

A Partnership to Transform the Workforce and Economy of Coastal Maine

Rural Communities Initiative, Economic Development Roundtable
June 8 – 9, 2009
Portland, Maine

CLUSTER PROFILE



- A “Natural”

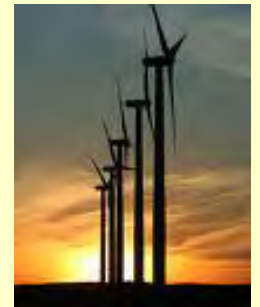
- Boatbuilding



- Marine Trades



- Composites Manufacturing



WHAT SETS US APART



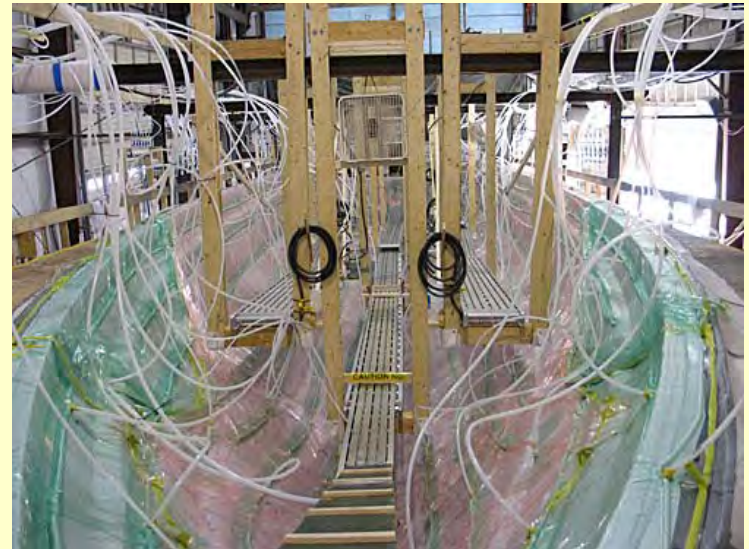
- Great reputation
- Real passion
- Talent
- Willingness to take some risks
- Professional Associations
 - MMTA
 - MCA
 - MBB



WHAT HOLDS US TOGETHER



- workforce skill sets
- supply chain
- infrastructure needs
 - waterfront access
 - road and rail



OUR CHALLENGES



- Need for advanced training
- Lack of affordable and available training
- Aging workforce
- Lack of industry awareness among future workforce
- Advancing technology
- Diversifying service and product offering
- Developing and promoting market opportunities

BRINGING BUSINESS TO THE TABLE

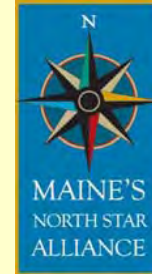


- Industry participation
- Identifying needs
- Identifying partners
- Keeping industry engaged



TWO SIDES – ONE INITIATIVE

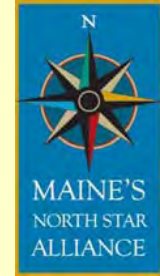
- CLUSTER DEVELOPMENT



- TRANSFORMATION ON A REGIONAL LEVEL

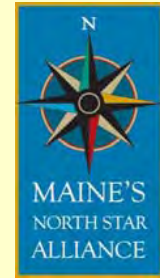


THE PARTNERSHIP

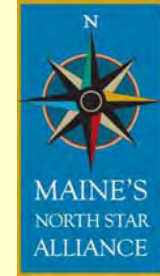


- **3 industry associations**
- 4 state departments
- **7 institutions of higher education**
- 12 counties
- **13 workforce, community & economic development agencies**
- 27 representatives from 19 private businesses

THE STRATEGY

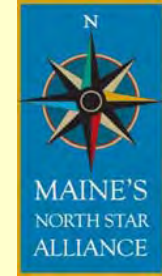


- Transformed economy for coastal Maine
- **Retooled workforce with enhanced skill sets**
- Proven economic growth model combining workforce and economic development that can be replicated across new regions and industries



THE PROFILE

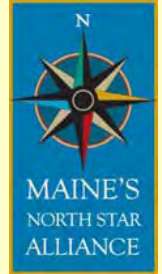
- Boatbuilding – Marine Trades - Composites
- **The “Four Pillars”**
 - ✓ **Workforce Development**
 - ✓ **Research and Development**
 - ✓ **Market /Business Development**
 - ✓ **Capitalization and Infrastructure Development**
- Proven economic growth model combining workforce and economic development that can be replicated across new regions and industries



THE PROGRAMS

- **One-on-one with industry clients**
- Develop customized training programs
- **Access to funds to support training of new and incumbent workers**
- Funding of lifelong learning accounts for workers and individual scholarship programs for future workers
- **Designing curricula and promoting awareness of career opportunities**
- Provide access to Research and Development facilities for new product testing and technology exploration
- **Hosting symposiums to bring best workforce models and new production technologies to Maine**
- Extend reach into both domestic and global economy

Industry at the NSAI Table



- **Collaboration with 3 professional association organizations**
- Contracting with a Professional Industry Coordinator
- **Placement of specialized staff within the field for one-on-one project management and collaboration with existing resources**
- Engaging senior representation from the targeted industry sectors
- **Talking AND listening to the targeted industry sectors through personal site visits, regional roundtable discussions, conference attendance, etc.**

ACCOMPLISHMENTS TO DATE

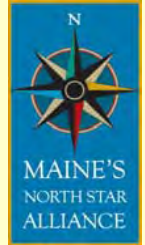


Curriculum Initiated and Implemented Within the NSAI Partnership

- Introduction to Composites
- Vacuum Infusion Process Certification
 - American Composites Manufacturers Association
- Competency-Based Apprenticeship Program
 - utilizing industry recognized credentials
- Owner/Operator College for Marine Trades companies
- Associate Degree Maintenance Technician Program
- Master Composite Technician Course
- Train the Trainer



ACCOMPLISHMENTS TO DATE

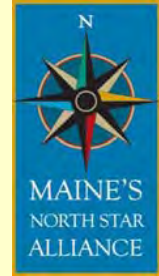


Training Venues **Developed** or **Expanded** Within the NSAI Partnership

- **Maine Advanced Technology Center** – Southern Maine Community College
- **Marine Systems Training Center** – Eastern Maine Development Corporation
- **Maintenance Technician Program** – Northern Maine Community College
- **The Landing School** – Arundel
- **Boat School** – Husson University

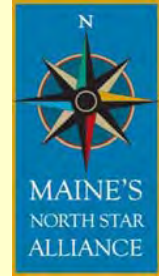


RESULTS



- 1350 total workforce members trained
- 120 educators prepped for instruction
- Prompted passage of a \$55M R&D bond package
- Creation of a loan pool prospectus
- Domestic and international market outreach campaign
- Product expansion and diversification

RESULTS



- \$37.7M leveraged towards advancement of R&D within the cluster
- Prompted passage of a \$55M R&D bond package
- Creation of a loan pool prospectus
- Domestic and international market outreach campaign
- Product expansion and diversification

The Next Steps / WIRED Transformation



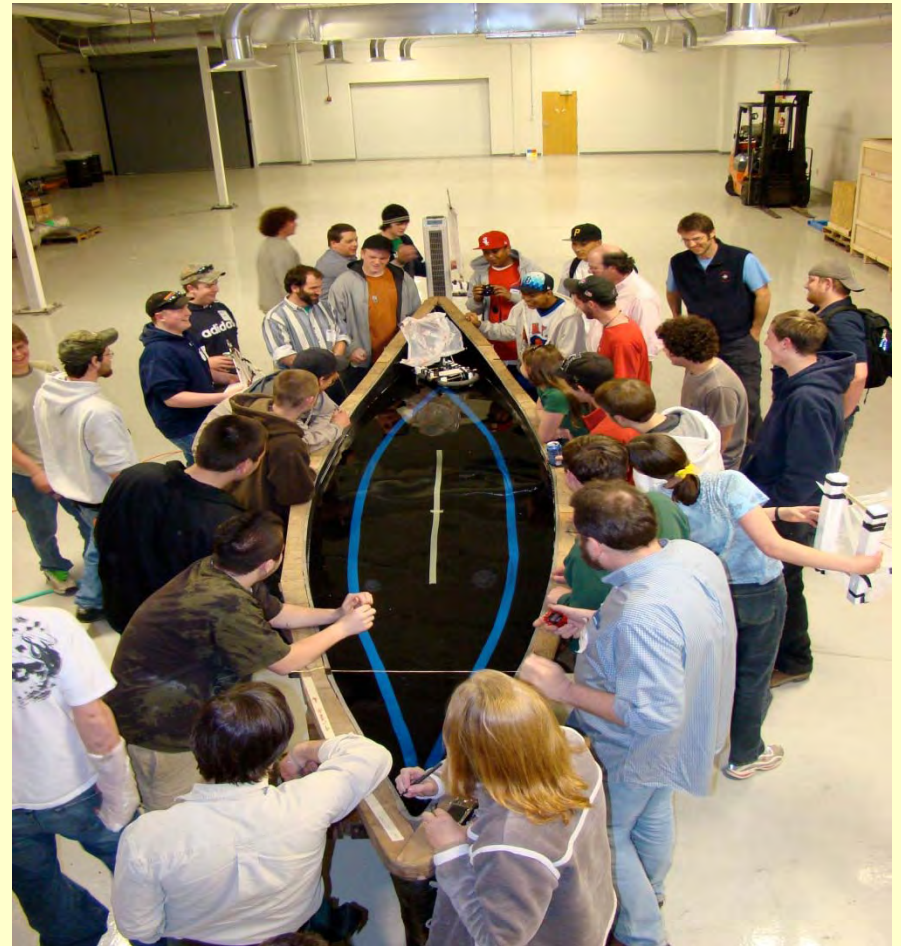
- ✓ **Unite, formalize, optimize service providers toward fundamental objectives**
- ✓ **Finalize long term strategy to convert NSAI project into a model transferrable to other clusters**
- ✓ **Catalyze, support, and invest**



The Next Steps / NSAI Sustainability

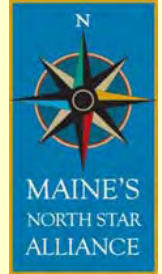


- ✓ Continue strengthening industry associations
- ✓ Continue “grooming” companies with 360 degree attention to detail
- ✓ Continue building on industry specific workforce development needs





For further information



Susan Swanton, Executive Director, MMTA
207-773-8725

swanton@mainemarinetrades.com

www.mainemarinetrades.com

Christina Sklarz-Libby, NSAI Program Manager
207-623-7999

christina.sklarz-libby@maine.gov

www.mainesnorthstaralliance.org
