

Manufacturing Division Programming Committee Meeting
4th Ceramics Expo
Cleveland, Ohio
May 2, 2018 10:30 pm

Present: Steve Jung, Keith DeCarlo, Mike Alexander, Paul Ormond, Shay Harrison, Mark Mecklenborg, Erica Zimmerman

Mike suggested programming to include honoring a congressman that has done a lot for the manufacturing division such as Representative Katko of New York. Steve added that it could be presented at the St. Louis Section meeting.

Keith stated the committee should specifically create symposia. Mark added that the symposia for MS&T19 has a May 31st deadline. Steve suggested showing students new technology and providing ideas about manufacturing jobs when they graduate. Mark thought that corporate partners could get involved as a guide for employment opportunities. These events could be added under special programs. We will need to determine when is the best time to reach students and to find a champion to help at the event. Steve suggested the talks be more focused about philanthropy and giving back; more interesting talks. Mark added to promote the concept of becoming part of the manufacturing community. At MS&T19, we could target a chance for the MA students to hear 4 people during 5 minute talks. Mike proposed after the mug drop to have a materials camp table and Mark suggested maybe at the awards program on the exhibit floor. In 2020, the program could be more robust on the exhibit floor; Mark will look at the logistics. The manufacturing division could sponsor a 2 hour industry track. Mark will do some research and come back with information. Steve added the most valuable thing for manufacturers is to get students excited about industry. At Ceramics Expo, they are actively looking for employees. Mark thought at MS&T students could be targeted for entry level recruitment. Other ideas included resume writing, how to conduct yourself in an interview or business dinner. The space for the awards ceremony could double for one-on-one talks sponsored by the division.

Steve asked if other divisions were engaging students at this level. Mark stated that most are focusing on undergraduate students and high school students at the materials camp. Mike suggested an additive manufacturing “ceramic industry room”. Mark added that staff will help support the camp; Belinda can provide guidance.

Steve suggested creating 3-5 slides about the manufacturing division for student talks and to provide information about scholarships or grants. One of the marketing tools could be contacting M/A faculty members to see if they would agree to go into schools in their area. We need champions to follow up with a specific project for committees to help with. Keith will speak with the special projects committee about a materials camp at MS&T19 to provide networking and information on working in the industry. Steve thought to tie into the Lunch with Industry event. Contact should be made with Marissa Reigel and Kristen Brosnan regarding Lunch with Industry and the YPN. Erica will provide Keith with their contact information. The speakers should present based upon invitation only.

At Ceramics Expo, we can include events in the program. Mark added that Smarter Shows requests ideas and we could come up with 5 speakers per session. Or, we propose the idea, and they could locate the speakers; it has to fit within their concept. Their programming is geared toward defense, aerospace and telecommunications. Erica will send out request for topics and speakers for Ceramics Expo 2019 to the manufacturing division.

Steve stated that students should be targeted at MS&T and members should be at CEX. Mark said that at MS&T there is an opportunity for recruitment of young talent and at CEX, we try to meet the members' needs. Paul suggested a track on robotics or automation would be beneficial. There is something to be learned from the people doing it well. Mark agreed to present this concept to Smarter Shows; this is who will come to the show. Other suggested speakers were on tile, glass and fiberglass manufacturers. It is worthwhile to present suggestions to Smarter Shows if we are formal with ideas and get a champion to present it to them. Paul added that this is the one division that could bring it together. Mark asked if Paul would be interested to help write the concept for it. He also added it could focus on the automation aspect of it and build it into a concrete/tile program. Steve stated automation has allowed companies to come back into the United States; highly technical people won't get cut out. Paul and Keith will work together to craft a message. Mark said that it needs to be completed by November to present it to Smarter Shows.

By May 31st, for MS&T19, suggestions for networking/why work in manufacturing/careers in industry. 2-3 session ideas and 3-4 speakers per session. For exhibitor presentations at MS&T19, we need to control the content and industry track program for 2 hours in the exhibit hall. It will help introduce students to companies and also include employer recruitment at MS&T.

AACCM should also be consulted for programming ideas. 60-70% are members and 50% are corporate partners.

11:30 a.m. meeting adjourned.

Respectfully submitted,
Erica Zimmerman