



Jennifer McNelly  
President

March 5, 2014

My name is Jennifer McNelly and I am president of The Manufacturing Institute in Washington, DC, the not-for-profit affiliate of the National Association of Manufacturers (NAM). I am writing in support of Connecticut. Dream It. Do It., a program that is creating and implementing activities to enhance Connecticut's manufacturing workforce.

"Dream It. Do It." is an initiative established by The Manufacturing Institute in 2005 to change the public perception of the manufacturing industry by leveraging strategic partnerships at the local, regional, and statewide level to attract and recruit a skilled manufacturing workforce pipeline. We are incredibly excited about the success of Dream It. Do It. and our network of industry leaders. Today, the initiative is active in more than half the U.S., and is represented from Maine to Arizona. In 2013, Dream It. Do It. reached over 250,000 students, 54,000 parents, 11,000 educators, and 3,400 manufacturers nationwide.

I'm particularly proud of the success of Connecticut. Dream It. Do It. Under the direction of the Connecticut Center for Advanced Technology, Inc. (CCAT), in just a few short years the initiative has taken on a leadership role, partnering with us to win a national grant from the Motorola Solutions Foundation and serving as a model for Dream It. Do It. programs across the country. CCAT is developing a program Toolkit for their Young Manufacturers Academy which will be piloted next summer by Dream It. Do It. partners in Western New York and Chicago, and eventually distributed through our national network. Connecticut. Dream It. Do It. will be leading a breakout session in best practices at our upcoming 2014 Collaborative Learning Conference in Washington, DC.

Through Connecticut. Dream It. Do It., CCAT has achieved impressive results as they collaborate with community leaders, industry partners, educators and economic and workforce development organizations to address the skilled manufacturing labor shortage, connect with future generations, and take charge of the public image of manufacturing across the state. They have worked with the Office of the Governor to declare October as "Connecticut. Dream It. Do It. Manufacturing Month" in conjunction with National Manufacturing Day. To date, close to 1,000 students from Connecticut middle and high schools have participated in "Manufacturing Mania" events during the month. Their unique approach to these high-impact events includes combining hands-on, team-based experiences with a chance to interact with Connecticut manufacturers about career opportunities. Beyond Manufacturing Month activities, Connecticut. Dream It. Do It. staff have reported impressive metrics, engaging over 14,000 students, and more than 500 educators, 370 parents and family members, and 350 manufacturers with resources and activities that promote educational and career pathways in manufacturing.

The Authority on the Attraction, Qualification and Development of World-Class Manufacturing Talent

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Connecticut's success is our success, and I am confident that they will continue to generate positive attention for the national campaign. By focusing on the manufacturing workforce pipeline today, the Connecticut. Dream It. Do It. program – like others across the U.S. – will enable manufacturers to attract the skilled talent they will need to succeed tomorrow.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer M. McNelly". The signature is fluid and cursive, with a large initial "J" and "M".

Jennifer M. McNelly  
President