



NEWS RELEASE

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Meeting the Talent Demands of Today's Business - NC Manufacturing Institute Launches

The Centralina Workforce Development Board, Rowan-Cabarrus Community College, leaders from Rowan and Cabarrus counties' Chamber of Commerce and Economic Development authorities will launch the new North Carolina Manufacturing Institute at a community forum that will unveil the institute's plans and services. The North Carolina Manufacturing Institute Forum is scheduled for Tuesday, April 21, 2015 at 8:30 a.m.

The community forum will be held at the Rowan-Cabarrus facility on the North Carolina Research Campus in Room 115 located at 399 Biotechnology Drive, Kannapolis, N.C. Manufacturing firms, plant leadership teams, and guests are invited to the informational event. The forum will consist of manufacturing executives and community leaders focused on building a world-class manufacturing workforce for the region.

The North Carolina Manufacturing Institute is a response to local employers' need for solving talent recruitment issues in order to grow and remain competitive. This initiative builds a clear and achievable pathway for people to acquire those skills in order to access good jobs in local communities.

"Our program is modeled after successful initiatives in Indiana, including Advanced Manufacturing and Manufacturing Matters," said Craig Lamb, vice president of corporate and continuing education at Rowan-Cabarrus Community College. "These initiatives have served as best practice models for groups like the National Association of Manufacturers, the Wal-Mart Foundation and the National Council on Workforce Education."

Manufacturing firms will benefit from partnering with the North Carolina Manufacturing Institute through access to a pipeline of screened, trained, certified production technicians who can help them achieve their business goals.

Its innovative funding and operational structure will allow the Institute to deliver results in response to a rapidly-growing need for manufacturing employees with certified skills and verified work readiness.

The initiative was conceived last summer during meetings with leaders from Rowan and Cabarrus counties from both chambers of commerce, economic development authorities, the Centralina Workforce Development Board and Rowan-Cabarrus Community College.

To reserve a seat for the event, please contact Asia Wilson, Centralina Workforce Development Board's Communications Specialist, at awilson@centralina.org. Light breakfast will be served prior to the event.

Additional information will be available at the community forum regarding the development of the North Carolina Manufacturing Institute, including the Institute's new website.