

# 2015 - 2017 3-YEAR STRATEGIC PLAN

*Adopted: October 2015 | Progress updated: October 2016*

## **INITIATIVE: BE THE TRUSTED AND RECOGNIZED VOICE IN GOVERNMENT AFFAIRS ON MATTERS OF CONCERN TO OUR INDUSTRY AND MEMBERS.**

### **Objective 1: Educate Government officials on important matters for Minnesota manufacturing businesses.**

- Identified 3 Priorities to support for the 2016 Legislative Session:
  - Federal Section 179 Expensing Tax Regulation
  - Conform to the Federal R & D Tax Credit
  - Simplify Current Provisions on the Dual Training Grant Application
- Tracked MPMA Priorities through the session with updates to members and identified members to testify on behalf of the association.
- Created a partnership with Medical Alley Association to help create a stronger voice at the Capitol on matters of importance for both memberships.
- Developed a relationship with Dee DePass at the Star Tribune to establish MPMA as the voice of precision manufacturing in the state of Minnesota.
- Initiated a conversation with alliance partners (DOLI, MDE, CMMA, Tri-State, Highway 2, Anoka-Hennepin School District, Minneapolis Public Schools and manufacturing industry representatives) to write language to change current statute to allow 17-year-old seniors who have completed safety training the ability to work as interns or apprentices in a manufacturing facility with instructor supervision.
- Created a voice for MPMA members at the Chamber and within the Minnesota Manufacturing Coalition.
- Attended OneVoice Conference in Washington, D.C. to meet with Senators and Representatives to discuss legislative concerns on behalf of MPMA members.
- Attended NAM Winter Leadership Conference to establish connections in Washington, D.C. with manufacturing industry partners and to learn about issues impacting manufacturing at a national level.

### **Objective 2: Create a pathway for members to access relevant legislative information.**

- Established a committed government relations committee comprised of manufacturers and associate and affiliate members to meet on a regular basis to act as a liaison for our members on legislative issues.
- Created legislative updates on MPMA priorities via social media.
- Provided webinars and email blasts on legislative matters that will affect our members:
  - R & D Tax Credits - Webinar
  - DOL Overtime – Email and Webinar
  - New Employment Laws – Email Blast
- Established a Government Relations section in the interim newsletter – provided updates to our members on legislative priorities.
- Committed to continued development of the government relations page on the new MPMA website to include a link to letter-writing campaigns, a public forum, updates on legislative activity, and a grass-roots “how to” tool kit on how to get involved in government affairs.

### **Objective 3: Serve as an educator to our members by creating a roadmap to support change in letter writing, testifying, and lobbying for current issues.**

- Engaged a committed government relations committee to reach out to our members to start conversations that help us understand matters of importance in government affairs.
- Reached out to members to request they share their voice on behalf of MPMA in support of legislative priorities. Educated members on the processes to testify.
- Held a webinar on R & D Tax Credits to educate members on MPMA priority.

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## **INITIATIVE: GROW THE NUMBER OF QUALIFIED WORKERS IN THE PRECISION MANUFACTURING INDUSTRY.**

**Objective 1: Serve as an industry advisor to technical colleges and high schools, providing input into important skills training needed for the industry:**

- Alexandria Technical & Community College
- Anoka Technical College
- Hennepin Technical College – Customized Training
- South Central College (North Mankato and Faribault)
- MNWest Community & Technical College (Granite Falls)
- Anoka-Hennepin School District
- Westonka Public Schools
- Elk River Area School District
- Minneapolis Public Schools
- Wayzata Public Schools

**Objective 2: Drive the renewed perception and create excitement at all levels of education (K-12, Higher Ed), government and the community for manufacturing.**

- Continue working with Career and Technical Education Administrators, Counselors, and Educators at every opportunity to promote manufacturing education.
- Continue working on efforts to implement Youth Apprenticeship and Internships with MN DOLI and MDE.
- Work with Minnesota DLI and MDE to allow students that are 17 years old and currently in a manufacturing-related program to participate in internships at manufacturing firms – Anoka-Hennepin School District.
- Work with Minnesota DLI and MDE to allow students that are 17 years old and currently in a manufacturing-related program to participate in Youth Apprenticeship programs at manufacturing firms – Minneapolis Public Schools.

**Objective 3: Connect potential workers with employers.**

Relationship building with the following groups and our members:

- Anoka Area Chamber Manufacturing Coalition / Anoka-Hennepin School District
- SkillsUSA Minnesota
- Alexandria Technical & Community College
- Anoka Technical College
- Hennepin Technical College – Customized Training
- South Central College (North Mankato & Faribault)
- MNWest Community & Technical College (Granite Falls)
- Anoka-Hennepin School District
- Westonka Public Schools
- Elk River Area School District
- Minneapolis Public Schools

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## **INITIATIVE: IMPLEMENT NETWORKING “EXPERIENCES” THAT SUPPORT INCREASED ENGAGEMENT THROUGHOUT THE ENTIRE MEMBERSHIP.**

### **Objective 1: Develop a variety of programs & events that address interests of varying generations.**

- Development of program topics that focus on technical topics and support engagement and attendance by multiple levels of the organization:
  - Culture
  - Disruptive Technologies
  - Workforce Tool
  - Distracted Driving
  - Risk Management
- Creation of member-only networking happy hours to appeal to all generations.
- Implementation of webinar-type programs to attract younger generations.
- Continued event and program planning at varying times of the day to attract different audiences/levels within the organization.
- Planning of a family event to get next generations involved in manufacturing –
  - Family day at the Children’s Museum of Southern Minnesota
  - Family day at State Fair – manufacturers exhibits/family picnic

### **Objective 2: Organize events that serve as educational opportunities for employees at all levels of the organization and plan them accordingly.**

- Work with programs committee to plan member programs that educate members at all levels of the organization:
  - Risk Management
  - Distracted Driving
  - Drilling/Milling Program
  - Real-Time Talent
- Continue to work on gathering information and creating an opportunity for members to discuss challenges in a round-table format with a facilitator:
  - Facilitated a poll at the Brews and Buzz networking happy hour event to determine topics for future discussions.
- Established partnerships with Alliance partners within the industry to allow for more program topics and different opportunities for networking for all employees at all levels of the organization:
  - Medical Alley Association
  - Enterprise MN
  - Minnesota Business Magazine
  - Minnesota Manufacturing Coalition
  - IMTS