



REPORT TO THE PRESIDENT
CAPTURING A DOMESTIC COMPETITIVE
ADVANTAGE IN ADVANCED MANUFACTURING

*Report of the Advanced Manufacturing
Partnership Steering Committee*

Annex 5:

Outreach Workstream Report

Executive Office of the President

President's Council of Advisors on
Science and Technology

JULY 2012



PREFACE

In June 2011, the President established the Advanced Manufacturing Partnership (AMP), which is led by a Steering Committee that operates within the framework of the President's Council of Advisors on Science and Technology. In July 2012, the AMP Steering Committee delivered its report to PCAST, entitled *Capturing Domestic Competitive Advantage in Advanced Manufacturing*. PCAST adopted this report and submitted it to the President. The Steering Committee's report draws on preliminary reports prepared by several "workstreams." These workstream reports have been made available as on-line annexes to the Steering Committee report.



Report of the Advanced Manufacturing Partnership Steering Committee Annex 5:

Outreach Workstream Report

EXECUTIVE SUMMARY

Between September 2011 and March 2012, the Outreach Workstream held a series of meetings with stakeholders who have an interest in advanced manufacturing policy. Stakeholders included Congressional staff, trade associations, scientific associations, and think tanks. These meetings had three purposes: (1) to educate stakeholders about the Advanced Manufacturing Partnership (AMP), (2) to solicit feedback about issues on which the AMP Steering Committee (SC) should focus, and (3) to learn about what their respective organizations are doing that could inform AMP's work and be a resource for the Advanced Manufacturing National Program Office (NPO).

KEY FINDINGS

- Strengthening manufacturing has bipartisan support in Washington, DC. Although people quibble about the details and the exact role of the Federal Government in strengthening the Nation's manufacturing sector, there is bipartisan and broad agreement that an ongoing public/private partnership to enhance manufacturing is a worthwhile effort.
- The Nation should prioritize Federal research and development (R&D) investments to ensure that they are closely tied to manufacturing and are "intellectual property (IP) dense." If something is easily replicable, it can be done other places.
- There is no silver bullet to growing and keeping advanced manufacturing in the United States. The Nation needs a mixed approach for success—workforce skills, roadmaps, R&D, all collaborative.
- The Nation should take better advantage of the Manufacturing Extension Partnership (MEP) program and other Federal programs that are well positioned to help existing manufacturers innovate. This is especially important for small- and medium-sized manufacturers. The Advanced Manufacturing NPO should figure out a way to take the MEP to the next level.
- The Nation must do a better job of crafting Federal workforce programs to support advanced manufacturing. There is some skepticism about whether Workforce Investment Act (WIA) and other Department of Labor (DOL) programs are doing much to help workers become qualified for jobs in the manufacturing sector.

- Manufacturing has an image problem in the United States. The Advanced Manufacturing NPO should bring together interested stakeholders to work on changing the cultural attitudes about manufacturing.

RECOMMENDATIONS

- **Develop a long-term Image of manufacturing awareness campaign.** Engage the Ad Council to develop a Madison Avenue approach to improve the image of manufacturing businesses and employees. The Advanced Manufacturing NPO should manage the initiative.
- **The Advanced Manufacturing NPO needs to be a coordinator of Federal activities related to advanced manufacturing.** As disparate agencies advance their own investments related to advanced manufacturing, the NPO needs to serve as a coordinator of all Federal activities and the authority for external audiences about the Federal Government's advanced manufacturing priorities.
- **Develop an outreach program.** Use national engineering and professions organizations and regional chapters of organizations such as the Institute of Industrial Engineers (IIE), Society of Manufacturing Engineers (SME), and the National Association of Manufacturing (NAM) to work directly with high schools, community and technical colleges, universities, and states to spread the messages of the importance of manufacturing.