

AMP It Up! Program Update

Merrimack Valley Workforce Investment Board & ValleyWorks Career Center

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PREVIOUS ACTIVITIES

During this quarter, staff participated in the 1st Lawrence Public Schools speed-dating event to connect Lawrence schools with local youth programs. During the speed dating event, approximately 80 school administrators, principals, and guidance counselors circulated around the room in search of programs that can be helpful to their students.

This provided a great opportunity to introduce the AMP It Up! Advanced Manufacturing program. We explained the goal of the campaign: to inspire teens to stay in school and graduate, pursue post secondary training, and become

employed on a manufacturing career pathway.

ValleyWorks Career Center staff participated in the Greater Lawrence Technical School Career Fair on February 13, 2013. Information about the AMP It Up! Program was provided to approximately 120 teachers, students, and other partner participants. We are coordinating to present a workshop about Advanced Manufacturing career awareness and exploration.

The Merrimack Valley Workforce Investment Board announced the AMP It Up! Program poster contest winners. 1st place: Nicholas D'Avolio from Methuen High School, 2nd Place: Cassandra

Rocheleau and 3rd Place Annie Machado both from the Greater Lawrence Technical School.

In March the MVWIB sent out a press release on the "Amp It Up" Program to all local newspapers to inform area youth, their families, and educators about exciting careers in advanced manufacturing.

On a weekly basis, staff continues to reach out to students at Lawrence High School, Haverhill High School, and Lawrence High School Learning Center to provide one on one and small group counseling sessions on Advanced Manufacturing career awareness, exploration, and planning.

FUTURE ACTIVITIES

- We will be mailing AMP It Up! Program information flyers to over 1000 households.
- During school vacation week, on April 18, staff will meet students at the Methuen Arlington Neighborhood, Inc. Most of the students attend elementary school. This will be a great opportunity as many young children have little knowledge about the many career options in Advanced Manufacturing. Early education is one of the key elements in Advanced Manufacturing career awareness. We will be showing the group the Edge Factor trailer videos.
- On April 24, staff will be attending the Arlington School's family event. There will be a mix of teachers, students, parents, and high school principals. We will be providing AMP It Up! Program information to all who attend to increase their awareness of advanced manufacturing career options and local resources.
- On May 1st staff will be attending the Lawrence High - Humanities & Leadership Development High School's Parent Report Card Night and on May 2nd, Lawrence High - Business Management & Finance High School's Community Mall event. On both events we will be meeting parents and students to educate them and stimulate their interest in Advanced Manufacturing careers.
- Lawrence High School Connecting Activities workshops. The emphasis of these workshops is to expose attending high school students to advanced manufacturing careers with the goal of creating awareness to emerging career opportunities in the field.
- Bilingual in English-Spanish public service announcements will air featuring local advanced manufacturing employers and successfully employed residents.