Pilot project 1: Manufacturing Resource Guide

Goal

• Create a document that contains information and key points of contact pertinent to manufacturers

• Add informational depth and ease of use to NJ MEP’s existing Education Resource Guide

Plan

• Coordinate social media to highlight MEP resource guide

• Fund staff to research and add new information to resource guide

• Develop process for maintaining and adding new information on consistent basis

Status

✓ Secured $15,000 of EDA funding
✓ Planning social media campaign
Pilot project 2: Marketing and Outreach

**Goal**
- Change perceptions of manufacturing career
- Increase enrollment in advanced manufacturing programs at both Ocean and Mercer County Vocational Technical Schools

**Plan**
- Curate videos highlighting why manufacturing is exciting and share with students
- Create pathways document to show how to enter into a manufacturing career
- Take students on field trips to manufacturing facilities

**Status**
- Video content and pathways document completed
- Secured $20,000 of EDA funding for field trips
Pilot project 3: Apprenticeships

Goal

- Increase amount of paid manufacturing apprenticeships in New Jersey
- Use NJMEP grant to emphasize impact of industry consortium

Plan

- Highlight recent work by LWD and NJMEP in increasing apprenticeship opportunities within manufacturing sector
- Convene stakeholders in an industry consortium to highlight best practices related to growing apprenticeship opportunities

Status

- Apprenticeship expansion underway
- Industry consortium to be planned