

***Design and Manufacturing Alliance Welcome***

Good Morning! Hello, and welcome to Oakland Community College's Auburn Hills Campus, I am Tim Taylor and I am the Campus President. I'd like to welcome you to this year's Design Manufacturing Alliance Fall Conference. On behalf of the Board of Trustees, Chancellor Tim Meyer, and the College, we appreciate the opportunity to host this very timely and important program.

I would be remiss if I didn't take a moment to acknowledge and thank DMA Executive Director, Keith Deyer. Keith and his buddy Jim Varty worked very hard to prepare this awesome event for you today. The planning for this event started months and months ago. They originally approached me about speaking here today sometime last May, I think... and 27 emails and several phone calls later; here I am trying to deliver a conference introduction that meets their high standards and expectations! Keith and Jim please stand and be recognized by this esteemed group.

In September, at Macomb Community College (which is just a few miles from where you are sitting) President Obama announced several Federal initiatives aimed at addressing the nation's skilled worker shortage. In his speech, the President suggested these initiatives were aimed at helping American workers

obtain the advanced technical skills that are necessary to maintain and grow the nation's economy. In addition, the President emphasized that an individual's motivation to work, willingness to work, desire to work – which is widely recognized as a fundamental building-block component – must be coupled with technologically relevant postsecondary education, apprenticeship, or other forms of skilled training beyond high school if we are going to stay competitive in the global economy.

As a community-based institution of higher education – and for those of us here today addressing the skilled worker shortage here in Michigan – we understand the emerging technological needs of the workforce and are diligently trying to respond to those challenges each and every day.

Here in a couple of days, OCC will wrap up its 50<sup>th</sup> Anniversary celebration. Fifty years ago, OCC's founding trustees had a formidable task—create a community college responsive to the workforce and economic development needs of Oakland County and also balance divergent student demands and interests for academic, personal, and professional learning. Those founding trustees clearly articulated that they wanted OCC to be a “world-class organization.”

When we opened our doors in 1965, we had the largest opening enrollment of any community college in the history of the United States. This charter group was comprised of 3,860 students who began their coursework right here at the Auburn Hills Campus, a former Army missile base. Today, OCC spans five campuses across Oakland County and educates approximately 45,000 students a year.

In those first years, OCC was lauded by CBS News, *Time* and *Life* magazines for using what was then a cutting edge technology---- self-paced learning tutorial from audio cassettes. From day one, **innovation** and **quality education** were hallmarks of the College. These are **STILL** critical tenets in preparing workers for the changes ahead.

Throughout the years, OCC has continued the tradition of innovation. For example, 15 years ago, we constructed the Advanced Technology Center right here on the Auburn Hills Campus. The Advanced Technology Center featured our advanced manufacturing and robotics programs – hosting what was to become one of the strongest automation programs in the nation. Ten years later, we

opened M-TEC to provide a talented workforce for a burgeoning IT industry.

Most recently, within the last three years, OCC launched its Michigan Advanced Technician Training or “MAT<sup>2</sup>” program.

Through the MAT<sup>2</sup> program, OCC provides students with a debt free education, a high wage job (in high skill, high demand occupations that are needed on a global scale) leading to a great career right here in Michigan. Students are trained to meet worldwide standards of excellence so they can compete both nationally and internationally.

The MAT<sup>2</sup> program, which provides competency-based learning that is aligned with relevant industry standards, shows the College’s commitment to support the economic growth of our region. Indeed, by endeavoring to provide a highly skilled workforce, OCC assists our economic development partners with retaining existing companies and attracting new companies to Michigan. Don’t worry; you’ll hear **A LOT** more about MAT<sup>2</sup> later today.

Since 1965, more than **one million** students have walked through our doors.

According to the 2010 Census, the population of Oakland County is 1.2M. That’s quite a footprint and impact... wouldn’t you agree? In addition to our degree and

transfer programs, the College has established services specifically to meet the unique training needs of employers and job seekers. Beginning with corporate training, and transforming throughout the years to include dislocated workers, welfare-to-work programs, and economic development projects.

Working with our partners in design and manufacturing organizations, among others, the College plays a critical role in worker retraining during difficult economic times: We were there to manage the outplacement of workers when GM closed the Fierro Plant; we were there when unemployment spiked in the 1980s and again in 2008 – retraining thousands of dislocated workers. When the economy rebounded and new businesses couldn't find skilled workers, we partnered with corporations like HP, Kelly Services, and EDS to create customized new-hire programs.

Today we are STILL clearly focused on skilled worker shortages. This issue is cyclical, critical and provides all of us an **opportunity** at each juncture.

Clearly, we can't meet the unique training needs of employers and job seekers alone. We are grateful for the support of our partners: Corporations who have been by our side for decades; economic developers from cities, Oakland County

and the state; Chambers of commerce, Automation Alley, Michigan Works; K-12 systems, and universities; and community-based agencies.

Today's work is to address the skilled worker shortage in Michigan and ensure we are working to provide the appropriate opportunities and skills required for the jobs that do (and will) exist in design and manufacturing industries.

I strongly believe the work we are doing and the important partnerships we have with DMA and many of you here, position all us for another half century of innovation, partnership, and the development of a healthy and prosperous community.

Thank you for your time and participating in today's conference!