

# Make It In Washington

Department of Labor, NIST, Economic Development Administration

State of Washington



Workforce Training &  
Education Coordinating Board

## Project Focus: Rural Manufacturing

- The Make it In Washington project focuses funding resources to provide education, training and strategic consulting opportunities for manufacturers in Washington's most rural counties. The project offers manufacturers numerous options to improve their staff, expand productivity, plan for critical staff retirements, and improve their business' profitability by providing connections and network, strategic consulting, supply chain identification and management training to enable manufacturers to compete for business that currently goes overseas.



## Vision and Partner Coordination

- Technical Assistance from the Innovate Washington Foundation (<http://www.innovatewashington.org/>), and Impact Washington (<http://impactwashington.org/>), our state's non-profit manufacturing consultation services that provide a wide variety of industrial consultation services.
- Funding tuition at the community college and university levels for targeted employees to receive online training, technical certification, and university-level classes on the advancing skills and technology required for a successful manufacturing operation.
- International recruitment and research by our State's Department of Commerce who will be conducting two trade missions per year over the three years of the grant for a total of six overseas missions. These State supported missions will attract foreign direct investment, recruit international companies, and re-shore manufacturing operations to the state.

## Project Plan and Objectives

- Six international trips will be folded into activities centered around a Governor's mission, mission follow up, or for attendance at a specific industry trade show. Targeted countries include: India, China, and industry trade shows in Europe. The plan is to attract international businesses, recruit foreign direct investment and re-shore manufacturing and production into the State.
- Innovate Washington, and Impact Washington will provide guidance and experienced advice in improving operational efficiencies, staff advancement, and navigating the risk involved in pursuing new customers, new markets and new products.
- Online courses will be offered through Highline and Shoreline Community Colleges, and Washington State University's Global Initiative Program in a wide variety of advanced manufacturing, composite material, and supply chain management curriculum.



## Goals and Impacts

- Year 1
  - Three international trade missions by the Department of Commerce
  - Contact and technical assistance to 300 eligible companies
  - Enrollment of 65 employee/students in the online course offerings
- Year 2
  - Three international trade missions by the Department of Commerce
  - Contact and technical assistance to 200 eligible companies
  - Enrollment of 80 employee/students in the online course offerings
- Year 3
  - Three international trade missions by the Department of Commerce
  - Focus on 25 targeted companies for in-depth consulting
  - Completion and certification of 144 employee/students in the online course offerings

## Lessons Learned from Overcoming Challenges

- Outreach and connection with business across the state's most rural regions.
- Overcoming issues with online access and lack of advanced internet transmission capability.
- The development of a seamless and coordinated system across a number of agencies and organizations.
- Developments of the private sector network, market opportunities, and supply chain connections to replace existing component purchase and supply pathways.



## Outcomes

- A targeted focus to develop technical assistance and educational support for the state's key industries: aerospace, advanced manufacturing and composites, ag and food processing, maritime, ICT, and clean energy/technologies.
- In-depth technical assistance to significantly advance 25 targeted businesses developing an assessment of the enterprise value of a company that will serve as a baseline to quantify the effectiveness of any staff and operational change efforts and build a plan for growth.
- 122 certificated employees that advance their standing and their employers' market competitiveness.
- Recognition from industry and the related industry and business associations where to find a variety of educational and technical assistance support resources.
- Broad connections in-state, nationally, and internationally to new markets and business opportunities.
- Onshoring of manufacturing processes presently going to international locations, and the investment and employment that would result from that returning investment.
- A better understanding of the need for expanded internet access technology into the state's rural industrial regions.

## Continuity Plans

- Formalize the certificate and degree courses into a recognized career pathway program for future access.
- Build the course offerings into the existing partner's budgets to assure continuation.
- Explore the expansion of online career pathway courses for other industry sectors.
- Add career education into economic development offerings at the state, and regional levels ensuring career development as a recognized component of the overall workforce development resource.



## Team Contact Information

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