

why become a partner?

Mid-State Technical College Advanced Manufacturing, Engineering Technology, and Apprenticeship Center

KEEPING THE “MANUFACTURING-RELATED” WORKFORCE STRONG Manufacturing Is a Top Industry

- In Mid-State's district, manufacturing is the top growing industry for job growth and currently the third largest industry overall.
- The Manufacturing GRP (gross regional product) for Mid-State's district is approximately \$1.39 billion.
- Mid-State's largest counties—Portage, Wood, and Adams—support 11,270 manufacturing jobs in over 200 companies, with a median salary of \$66,512.
- Labor market data showed increases in machining, automation, engineering, welding, and civil engineering employment in central Wisconsin through 2027.
- Employer survey identified needs for relevant skills, workforce training, and an innovative demonstration site for new equipment.

Baby Boomers Leaving the Workforce Pose a Challenge for Employers

- 23 percent of the Mid-State district workforce are expected to retire within 10 years.
- Current workers need to be upskilled to replace exiting Boomers.
- Advanced technology in the workplace requires a higher-skilled employee.

The Gap: A Growing Industry with Decreasing Skilled Workforce

- The North Central Wisconsin Workforce Development Board indicates need for advanced manufacturing, engineering, and apprenticeship programming to address a projected shortfall of over 3,368 skilled workers needed over the next three years in central Wisconsin.
- Mid-State business advisory members shared that the skilled worker shortage is having an impact on local organizations' ability to maintain and grow.

EXPANDING THE MANUFACTURING-RELATED “STUDENT PIPELINE” Post-Secondary Opportunities in the Area of Manufacturing, Engineering Technology, and Apprenticeship

- Mid-State currently offers 13 programs in manufacturing, engineering, and apprenticeship programs at the Wisconsin Rapids Campus; the Stevens Point Campus (downtown) lacks adequate and appropriately designed space for current or new programming supporting manufacturing, engineering technology, and apprenticeship.
- In the past five years, 109 students left the Mid-State district to go to other technical colleges to enroll in manufacturing, engineering technology, and apprenticeship programming currently not available at Mid-State.
- In the past five years, 147 students left the Mid-State district to go to other technical colleges to enroll in manufacturing, engineering technology and apprenticeship programming that was offered but not in the right Mid-State location or for another reason.
- Residents are leaving the district for upskilling training.



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K12 Perspective on How Mid-State Can Serve More Students

- Build a state-of-the-art facility with state-of-the-art technology and equipment in relevant programs.
- Create opportunities to earn college credit while in high school.
- Expand opportunities for advanced manufacturing and engineering technology programs related to employment opportunities in the area.
- Strengthen the high school Youth Apprenticeship bridge to post-high school apprenticeship programs.

SHAPING A STRONG FUTURE FOR CENTRAL WISCONSIN

The New Advanced Manufacturing, Engineering Technology, and Apprenticeship Center

Building a center that can offer skilling and upskilling programming that is relevant and easily accessible for our future and current workforce is critical. The central location of Stevens Point is ideally situated to be a destination that attracts new employees and employers to our state, address succession planning and growth needs of existing businesses, and expand the talent pipeline through additional educational opportunities.

THE ECONOMIC BENEFITS OF HAVING MORE COLLEGE STUDENTS AND MORE SKILLED WORKERS IN THE AREA

Both Students and Higher-Skilled Employees Provide Financial Benefits to the Local Economy

- The economic impact in meals, lodging, and gas for students staying, moving, or commuting to attend the Center is estimated at \$1.8 million annually.
- Each graduating cohort will receive \$1.5 million annually in increased salary through their credentials received at the Center, increasing the already significant manufacturing-related payroll in Portage County.

THE TIME IS NOW

Partnership Investment in Mid-State Technical College Is an Investment in the Economic Growth of Central Wisconsin

- Mid-State Technical College recognizes the importance of working with area partners to develop a qualified workforce that will sustain the central Wisconsin manufacturing economy. This will require collaboration between industry partners, educational institutions, state and local government, and community members.
- This project aims to unite these stakeholders in a critical mission that is essential to the economic well-being of central Wisconsin.

Please consider partnering with Mid-State to secure the future of the Stevens Point community and its workforce! Monetary, equipment, and in-kind support is needed.

CONTACT MID-STATE

To learn about this project, visit mstc.edu/partner or Bobbi Damrow, Vice President, Workforce Development & Community Relations at **715.422.5421**.