

Greetings Merrimack Valley area high schools -

Students from your school have the opportunity to participate in the first "Amp It Up!" poster contest. We are hoping that interested students will creatively design posters for our new campaign to build awareness of advanced manufacturing careers. Cash prizes will be awarded to the top three winners. All participating students will be named in certain fliers and all will receive certificates of participation. The winning posters will be utilized to market the program throughout the Merrimack Valley region.

The Merrimack Valley Workforce Investment Board (MVWIB) received funding from MassDevelopment to implement the Merrimack Valley **"Amp It Up!" Program**. The project will be carried out by the MVWIB and the ValleyWorks Career Center via Connecting Activities Programs operating in the area high schools and vocational - technical high schools.

Our goal with the "Amp It Up!" Program is to bring workforce development, education, and advanced manufacturers together to help drive labor and economic development in the Merrimack Valley. Our hope is to inspire area youth to stay the course at school, take the leap into post secondary training, and land a well paying skilled craftsmen job on an advanced manufacturing career pathway. Local manufacturers are counting on our systems to prepare the workforce of tomorrow; and youth are seeking career guidance to plan their future.

Enclosed you will find the "Amp It Up!" Poster Contest Form and the program information flyer. We would appreciate your collaboration in this project by encouraging your students to participate in this contest. The deadline to submit their poster is February 8th, 2013.

Thank you for your support in this new initiative. We look forward to reviewing your students' work of art!

Sincerely

Rafael Abislaiman
Executive Director

Cristy C. Gómez, MM
Youth Workforce Program Manger

Amp It Up! Program

“Perhaps the greatest challenge facing manufacturing here in Massachusetts will be finding appropriately skilled workers to fill the more than 100,000 job openings we forecast will be created over the next decade as the result of workforce retirements plus normal employee turnover.”

Staying Power: The Future of Manufacturing in MA

Program Description

The Merrimack Valley Workforce Investment Board (MVWIB) has been granted MassDevelopment funds to implement the Merrimack Valley “**Amp it Up! Program**”. This program is a campaign to inform area youth, their families, and educators about exciting careers in advanced manufacturing. The MVWIB and ValleyWorks Career Center Connecting Activities program will carry it out as part of its activities in Lawrence, Methuen, and Haverhill High Schools, the Greater Lawrence and Whittier Regional Technical Schools, and the Lawrence Learning Center. At least 450 youth, their parents, and 25 guidance staff will be directly impacted; more than 5,000 teens will potentially become aware of manufacturing careers through our campaign’s mass communication strategies.

Our hope is to inspire area youth to stay the course at school, take the leap into post secondary training, and land a well paying skilled craftsmen job on an advanced manufacturing career pathway. Local manufacturers are counting on us – schools and the workforce system - to prepare the workforce of tomorrow; and youth are seeking guidance on career options to plan their future.

Program Objective and Goal

To engage Merrimack Valley youth, their families, and educators in exciting career options in advanced manufacturing.

Our goal with the “Amp it Up!” Program is to bring workforce development, education, and advanced manufacturers together to help foster manufacturing jobs and economic development in the Merrimack Valley.

Program Schedule of Activities

January-February

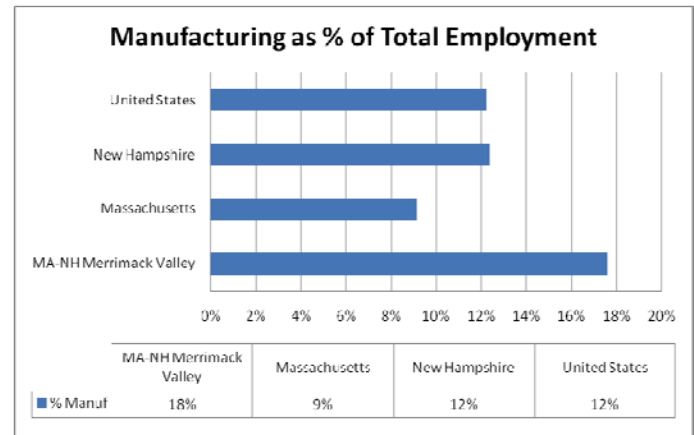
- Manufacturing careers poster contest kick-off
- Public Relations materials produced. PSAs with local residents employed in manufacturing are recorded. Points of contact collect youth and parent comment via conversations and surveys.

February-May

- Campaign launch with a press conference in English and Spanish.
- Multiple activities for high school students and their parents to learn about manufacturing:
 - “Insider’s View” presentation by local manufacturing firms after school so parents can attend. Sessions broadcast on the local cable TV station.
 - Small group and individual counseling Q & A sessions to answer questions about manufacturing career pathways and how to prepare for them.
 - Career fair highlighting manufacturing careers.
 - Job shadowing to experience the unexpected difference of an advanced manufacturing facility.

For more information contact Cristy Gomez at the Merrimack Valley WIB – 439 South Union Street, Suite 102, Lawrence, MA 01843 – Phone: 978-682-7099 – Fax: 978-794-1901 – www.mvwib.org

Overview of Manufacturing in this Area



- Over half of the Valley’s manufacturing employees will be retiring in about 5 years and there are approximately 110,000 total jobs in manufacturing in this region.
- Manufacturing is our region’s key wealth duplicator and generator. It annually provides over \$6.3 billion in earnings to workers and accounts for 18 percent of the region’s job base. That is one-third larger than the region’s healthcare, 50 percent larger than education, and 75 percent larger than finance and insurance.
- Manufacturing is 1.5 to two times more concentrated in this region than in Massachusetts, New Hampshire, or the U.S. as a whole. Manufacturers benefits from this concentration. The area possesses a sizable and innovative manufacturing culture with strong research, development, design, and human talent.
- Advanced manufacturing currently accounts for over 2/3rds of all manufacturing jobs in the NE MA/SE NH corridor. It is projected to grow in numbers and productivity. ¹ Local manufacturers are at the leading edge of our nation’s effort to transform homeland security, aerospace industries, the Life Sciences and clean energy.
- Focusing narrowly on the Merrimack Valley Workforce Investment Area, there are 493 manufacturing firms that employ over 25,000 people. The average weekly wage in these jobs is \$1,513, higher than other manufacturing jobs around the state.
- The job vacancy rate in the Northeast Region totals 12.6% of all vacancies in Massachusetts, which is second only to the Greater Boston area.

MA Executive Office of Labor and Workforce Development			
Advance Manufacturing Employers in the Merrimack Valley WIA, 3 rd Quarter 2011			
Industry	# Companies	# Employees	Avg. Wkly Wage
Electro-Mechanical assembly	56	5,607	\$1,840
Fabricated Metal/Machinery Manufacture	140	2,943	\$1,325
Semiconductor/Electronic Components	30	1,466	\$1,291
Clean energy (est. NEESP LM Blueprint '12)	66	900	\$1,000 + (?)
Plastic & Rubber Products Manufacture	16	505	\$1,263

AMP IT UP! PROGRAM

POSTER CONTEST

Create a poster to promote exciting career options in advanced manufacturing

WHO IS ELIGIBLE?

Teens ages 14-19. Students from the GLTS, Haverhill High School, Methuen High School, Lawrence High School, and WVTHS aged 14 – 19 are eligible to enter the contest.

WHAT DO YOU NEED TO DO?

- **Be creative.** What do you picture when you think about manufacturing careers? Think of ways to raise awareness about career paths in manufacturing, which in turn will support economic development in our region.
- **Develop a slogan.** What kind of message would reach other teens and their parents? In your own words, in any language, come up with a phrase or sentence about the importance of manufacturing.
Note: Be sure to use the words “AMP It Up!” and “manufacturing” in your slogan.
- **Design your poster.** Merge your creative idea and your slogan together into an original poster no larger than 11 x 17 inches.

WHY SHOULD YOU ENTER?

- Win **cash prizes:** 1st place **\$250**, 2nd place **\$150**, 3rd place **\$100**.
- Have your 11 x 17 inch poster **seen across the Merrimack Valley in brochures and flyers.**

DEADLINE FOR SUBMISSIONS

February 8, 2013. All **posters** and **entry forms** must be postmarked by Friday, February 8, 2013 or brought in person to the MVWIB by 5:00 pm. **Please no electronic submissions.**

Mail posters to:

Cristy C. Gómez, MM
Youth Workforce Program Manager
Merrimack Valley Workforce Investment Board
439 South Union Street, Suite 102
Lawrence, MA 01843

WINNER ANNOUNCEMENT

February 13, 2013. Contest winners will be publicly announced on Wednesday, February 13, 2013. Images of the winning posters will be posted on our website: www.mvwib.org

CONTACT INFORMATION

Need more info? Please E-mail Cristy C. Gómez at ccgomez@mvwib.org or call (978) 722-7086

AMP IT UP! PROGRAM

POSTER CONTEST

Create a poster to promote exciting career options in advanced manufacturing

CONTEST RULES

- Any media may be used to create a flat or two-dimensional effect.
- Poster size must be no larger than 11" x 17".
- Poster should be packaged so it remains flat when sent for judging.
- All posters must be created by an individual student rather than a team of students.
- The words "AMP It Up!" and "Manufacturing" must be on your poster.
- Each entry must have a signed entry form to be eligible for judging.

RESOURCE WEBSITES ABOUT MANUFACTURING

- National Association of Manufacturers – <http://www.nam.org> – see the "Cool Stuff Being Made" page
- The Manufacturing Institute – <http://www.themanufacturinginstitute.org/old/dream-it-do-it/inspire-links.aspx>
- Dream It, Do It Indiana – <http://www.dreamitdoitindiana.com>
- Mass-TEC – www.mass-tec.org

POSTER CONTEST ENTRY & RELEASE FORM

All participants in the AMP It Up! Program Poster Contest must turn in this form with their entry. Your permission allows us to use your image to spread the word about manufacturing careers. This form must be completed for you to receive prize money if you are selected as a contest winner.

DO NOT attach this form to your poster. Instead, **write your information on the back of your poster**, and include this page with your poster. Posters will not be returned to contest participants.

Please type or print clearly in blue or black ink:

Name: _____ DOB: _____ Age: _____

Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Cell Phone (optional): _____

School: _____

E-mail address for receipt confirmation (optional): _____

I affirm that I am the creator of my submission and that it is an original art work. I acknowledge that by submitting this poster it becomes the property of the Merrimack Valley Workforce Investment Board and may be used in newspapers, media, presentations, informational materials including websites, and for other educational purposes. I understand that I will be given credit as the poster artist in all reproductions of my submission unless I request otherwise.

Please sign your name below:

Participant: _____ Date: _____
(signature)

Parent/Guardian: _____ Date: _____
(signature required for teens under 18)

Teacher: _____ Date: _____
(To attest that the poster is an original student's work)

Thanks for your participation! Please make a copy of this form for your own records.