

**Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008**

-Report of Findings-



Prepared for:

**Workforce Florida, Inc.
And
Agency for Workforce Innovation**

Prepared by:

**Employ Florida Banner Center for Manufacturing
Hillsborough Community College at Brandon
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**YEAR-2 REGIONAL MANUFACTURING INDUSTRY FOCUS GROUP
BROWARD COMMUNITY COLLEGE NORTH CAMPUS
-REPORT OF FINDINGS-**

EXECUTIVE SUMMARY

The regional manufacturing industry focus group held at the Broward Community College North Campus on June 6, 2008, provided the Employ Florida Banner Center for Manufacturing, a means to explore the current and future workforce training requirements for manufacturing companies in the Southeast region of Florida. Manufacturers comprised 70% of the focus group participants.

In response to various (i.e., breakout group and open discussion) formats, the focus group participants provided vital data relevant to the future development of training curricula, which will address the participants' companies advanced level/emerging production workforce training needs. Highlighted findings among the data follow.

- **Manufacturing Trends** – These training curricula-related drivers include increasing automation/robotics, root cause analysis, increased productivity, global competition, greening of the industry, energy conservation/management, workforce demographics, knowledge-based technicians, predictive maintenance, customer quality demands, Florida CAPE Act-related issues influencing the workforce pipeline.
- **Occupations/Skills/Knowledge/Certifications** – These training curricula-related requirements include occupations such as, machinists, production maintenance technicians, quality managers, quality assurance technicians, and shipping/receiving clerks/supervisors. All of the noted occupations' knowledge and skills requirements aligned directly with the technical competencies' descriptions of current industry-recognized certifications.
- **Training Format** – These training curricula-related requirements include on/off-site, hybrid (instructor and self-led), computer-based, online will not work for hands-on skills, one-two hour segments, forty hours per employee per year, multi-lingual (English, Spanish, French Creole), Train-the-Trainer, reimbursement for training by the regional workforce board, and partnerships with training providers for high level training.

PURPOSE OF THE FOCUS GROUP

The statewide focus groups initiative is a key element of an ongoing dialogue with the manufacturing community, where the dialogue provides an information exchange essential to addressing the significant and emerging training requirements for Florida's manufacturing workforce. The regional focus group conducted at the Broward Community College North Campus was specifically for companies located in the Southeast region of Florida. Specific to the

group activity is the gathering of opinions from the key stakeholders in the regions' manufacturing community (e.g., representatives from regional manufacturing companies, South Florida Manufacturers Association (SFMA), Workforce One, Treasure Coast High School, and Hialeah Technology Center) pertaining to the industry's current/future workforce-training needs.

FOCUS GROUP TOPICS

The Employ Florida Banner Center for Manufacturing (hereafter called "Center") employed Peter Straw, Principal of Performance Development Strategies, and Executive Director of the Sarasota-Manatee Area Manufacturers Association, to facilitate the focus group. Mr. Straw used a portfolio of approaches to ensure the industry members, comprised of experts in a wide spectrum of manufacturing and manufacturing-related occupations, adequately addressed the topics. The format of the group meeting agenda (see Appendix 1 – Focus Group Agenda) served to elicit general and specific feedback on the topics of interest.

In collaboration with the principal investigator and manager of the Center, the focus group participants (see Appendix 2 – Attendee List) addressed the following topics during the discussion forums:

- **General Discussion on Trends** – The participants explored the current and future trends in the manufacturing industry, which will drive workforce training needs for advanced level/emerging production occupations.
- **Breakout Group Discussions** – The participants explored the current and future knowledge, skills, and industry-recognized certification(s) requirements for specific occupations in the following advanced level/emerging production workforce occupational categories:
 - Production and processes
 - Maintenance
 - Quality assurance
 - Logistics and inventory control
- **General Discussion on Training Format and Delivery** – The participants explored curricula structure and delivery requirements for advanced level/emerging production workforce occupations.

As in any focus group, the meeting at the Broward Community College North Campus served as a qualitative tool to gain insight and understanding into the nature of the workforce needs of the regions' manufacturing industry community. This type of research forum facilitated direct interaction with the group respondents and allowed opportunities for clarification, follow-up questioning, and probing responses. However, the focus group findings presented in this report are not survey results. Rather, the findings provide insight into manufacturing industry workforce-related issues under study, but are not for statistical inference.

This is the fifth of five focus group reports, corresponding to the Center's plan to conduct five regional focus groups throughout the state. Mr. Straw facilitated all five groups to ensure continuity. The Center will compile the aggregate results of the five focus group meetings, formulate them into an online survey, and offer the survey to the statewide manufacturing community for their response. This effort will serve to validate the aggregate findings of the five

focus groups, after which a statistical analysis of the survey results will allow the Center to incorporate appropriate findings into training curricula – to be developed by the Center – for the manufacturing workforce in advanced level/emerging production jobs.

SUMMARY OF TRENDS GENERAL DISCUSSION FINDINGS

The following is a summary of the highlights that surfaced during the Trends General Discussion:

What are the current and future trends in the manufacturing industry, which will drive workforce training needs for advanced level/emerging production occupations?

- Robotics and the diagnosis of these systems
- Root cause analysis
- Outsourcing to international operations
- Increased productivity
- Increased automation
- Global competition
- Optimizing production costs for increased profit and productivity
- Value proposition is quality
- Greening the industry and shifting to the opportunities it will present
- Energy conservation/management and its cost saving offsets to help fund additional personnel
- Workforce demographics, ethics issues with new generation of employees
- Automation driving the need for knowledge-based technicians
- Predictive maintenance and related technologies
- Individuals taking on greater responsibilities
- Need for skilled workforce, for example, tool and die makers (training sources disappearing)
- ISO 9000 and need to include quality methods and know the language
- Customer-initiated quality-related demands
- Need to increase awareness of manufacturing careers/outreach
- Florida Career and Professional Education Act-related programs in secondary schools improving the effectiveness of the workforce pipeline

SUMMARY OF BREAKOUT GROUP DISCUSSION FINDINGS

During the Breakout Group Discussion, Mr. Straw assigned the participants to two different groups. Each group initially addressed two different occupational categories each: Group A – *Production and Processes* and *Maintenance* and Group B – *Quality Assurance* and *Logistics and Inventory Control*. Mr. Straw instructed them in the Breakout Group data generation process (see Figure 1) and in the use of a custom-designed worksheet (see Appendix 3 – Breakout Group Worksheets) for their specific Breakout Group Categories.

The worksheet guided the participants in their efforts to describe their workforce training needs for advanced level/emerging production occupations by:

- Identifying specific occupations in the assigned breakout group category
- Identifying immediate and future technical needs for these occupations
- Distinguishing between specific skill sets and knowledge base requirements

- Prioritizing the skill sets and knowledge base needs
- Identifying industry-recognized certifications for these occupations

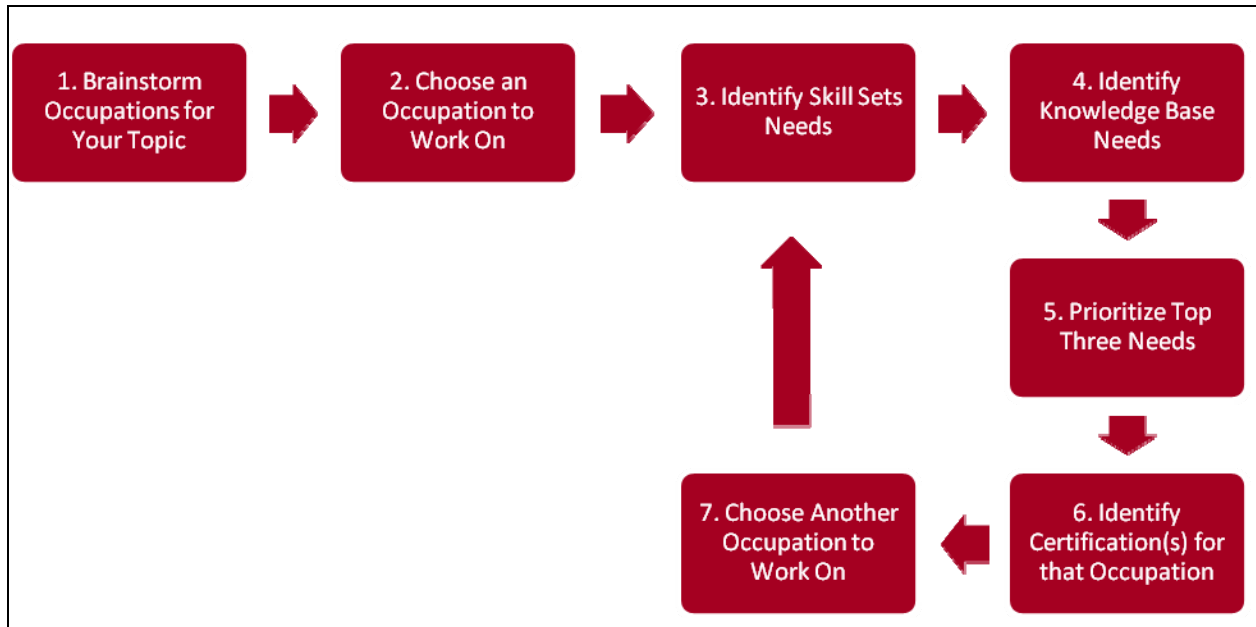


Figure 1: Breakout Group Data Generation Process Map

At the end of the initial breakout group discussions, the facilitator and recorder for each group rotated once to other group (e.g., *Production Processes* and *Maintenance* rotated to *Quality Assurance* and *Logistics and Inventory Control*) to get those participants' perspective about the new occupational categories discussion. However, despite the facilitator's best efforts, some of the group categories had few occupations defined in the allotted time. The following is a summary of the highlights that surfaced during the Breakout Group discussions.

Breakout Group Category: Production and Processes							
Advanced Level/Emerging Occupation: Machinist							
Certification(s) Needed for the Occupation: Blueprints, OSHA, SFMA, Master CAM, CNC, Equipment Manufacturer, and SFMA							
Skill Sets				Knowledge Base			
P	Immediate	P	Future	P	Immediate	P	Future
	CNC programming		Business fundamentals		Safety		Engineering
	Read blueprints		Automation		Computers		Hydraulics
	Mathematics		Machining		Vendor software		Pneumatics
	Multi-axis configuration		Computers				Computers
	Coede3s		Communications				Artificial intelligence
	Machine fundamentals						Virtual reality
	Safety						Quality principles
	Computers						
	Vendor fundamentals						

Breakout Group Category: Maintenance							
Advanced Level/Emerging Occupation: Production Maintenance Technician							
Certification(s) Needed for the Occupation: Siemens Logic, Instrument Society of America, CPT, Atlantic Tech, and Manufacturer training							
Skill Sets				Knowledge Base			
P	Immediate	P	Future	P	Immediate	P	Future
	Electrical repair		RCFA		Current equipment		RCFA
	Computers		Robotics/automation		Mechanical		Predictive maintenance
	Hydraulics and pneumatics		Communications		Safety		Asset management
	Safety		Customer service		Preventive maintenance		CAD
	PLC/electromechanical		Computer network		Bilingual: English-French		Full process
	Communications		Train others		Vendor relations		Lean principles
	AC refrigeration		ISO 14001				
	Train others		Leadership				
	Troubleshooting						

Breakout Group Category: Quality Assurance							
Advanced Level/Emerging Occupation: Quality Manager							
Certification(s) Needed for the Occupation: Certified Internal Auditor							
Skill Sets				Knowledge Base			
P	Immediate	P	Future	P	Immediate	P	Future
	Leadership		RCFA		Regulatory standards		
	Presentation		Statistics fundamentals		Six Sigma process		
	Advanced computers		Document sharing		Train others on standards		
	Analytical		Analytical observation		Customer surveys		
	Train others				Technical writing		
	Read blueprints				ISO		
	Communications				Lean process improvements		
	Measurement hand tools				Quality fundamentals		
	Geometric tolerancing				Analytical observation		
	Batch records				Raw materials evaluation		
	Locating information						
	Mathematics						
	Write reports						

Breakout Group Category: Quality Assurance							
Advanced Level/Emerging Occupation: Quality Assurance Technician							
Certification(s) Needed for the Occupation: Six Sigma Green Belt, In-house certifications, and production quality							
Skill Sets				Knowledge Base			
P	Immediate	P	Future	P	Immediate	P	Future
	Read blueprints		RCFA		Quality fundamentals		
	Communications		Statistics fundamentals		Analytical observation		
	Measurement hand tools		Document sharing		Raw materials evaluation		
	Geometric tolerancing		Analytical observation				
	Computers						
	Batch records						
	Locating information						
	Mathematics						
	Write reports						

Breakout Group Category: Logistics and Inventory Control							
Advanced Level/Emerging Occupation: Shipping/Receiving Supervisor							
Certification(s) Needed for the Occupation: APICS, ISPE (Inventory/Stock/Purchasing), Forklift Operations							
Skill Sets				Knowledge Base			
P	Immediate	P	Future	P	Immediate	P	Future
	RFID/Scanning				Communications		Robotics
	Mathematics				Freight documentation		
	Load balancing				Document management		
	Computers				Safety-MSDS-HAZCOM		
	Budget/cost management				Attention to detail		
	Planning				Customs documentation		
	Order pulling				NMFC		
	Communications				Layout and time management		
	Diversity				MRP/ERP		
					Government documentation		
					Freight forward fundamentals		

Breakout Group Category: Logistics and Inventory Control							
Advanced Level/Emerging Occupation: Shipping/Receiving Clerk							
Certification(s) Needed for the Occupation: APICS, ISPE (Inventory/Stock/Purchasing), Forklift Operations							
Skill Sets				Knowledge Base			
P	Immediate	P	Future	P	Immediate	P	Future
	RFID/Scanning				Communications		Robotics
	Mathematics				Freight documentation		
	Load balancing				Document management		
	Computers				Safety-MSDS-HAZCOM		
	Budget/cost management				Attention to detail		
	Planning				Customs documentation		
	Order pulling				NMFC		
	Communications				Layout and time management		
	Diversity				MRP/ERP		
					Government documentation		
					Freight forward fundamentals		

SUMMARY OF TRAINING FORMAT AND DELIVERY GENERAL DISCUSSION FINDINGS

What format and delivery methods work for you in training your advanced level/emerging production workforce?

- During work or compensated for off-shift
- On-site
- Off-site (if convenient location and time)
- Computer-based/Online (as a trial)
 - Online will not work for teaching hands-on skills
 - Online, but facilitated
 - Six Sigma “Yellow” Belt online would be of interest
- Hybrid (combination of instructor- and self-led online)
- Follow-up test and/or remediation (i.e., based on periodic reviews)
- Tied to career planning and certification
- One-two hour segments
- Forty hours per employee per year
- Multilingual (i.e., English, Spanish, French Creole)
- Train-the-trainer needed for curriculum that will be delivered on-site/in-house
- Partner with training provider for high level training
 - Do entry-level training in-house
- Reimburse training costs for coursework done on own time
- Workforce One reimburses for training costs
- Purchase training items on a one-time basis and/or license agreement (with small, fee-based updates) instead of purchasing items for each employee, especially for protracted training needs

POST-FOCUS GROUP ASSESSMENT

With continuous improvement a primary objective for future focus groups, at the end of the focus group, the group facilitator distributed questionnaires (see Appendix 4 – How Did We Do?) to the participants. The facilitator and Center principal investigator and manager also conducted a closed session meeting where they performed a post-focus group assessment. They discussed, analyzed, and developed solutions to group process and material findings for use in the future.



Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008
Report of Findings
Appendix 1

Focus Group Agenda

Year-2 Regional Manufacturing Focus Group
Broward Community College
June 6, 2008
Meeting Agenda

- 8:00-8:10 a.m. Welcome and Introductions (Peter Straw, Focus Group Facilitator and Executive Director, Sarasota-Manatee Area Manufacturers Association)
- Dennis Battistella, Director of Workforce Development, South Florida Manufacturers Association
 - Dr. Eric A. Roe, Principal Investigator, Employ Florida Banner Center for Manufacturing
- 8:10-8:25 a.m. Employ Florida Banner Center Introduction (Edward Allen, Manager, Employ Florida Banner Center for Manufacturing)
- 8:25-9:10 a.m. General Discussion: Trends (Peter Straw)
Trends – What are the current and future trends in the manufacturing industry which will drive workforce training needs for advanced level/emerging production occupations?
- 9:10-9:20 a.m. Break
- 9:20-9:30 a.m. Focus Group Orientation (Peter Straw)
- Introduction
 - Role, context, and flow of the Focus Group
- 9:30-10:15 a.m. Breakout Groups Round I
- Advanced Level/Emerging Production Occupations
 - Knowledge/Skills Sets
 - Certifications
- 10:15-11:00 a.m. Breakout Groups Round II
- 11:00-11:30 a.m. General Discussion: Training Format (Peter Straw)
- Training Format – What formats for module development and delivery are of use to your company?
 - What are the barriers to online, self-directed training?
- 11:30 a.m.-12:00 p.m. Open Discussion, Meeting Recap, and Working Lunch



**Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008
Report of Findings
Appendix 2**

Attendance List

**Employ Florida Banner Center for Manufacturing
Year-2 Regional Manufacturing Focus Group
Broward Community College North Campus - June 6, 2008
Attendance List**

Last Name	First Name	Company
Allen	Edward	Banner Center for Manufacturing
Backer	Jessica	Cosmo International
Battistella	Dennis	SFMA
Birch	Jim	JL Audio
Clougherty	Debra	Nature's Products
Gonzalez	David	Hoerbiger Compression
Jackson	Mason	Workforce One
Leon	Tina	R. L.Schreiber
Lyons	Pete	Hoover Pumping Systems
Massengale	Brandy	R. L.Schreiber
Norman	Ted	Treasure Coast High School
Possu	Jhon	Hialeah Technology Center
Rey	Irma	Watson Labs-FL
Roe	Eric	Banner Center for Manufacturing
Segalewitz	Dennis	Interplex Industries
Sheffield	Shaunda	Home Diagnostics
Straw	Peter	SAMA
Suclla	Cesar	Hialeah Technology Center
Thomas	Scott	Stimpson Company
Warner	Karen	K-Rain Manufacturing



**Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008
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Appendix 3**

Breakout Group Worksheets



**Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008
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Appendix 4**

Focus Group Assessment



Manufacturing Focus Group *How Did We Do?*

Please assist us in improving the quality of our future focus groups and service to the manufacturing community by responding to the following questions.

Focus Group Location/Date:
Broward Community College
North Campus
June 6, 2008

What sector do you represent?

Mfg: 10

Mfg Support: 1

Educ: 3

WIB: 0

EDO: 0

Govt: 0

How many employees do you have in your company/organization?

1-10: 2

11-25: 2

26-100: 4

101-500: 5

>500: 1

What worked at today's focus group

- Breakout groups worked well
- Overall goal was achieved
- The way people came together and gave ideas and participated
- Brainstorming, moderators, and interaction were great
- Open discussions
- Recognizing, identifying, and offering some solutions to workforce-of-today challenges
- Meeting others
- On task
- Identified areas of need
- Facilitation by Banner Center employees
- In the small amount of time available, a lot of information was exchanged
- Very good facilitators were selected
- Specific detail of breakout groups
- The group activity was very informative
- Realized the needs of employers

What did not work at today's focus group?

- Hard to get a lot of detail in a 20-minute breakout group
- People need to remember that each company is different and we all have different needs.
- Be respectful of others
- Due to lack of previous information, I was not sure what the meeting was about
- At the second breakout group, I think it influences the fact to know what the previous group said before that



Manufacturing Focus Group *How Did We Do?*

Please assist us in improving the quality of our future focus groups and service to the manufacturing community by responding to the following questions.

Focus Group Location/Date:
Broward Community College
North Campus
June 6, 2008

- Recognize where in manufacturing your audience comes from (e.g., HR, training, owner/general manager) delivery is different for each
- Brainstorming sessions too short
- Meeting too short to make impact, maybe less content with more drill down
- Left with nothing that can help me now
- Did not cover enough occupations
- Some became disinterested if they did not have an occupation that was being discussed
- N/A
- We could have used more time to determine the occupations, skills, and knowledge base
- Nothing! Everything worked

How could we improve the focus group?

- Make it a little longer
- To get more results, set up a better and well organized objective for those who are not good at leading a focus group
- Involve a broader, more diverse group of people
- N/A
- Recognize where in manufacturing your audience comes from (e.g., HR, training, owner/general manager) delivery is different for each
- Provide topics of brainstorming ahead of time so people can think ahead of time
- Add sessions on “biggest needs,” since I left with nothing that can help me now
- More networking time to exchange ideas
- Perhaps split large group, identify a number of occupations, then split based on jobs
- Have more structure of layout during focus sessions
- Better preparation of requirements
- “Do not use a room with student desks”
- Respond to the needs of the group, e.g., follow-up on need for toolmaker training
- Nothing! I thought it was good
- Get more representation
- Get more actual production/manufacturing managers to attend

What did I learn at today’s focus group?

- Similar needs prevail
- Every company is different
- There are people working to improve the knowledge and skills of manufacturing workers
- A lot
- Programs that are already out there available to assist in hiring a better workforce in manufacturing
- South Florida needs support for training/education/development of technical employees



Manufacturing Focus Group
How Did We Do?

Please assist us in improving the quality of our future focus groups and service to the manufacturing community by responding to the following questions.

Focus Group Location/Date:
Broward Community College
North Campus
June 6, 2008

- Need to do more research on Made in Florida.org, CAPE Act, and MSSC
- That the existing problems my company faces are the same in other manufacturing companies
- There is some resistance to computer-based training today. Tomorrow's (younger) workers may learn better than the past employees on CBT, including technical interactive, and simulator training
- Diversity of needs
- About the Banner Center and its role in manufacturing training
- Made connection with other manufacturers to partner with for future training
- Awareness of additional training resources
- About the Banner Center – a good resource to know about
- Needs and wants of today's employers, especially "Green" awareness
- Other manufacturers' concerns are similar to mine



**Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008
Report of Findings
Appendix 5**

Focus Group Announcements

From: June Wolfe [<mailto:jwolfe@sfma.org>]
Sent: Thu 5/22/2008 4:51 PM
To: June Wolfe
Subject: Focus Group for Manufacturing Skills Training



Hello all,

The SFMA membership has been given a **unique opportunity** to provide input for advanced level and emerging **production workforce training programs**.

The Employ Florida Banner Center for Manufacturing, a Workforce Florida initiative, will be facilitating a focus group in our area to explore and develop new training curriculum for the sustained development of Florida's advanced manufacturing workforce. **You are invited and encouraged** to attend this important meeting. Your input as a Manufacturer is needed for the successful development of future production workforce training programs. Investing 4 hours at the beginning of this process could eliminate days of training unskilled workers to fill your future production needs.

Date: June 6th
Time: 8:00 a.m. to 12:00 noon (lunch will be provided)
Location: Broward Community College North Campus
Building 56, Room 201
1000 Coconut Creek Blvd
Coconut Creek, FL 33066
Registration: email Dennis Battistella at dennisb@sfma.org or call (954) 292-0040

Topics that will be explored at the focus group include:

- Current and future trends in the manufacturing industry, which will drive workforce training needs for advanced level/emerging production occupations;
- Advanced level/emerging production occupations in need by your company;
- Industry certifications in need by your company that align with the occupations;
- Current and future technical knowledge/skill sets needs for the occupations;
- The curriculum and training format that best meets your company's needs.

Peter Straw, executive director of the Sarasota-Manatee Area Manufacturers Association (SAMA), will facilitate the focus group. "This focus group is a wonderful opportunity for manufacturers to lend their ideas to a training program that will directly influence the productivity of their advanced manufacturing workforce," Straw said. "And it is encouraging to see how the state has invested real dollars in addressing the current and future workforce needs of the industry."

"The promise of sustaining and growing Florida's manufacturing industry presents us with an exciting challenge," Dr. Eric Roe, principal investigator for the Banner Center, said. "The people working in the industry's advanced level and emerging production jobs must continue to meet the evolving knowledge/skill and industry certification needs of the advanced manufacturing workplace. The Banner Center is developing new curricula to satisfy these needs. And there's no faster and more efficient way to accomplish this task than with the cooperation of an industry-based focus group."

I look forward to seeing you on June 6th.

My best,
June

June Wolfe, President
South Florida Manufacturers Association
1000 W. McNab Road
Pompano Beach FL 33069
(954) 941-3558 Phone (954) 941-3559 FAX (954) 801-6770 Cell
jwolfe@sfma.org
www.sfma.org



To: All Southeast Florida Manufacturers and Workforce Advocates

Date: June 2, 2008

From: Dr. Eric A. Roe, Principal Investigator – Employ Florida Banner Center for Manufacturing
Edward Allen, Manager – Employ Florida Banner Center for Manufacturing

Subject: SAVE THE DATE – June 6 – Regional Manufacturing Focus Group

TAKE ADVANTAGE OF THIS OPPORTUNITY TO HELP SOLVE YOUR WORKFORCE TRAINING NEEDS!

Manufacturers across the nation have consistently expressed their need for solutions on how to fill the skills-gap in their production workforce, and to do so with the greatest return on investment. The Employ Florida Banner Center for Manufacturing, supported by Workforce Florida, has stepped forward with cost-effective solutions.

In 2007, the Banner Center, with help from Florida's manufacturers, created training programs for your entry-level and incumbent production workforce. These programs not only target portable production knowledge/skills development but also align with the Florida's unified educational system for manufacturing. The programs do this by preparing program graduates to meet nationally and industry-recognized standards and obtain the Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT) certification.

Now the Banner Center is taking the next step to create training programs for your workforce in advanced level/emerging production jobs. The Banner Center, in league with the South Florida Manufacturers Association (SFMA), and Southeast Florida's economic development organizations, workforce boards, and Broward Community College (BCC) invite you to participate in a regional manufacturing focus group that will provide you a platform to express, first hand, your critical workforce training needs.

**PUT THE REGIONAL MANUFACTURING FOCUS GROUP DATE ON YOUR CALENDAR
JUNE 6, 2008 – BCC NORTH CAMPUS – BUILDING 56, ROOM 201 – 8:00 A.M. to 12:00 P.M.
(WORKING LUNCH PROVIDED – RSVP NEEDED)**

The region's operations directors, logistics managers, production managers, HR directors, manufacturing program educators, and workforce advocates are welcomed to take part in this dynamic, hands-on forum, which will help shape the future of your workforce and the competitive advantage that your companies need to thrive in the global marketplace.

**RSVP by June 5 to Dennis Battistella at (954) 292-0040 or dennisb@sfma.org
Please find Focus Group Meeting Agenda information attached**



**Year-2 Regional Manufacturing Industry Focus Group
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Appendix 6**

Introduction to the Banner Center Slide Show

EMPLOY FLORIDA
BANNER Center
Manufacturing

Year-2 Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008



EMPLOY FLORIDA
BANNER Center
Manufacturing

Year-2 Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008

Employ Florida Banner Center for Manufacturing

- About the Center
- Mission
- Long-term Initiatives
- Year-2 Activities
- Training Curriculum Development and Focus Group Role
- Conclusion

EMPLOY FLORIDA
BANNER Center
Manufacturing

Year-2 Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008

About the Center

- Governor Bush's Strategic Roadmap for Florida's Future
 - Part of a \$6.2 million strategic initiative of the state workforce system to meet the employee-training needs of industries that help diversify the state's economy
- Public-private consortium strengthens workforce system
 - Community colleges
 - Regional manufacturers associations/workforce boards
 - Economic development organizations
 - Manufacturers
- Received a Year-1 (2006-2007) \$500,000 contract award from Workforce Florida
- Year-2 (2007-2008) contract at \$200,000

EMPLOY FLORIDA
BANNER Center
Manufacturing

Year-2 Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008

Mission

- Provide curriculum and training, as well as certification resources and support for the continuation and expansion of Florida's manufacturing industries

EMPLOY FLORIDA
BANNER Center
Manufacturing

Year-2 Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008

Long-term Initiatives

- Train Florida's high-performance manufacturing workforce
- Develop training curriculum/curriculum standards
- Formalize industry skill standards and workforce credentialing
- Conduct educational research
- Provide technical support to the manufacturing industry cluster

EMPLOY FLORIDA
BANNER Center
Manufacturing

Year-2 Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008

Year-2 Activities

- Conduct industry-based focus groups
- Develop new industry-driven training curricula
- Serve as a focal point for manufacturing training
- Disseminate education and training information
- Assist Florida's community with manufacturing-related education and training programs and information

Year 2-Activities (Cont'd)

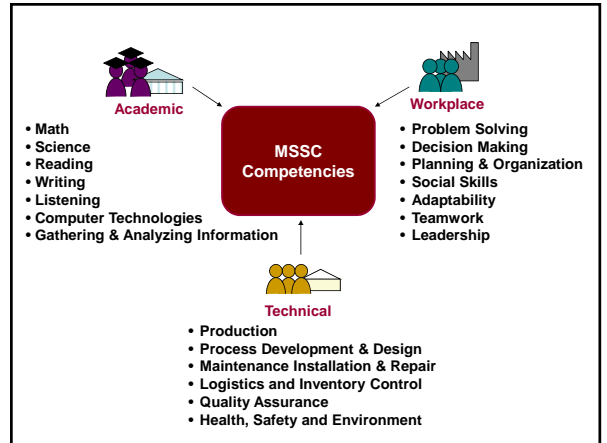
- Support school districts implementing CAPE Act
 - Improve secondary school performance by providing rigorous and relevant career-themed curriculum that articulates to post-secondary level coursework and leads to industry certifications
- Beta test and deploy "Manufacturing Essentials" training curriculum
- Promote industry certification awareness

Employ Florida Banner Center for Manufacturing
– Industry Certifications –



MSSC Certification

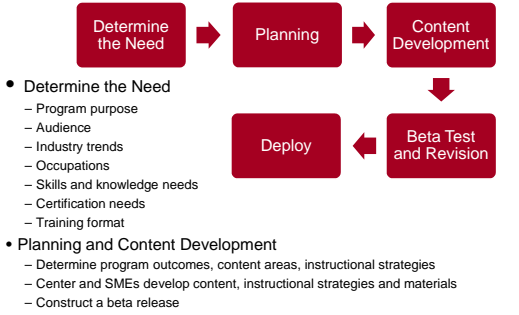
- Nationally recognized certification program for skilled "production technicians"
- Certification awarded to students and employees who pass testing in four areas:
 - Production and Processes
 - Quality Assurance
 - Maintenance Awareness
 - Safety
- Portable skills applicable to all sectors of manufacturing
- Center's training products
 - Manufacturing Fundamentals (entry-level technician)
 - Manufacturing Essentials (incumbent technician)



MSSC Assessment Centers in Florida

- Broward Community College
- Central Florida Community College
- Florida Community College at Jacksonville
- Hillsborough Community College at Brandon
- Manatee Community College
- Manatee Technical Institute
- Mid Florida Tech
- Pasco-Hernando Community College
- Pinellas Technical Education Center
- Polk Community College
- Tallahassee Community College
- Treasure Coast High School

Training Curriculum Development and Focus Group Role



Conclusion

- Center provides high-tech training programs and support for the continuation and expansion of Florida's manufacturing industries
- Advanced level/emerging workforce training curricula aligned with industry-recognized certifications
- Focus group participation vital to addressing manufacturing industry needs



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**Year-2 Regional Manufacturing Industry Focus Group
Broward Community College North Campus
June 6, 2008
Report of Findings
Appendix 7**

Focus Group Facilitator Summary

FACILITATOR SUMMARY

Employ Florida Banner Center for Manufacturing – Regional Manufacturing Industry Focus Group – Broward Community College – Fort Lauderdale, FL, 6/06/2008.

The group of 20-plus consisted of manufacturing employers and educators. Seventy percent of the attendees are current manufacturers. Represented were a diverse mix of large companies (100-plus employees) and smaller companies with vastly different products and processes.

First part of presentation gave background and history of Banner Center for Manufacturing created the context for the conversation. Questions were posed by the group as to how to attain existing Banner Center training programs. A discussion about the entire Banner Center initiative was lead by Dr. Roe, with a brief outline of all 11 Banner Centers provided to the participants.

Future trends conversation began with reference to the MSSC CPT certification and the Florida Ready to Work program to make group aware of existing programs in place to address current concerns as to quality of workforce. This kept the conversation from drifting toward complaints about status of current workforce and more focused on the changes facing Florida manufacturers.

To define the skills and knowledge needed for modern manufacturing, the participants were divided into two work groups. These groups were assigned a subject matter expert and a recorder to lead the conversation. The assignment was to prioritize the occupations in each of four disciplines that would result from the trends we had discussed earlier. The top occupation was to be fleshed out in detail, including any certifications or formal training that would provide support. After the top priority occupation was completed, the group was to move on to second and third priority occupations. Slide displayed during this session helped define flow of work to be done. Groups were given approximately 40 minutes to delve into first one area of manufacturing and then another. This allowed in depth development of all four topics. By rotating subject matter experts at the end of the hour, we obtained input from all participants on all four topics. Workgroups were instructed to evaluate progression from Operator to Technician to Engineer. This kept the focus on technical skills for which the Banner Center is equipped to design curriculum. Specific briefing of the subject matter experts and the recorders in advance proved quite valuable.

The wrap-up conversation on “delivery systems for training” opened several new areas/models. This group was more cognizant of the diversity of today’s workforce than the previous four regional focus groups. Providing training modules that could be delivered in-house without interrupting employee work appeared to be important. There was interest in multilingual training to possibly include Spanish and French Creole. One additional difference was the relationship many of the manufacturers have with their regional manufacturers association (SFMA) for training. Unique to this region is that SFMA already has in place training programs to either serve individual manufacturers or facilitate classes of incumbent workers from several

manufacturers. This model works well for both the manufacturers and the association – providing needed education/training to employees and providing a revenue stream to the association. SFMA currently is using the Banner Center’s “Manufacturing Essentials” curriculum in this training mode. Related to this specific training, several of the participants questioned whether BCC offered the Engineering Technology degree so that MSSC CPT holders could take advantage of the articulation pathway presented by Dr. Roe. At present time, BCC does not offer the degree, a representative from BCC was not in attendance at the focus group, but Dennis Battistella from SFMA will raise the issue with them.

Lastly, after the focus group session formally ended, Mr. Ted Norman from Treasure Coast High School discussed his Manufacturing Academy and the Florida CAPE act. He strongly encouraged the participants to work with their local school districts and workforce boards to create an academy aligned with the MSSC CPT and offered to share lessons learned from his academy.

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