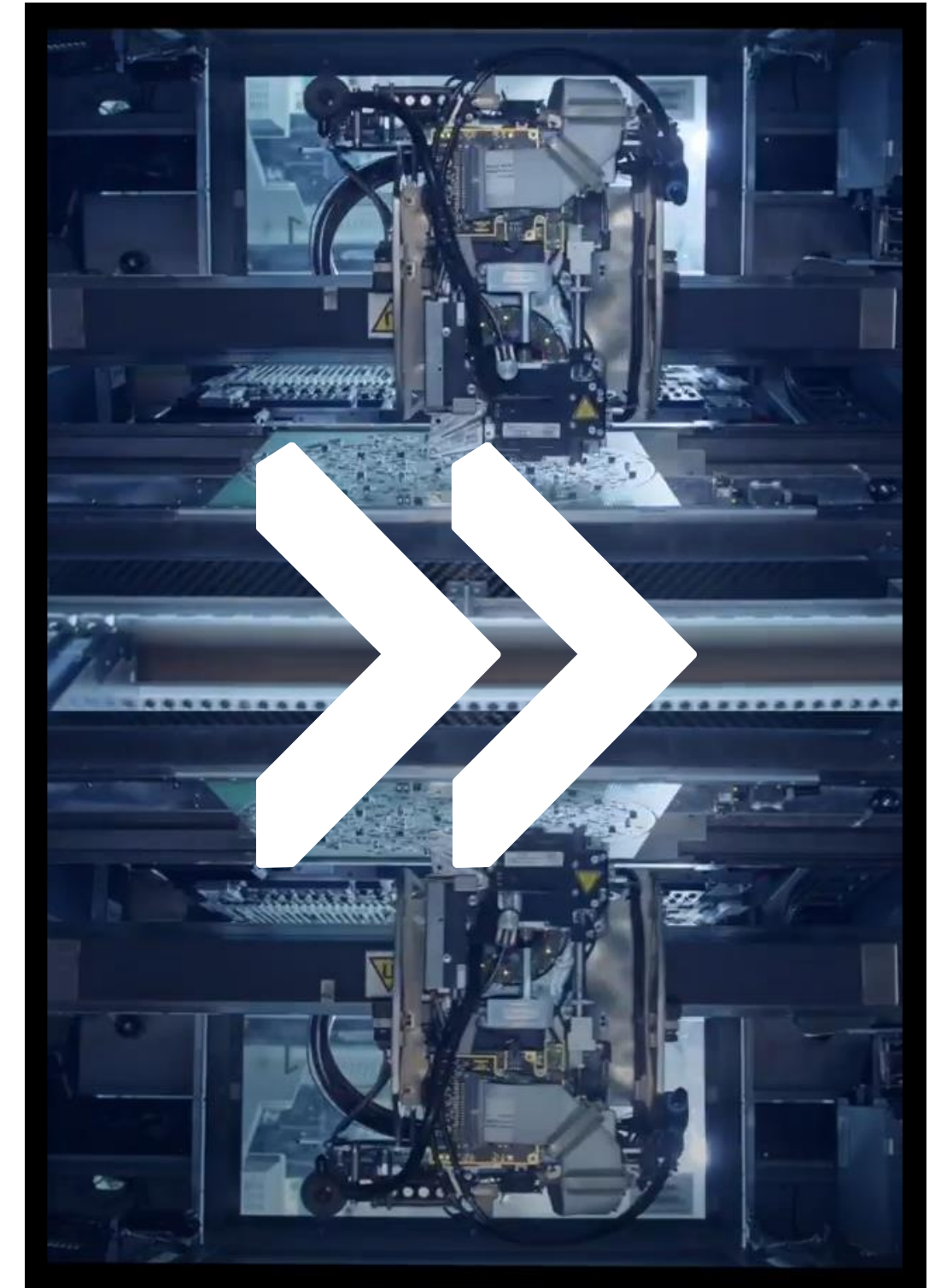
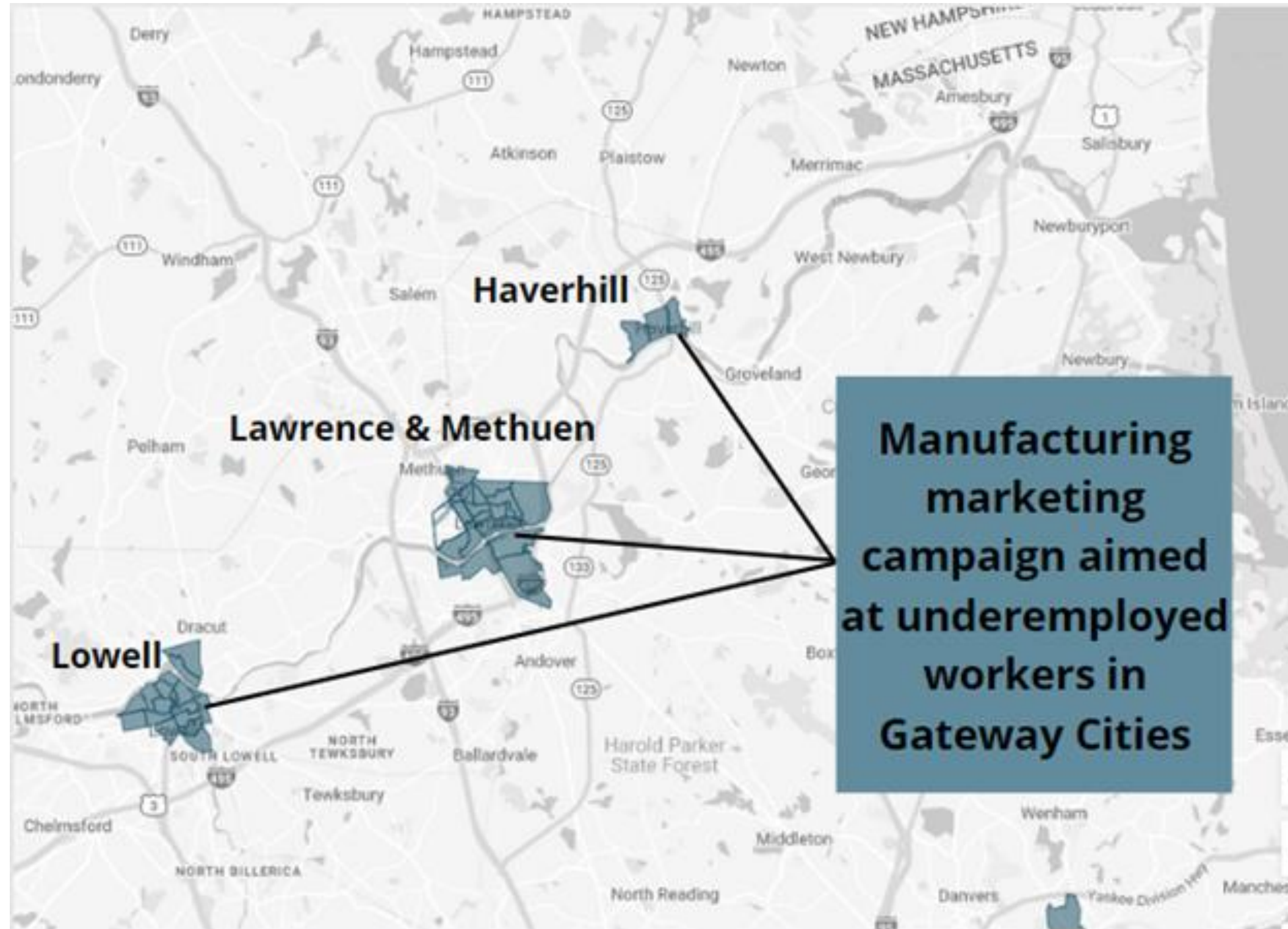
Ana was promoted to a **team lead position** in the laser decoration department.

Within 18 months, Ana earned a **40% salary increase. She was making over \$22/hour, more than \$46k a year**

Ana continues to access **advancement opportunities** offered at Gemline



# SOLUTION



# HOW DO WE MAKE IT HAPPEN

## SO MUCH IS ALREADY IN PLACE!



- Funding for MassMakes: Making it in the Merrimack Valley campaign
  - RFP in appendix
- Hire a MassMakes representative in the MassHire MV office who will maintain the campaign, working with the consultant and overseeing the digital and social, and serve as a liaison with MassTech and MassHire. They will oversee the site and triage the leads that come through.

Long-term goal to show  
a successful pilot  
and roll out to the  
seven workforce regions



# Haverhill Advanced Manufacturing Workforce Feeder System (In Progress)

## Feeder System

I N C U B A T I O N

### Initial Entry

- Public Schools
- Haverhill Public, Private Partnership (HP3)
- Community Action Inc. etc.

### Basic English, Life & Technology Skills

- MakeIT Haverhill

### High School Advanced Manufacturing Hands-On Training

- Whittier Vo-Tech
- Haverhill High School (Robotics/ STEM)
- Other High Schools/Vo-Techs
- Internships, Mentorships & Apprenticeships with Manufacturers
- Institutes

### Academia AM Hands-On Training

- NECC
- UMass Lowell
- Merrimack College
- Other colleges
- Internships, Mentorships & Apprenticeships with Manufacturers
- Institutes

### Advanced Manufacturing Entrepreneurship

- UMass Lowell Innovation Hub
- EforAll Haverhill start-up accelerator (New)
- FORGE manufacturing start-up accelerator
- MassChallenge start-up competition



# SUCCESS MEASURES

## SHORT TERM

- Reduce the number of empty seats in training programs by 25%
- Capture 100 warm leads in the first quarter of the campaign
- Reduce the number of AM job openings by 33%
- More people go into these upwardly mobile jobs with benefits, increasing opportunities and wealth building

## LONG TERM

- Increase/bring back training programs due to demand
- Marketing and recruitment dollars get earmarked from workforce development grants
- Companies seek out Massachusetts/Merrimack Valley
- Companies pay into a fund to sustain the MassMakes initiative and continue a robust pipeline



# BUDGET

## YEAR 1

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- Funding initial MVP: localized awareness campaign year 1 - \$100K
  - Consultant
  - Content (e.g., videos, ads)
  - Media Buys
- MassMakes/MassHire Position: \$100K

## YEAR 2

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- Supporting continued marketing and pipeline development in year 2: \$50K

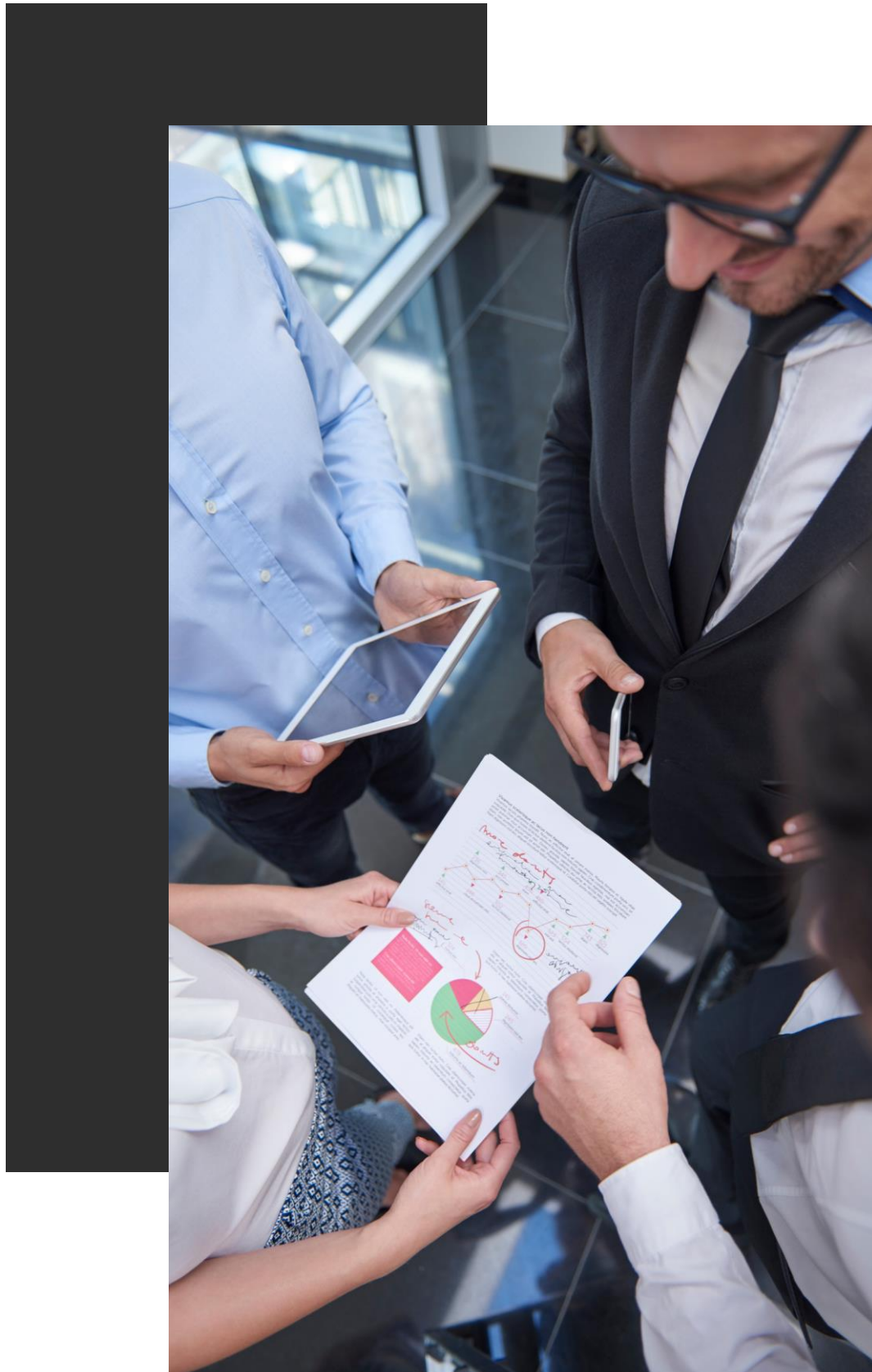
Total budget: \$250K

## LONGTERM SUSTAINABILITY

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Mass Makes Position within MassHire MV with funding from current state/federal grant resources

Manufacturers pay into Making It Fund to support long term program





# OUR ASK

- Reallocation of workforce development funds to support our solution
- Partnerships to build this pilot in the Merrimack Valley
- Funding for our RFP

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**THANK YOU FOR YOUR TIME AND CONSIDERATION**



# APPENDIX

- Data Analysis (MVPC, MassHire, Executive Office of Labor and Workforce Development)**
- Customer Outreach via survey (target 18-24 non-college young adults)**
- Stakeholder Interviews**

Northeast Advanced Manufacturing Consortium - MaryAnne Ham, Executive Director

Manufacturing Consultant Marko Duffy

MassTech Collaborative - Meghan Abella-Bowen, Program Manager, Advanced Manufacturing

MassTech Collaborative/Mass Makes - Adam Couturier, Community Engagement & Mktg Manager

MassHire Merrimack Valley Career Center - Linda Rohrer, Executive Director

Whittier Vocational Technical High School - Tia Gerber, Director of Community Partnerships

Scott Payette - CEO, Copious Imaging

- RFP - Integrated Marketing Consultant:**

[https://docs.google.com/document/d/1ps01JBijL61cpxBhDihcv\\_XiiRUSiQR2/edit](https://docs.google.com/document/d/1ps01JBijL61cpxBhDihcv_XiiRUSiQR2/edit)



# APPENDIX CONTINUED

## **Additional Sources:**

<https://www.mass.gov/doc/northeast-regional-final-report/download>

<https://www.mass.gov/lists/labor-market-information-data-index#employment-information-by-industry->

<https://mvpc.org/wp-content/uploads/MVPC-Workforce-Survey-Summary.pdf>

<https://cam.masstech.org/massbridge>

<https://go.massmakes.org/>

<https://masshiremvwb.org/wp-content/uploads/MassHire-MVWB-4-Year-WIOA-Local-Plan-FINAL.pdf>

<https://masstech.org>

Labor Insight (Burning Glass Technologies)

Labor Insight Advance Manufacturing Demand Report June 2021 - May 2022