

“The Manufacturing Mixer”

Advanced Manufacturing Networking Event

OVERVIEW:

In an effort to promote student opportunities within industry, a networking event is proposed. The format will be an open floor social with light refreshments, snacks, beverages, etc. An ideal audience can be from 20-30 students and 25-30 company/industry representatives with a ratio of about 1:1 or 1:2 being ideal. The event should commence with opening comments from a senior member of the college's executive team, move to an open social for the first hour and then culminate with facility tours, portfolio presentations, etc., given by students and/or additional networking during the second hour. This is not intended to be a “job fair,” but rather, an opportunity for students to interface with potential employers and practice their soft skills while allowing potential employers to observe and interact with potential future employees.

GOALS:

1. Showcase students, equipment and facilities to local company/industry representatives
2. Enable company representatives to meet, talk with and get to know students on a personal level
3. Develop further partnerships with local companies/industry partners
4. Help students understand the value and importance of networking/development of social skills

CONCEPT:

All attendees will receive a name tag....red for company representatives, blue for students. The objective is to facilitate discussion, education, networking, etc., between potential employees (students) and potential employers. Dress should be smart casual (slacks, khakis, button down shirt, no jeans, no ties, no flip flops....dress the part). Students are encouraged produce “business cards” with their particulars to exchange with other attendees. (Student portfolios or resumes may be available as needed, but allow that to come about as a result of the student/employer interaction.)

EXPECTED OUTCOMES:

1. Recognition of the college by industry as a regional-best talent pipeline for any particular discipline
2. Further development of “soft skills” by students
3. Potential employment and networking opportunities for students

TARGET AUDIENCE:

Students within 1-2 semesters of graduation (seniors) and others TBD. Also, faculty to facilitate interaction between students and validate their education as well as myriad industry representatives. Consider others as applicable (juniors, sophomores, etc.).

CHALLENGES:

- Participation: Student attendance is paramount....make it part of course completion, i.e., soft skills?
- Participation: Industry partners must show a willingness to attend
- Timing: De-conflict with various campus events, availability of space, course schedules, etc.
- Funding: Cost for the initial Manufacturing Mixer was under \$200 and included a cooler full of beverages, cookies, fruit/veggie trays, meat and cheese trays and chips/crackers.

LOCATION:

Close to parking, large enough to accommodate approximately 50-60 people, close enough to the shops/labs for possible tours and presents the right image.

POCs:

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