



In response to a documented shortage of skilled workers in Iowa's advanced manufacturing sector, the 15 Iowa community colleges have formed the Iowa-Advanced Manufacturing (I-AM) Consortium, to collaboratively build the training capacity necessary to meet industry demand and arm Iowans with the skills they need to engage in Iowa's workforce.

- Priority 1: Build stacked and latticed curriculum and career pathways in signature programs
- Priority 2: Build a steady pipeline of skilled workers for Iowa's in-demand, advanced manufacturing occupations
- Priority 3: Improve collaboration and alignment between the community college programs, the workforce system and targeted industry employers to keep and create high quality jobs in Iowa

Grant Award: **\$12,951,165.00**

Awarded October 2012 for grant activities through September 2016

Local I-AM Involvement

Pathway Navigation
Administration • Success Coach
Economic Development • Faculty
Marketing & Outreach

Notable Accomplishments

- DMACC, KCC, IHCC and IVCC become the first American Welding Society Accredited Testing Facilities established in the State of Iowa, enabling students and employed welders to earn national certifications
- Developed statewide model for intrusive pathway advising
- Nearly \$3,000,000 in equipment embedded into signature programs across the state
- Expansion of partnerships with industry through sector boards



ELEVATE

ADVANCED MANUFACTURING

The most innovative practice of this initiative, to date, has been the statewide outreach campaign, "Elevate Advanced Manufacturing". A partnership between the Iowa Association of Business and Industry (ABI), Iowa Manufacturers and I-AM, the aim of this effort is to help change public perception of careers in advanced manufacturing, to increase interest in the advanced manufacturing industry and, ultimately, to positively impact the pipeline of skilled workers within these career pathways within Iowa. With a launch in early August 2013, the campaign has not only reached TAACCCT audiences, but also K-12 students, parents and educators.

Statewide Impact:

- Statewide outreach website includes testimonial videos, training program information, Made in Iowa features, and manufacturing specific job boards
- Iowa Manufacturing Week Events statewide in 2013 and 2014, manufacturing plant tours during which thousands of Iowans saw firsthand the realities of a modern manufacturing environment that is clean, safe and technology driven. College open houses showcased training and education opportunities across the state.

www.elevateiowa.com

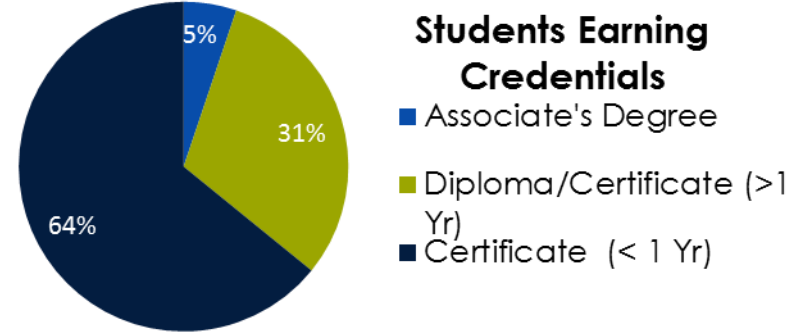
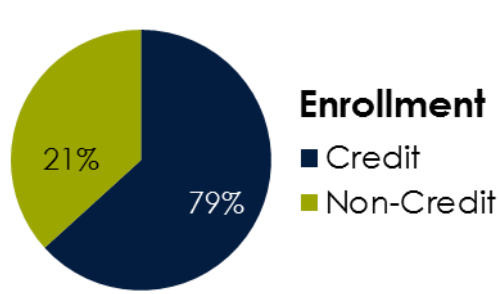
Twitter: @ElevateIA
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Participant Demographics and Outcomes *As of February 2015

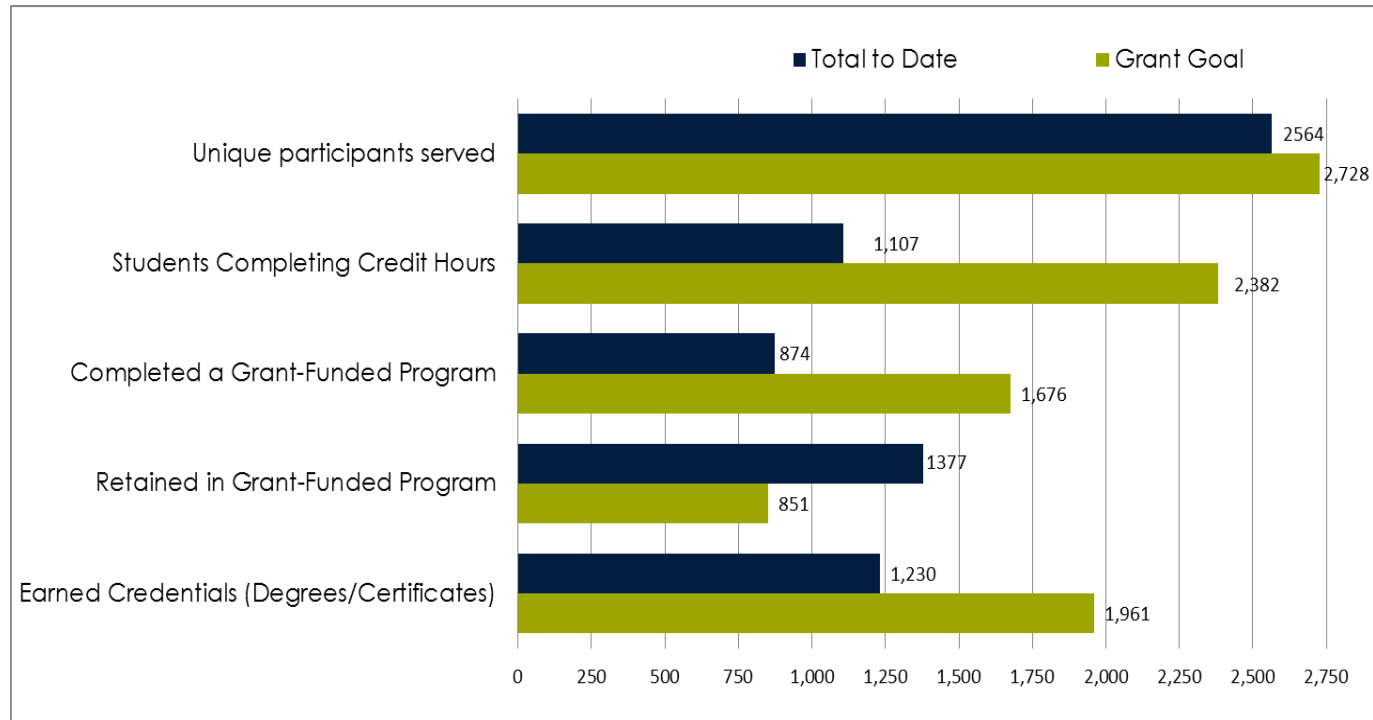
Of the 2564 participants:

- 1452** Incumbent Workers
- 23** TAA-Eligible
- 972** Pell-Grant Eligible
- 281** Eligible Veterans
- 78** Persons with a Disability



92% Male
8% Female

Average Age: 29
Ages Range from 18-72



This workforce solution is funded in part by the I-AM Consortium which is 100% financed through a \$12,951,162 grant from the Department of Labor's Employment & Training Administration and is licensed under the Creative Commons Attribution 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by/3.0/>. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.

