

# MEP Advisory Board

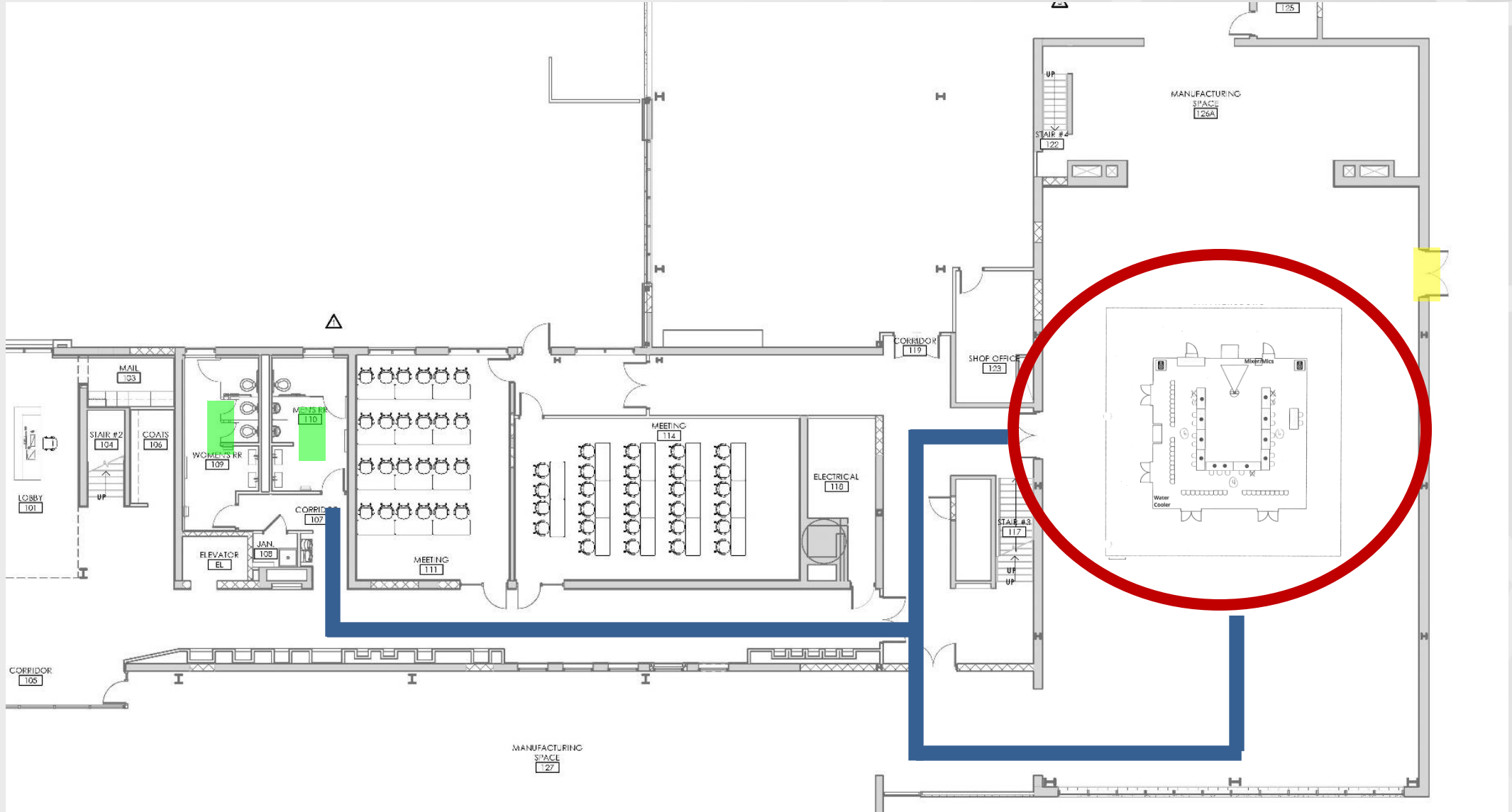
Monday, Sept. 16, 2024

## Federal Advisory Committee Act (FACA) Board Meeting





# Housekeeping





# FACA and the Advisory Board

The MEP Advisory Board is authorized under Section 3003(d) of the America COMPETES Act (Pub. L. 110–69), as amended by the American Innovation and Competitiveness Act, Public Law 114–329 sec. 501 (2017), and codified at 15 U.S.C. 278k(m), in accordance with the provisions of the Federal Advisory Committee Act, as amended, 5 U.S.C., App.



# Welcome from MEP Advisory Board Chair



**Bernadine Hawes**  
MEP Advisory Board, Chair



# Welcome from MEP Acting Director



**G. Nagesh Rao**  
MEP Acting Director



# Briefing from Associate Director of Innovation and Industry Services



**Mojdeh Bahar**  
Associate Director,  
Innovation and Industry Services,  
NIST



**Agenda**  
**Monday, Sept. 16, 2024**

10-10:35 a.m.	<b>Welcome and Introductions</b> <ul style="list-style-type: none"><li>• Bernadine Hawes</li><li>• G. Nagesh Rao</li><li>• Mojdeh Bahar</li></ul>
10:35-11:45 a.m.	<b>NIST MEP Division Updates</b>
11:45-12:30 p.m.	<b>Strategic Working Group Briefing</b> <ul style="list-style-type: none"><li>• Workforce</li></ul>
12:30-1:30 p.m.	<b>Lunch</b>



**Agenda**  
**Monday, Sept. 16, 2024**

1:30-3 p.m.	<b>Strategic Working Group Briefings</b> <ul style="list-style-type: none"><li>• Leverage Innovation and Technology</li><li>• Supply Chain</li></ul>
3-3:15 p.m.	Break
3:15-4:20 p.m.	<b>Market Positioning</b>
4:20-4:30 p.m.	Public Comments
4:30-5 p.m.	<b>Around the Room</b>
5 p.m.	Meeting Adjournment



# MEP Acting Director's Update

- Organizational chart – staffing update
- Metrics pause
- Budget
- MEPNN Competitive Awards Program
- Center visit plan
- FireWorks Conference 2024
- Manufacturing Day



**480**  
**Office**  
 Monica Claussen  
 Beverly Bobb *External Events /FACA (On Detail)*  
 Wiza Lequin *Senior Advisor and Acting Chief of Staff (Detail)*  
 Megean Blum *Special Advisor (Detail)*; Michelle Townsend *(Detail)*

**MEP Acting Director**  
**Nagesh Rao**

**Deputy Director**  
**Nagesh Rao**

**481**  
**Network Agreements Management**

**Mellissa Ayala, Chief**  
 Sevan Simonian (AO)  
 Megan Spangler

**A Group (481.01)**  
**Nadine DeJesus, Group Manager**  
 Carol Shibley  
 Deborah Ahn  
 Mark Bardini  
 Tony Mastalski (M)  
 Gerson Santos-Leon (MW)  
 Gloria Solomon (M)  
 Tom Williams (NE)

**B Group (481.02)**  
**Scott Dockum, Group Manager**  
 Megan Spangler  
 Timothy Flynn  
 Sekou Johnson (SE)  
 Brooke Linehan (E)  
 Thomas Nalepa  
 Andrew Nobleman (E)  
 Julia Shriner (W)

**Panel Review Manager**  
 Diane Henderson

**Competitions**  
 Bryana Head  
 Mary Kombolias *(Detail)*

**482**  
**Performance Evaluation and Economic Impacts**

**Mark Schmit, Chief**  
 Autumn Hernandez (AO)  
 Megan Spangler

**Performance Metrics and Evaluation**  
**Steve Campbell, Group Manager**  
 Megean Blum  
 Kim Coffman  
 Missy Davis  
 Holly Jackson

**Center Business Intelligence**  
 Nico Thomas

**483**  
**National Programs**

**Jyoti Malhotra, Chief**  
 Sevan Simonian (AO)  
 Carol Shibley

**Food Cybersecurity Industry 4.0 MATTR/MATTR+ Semiconductors**  
*Includes other MEP programs*

Doug Devereaux  
 Brian Lagas  
 Justin Mudrich  
 Michael Taylor *(On Detail)*  
 Savann Thorn  
 Stella Vewessee  
 Marlon Walker

**484**  
**National Platforms**

**Nathan Ginty, Chief**  
 Autumn Hernandez (AO)  
 Megan Spangler

**Network Knowledge Management Workforce**

**Ben Vickery, Group Manager**  
 Matt Fieldman *(IPA)*  
 Wiza Lequin  
 Saul Rojas Muniz

**Supply Chain**  
**Angelina Rivera, Group Manager**  
 Robert Barnes  
 Samm Webb

**485**  
**Outreach and External Affairs**

**Aaron Levy, Chief**  
 Autumn Hernandez (AO)  
 Monica Claussen

**Legislative Affairs**

**Press and Public Relations**

**Social Media and Communications**  
 Nicole Ausherman  
 Lindsey Kovacs  
 Katie Rapp  
 Jennifer Rosa

**486**  
**Internal Operations**

**Heather Mayton, Chief**  
 Autumn Hernandez (AO)  
 Carol Shibley

**HR**

**Budget**

**Finance**  
 Autumn Hernandez  
 Sevan Simonian

**Program Compliance and Audit**  
 Hannah Lee *(Detail)*  
 Joi Neal  
 Christian Reid

**IT**  
 Swati Goel  
 Justin Mocca  
 Bryan Wade (OISM)

**Front Desk**  
 Michele Montgomery



# Welcome to MEP!

## New hires and personnel changes: June 2024-present

- **Director's Office (480)**
  - Wiza Lequin, Acting Chief of Staff (detail)
  - Megean Blum, Special Advisor (detail)
  - Michelle Townsend, Special Advisor (detail)
- **National Programs (483)**
  - Stella Vewessee, Management and Program Analyst
  - Jessie Zhang (Sept. 2024)
  - Michael Sharp and Brian Simmonds (Detailees Oct. 2024)
  - Michael Taylor (on detail Standards Coordination Office)
  - Mary Kombolias (on detail 481)
- **Outreach and External Affairs (485)**
  - Lindsey Kovacs, Communications Specialist
- **Internal Operations (486)**
  - Christian Reid, Management and Program Analyst
  - Hannah Lee, Program Analyst (detail)

# MEP Acting Director's Update

- Organizational chart – staffing update
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- FireWorks Conference 2024
- Manufacturing Day



# Discussions & Questions





**NIST MEP Division Update:**

## **Network Agreements Management Division**

**Mellissa Ayala, Division Chief**



# NAMD Roles and Responsibilities

## Work with MEP Centers

- Provide guidance and assistance with cooperative agreement compliance
- Provide programmatic assistance to foster MEP Center growth and development

## Work with NIST MEP, NIST and DOC

- To ensure program integrity and compliance
- Award performance and evaluation



# Transitioning to Federal Program Managers (FPMs)

October 2024

## Resource Manager + Federal Program Officer = FPM

A strategic move that allows for a more efficient allocation of resources and energy while enhancing our relationships with the MEP Centers.



Enhanced management oversight



Streamlined approach



One primary point of contact



Deepen our collaborative efforts



Manage workloads more efficiently





# FY 2024 Accomplishments



Provide guidance and assistance with cooperative agreement compliance



Provide programmatic assistance to foster MEP Center growth and development



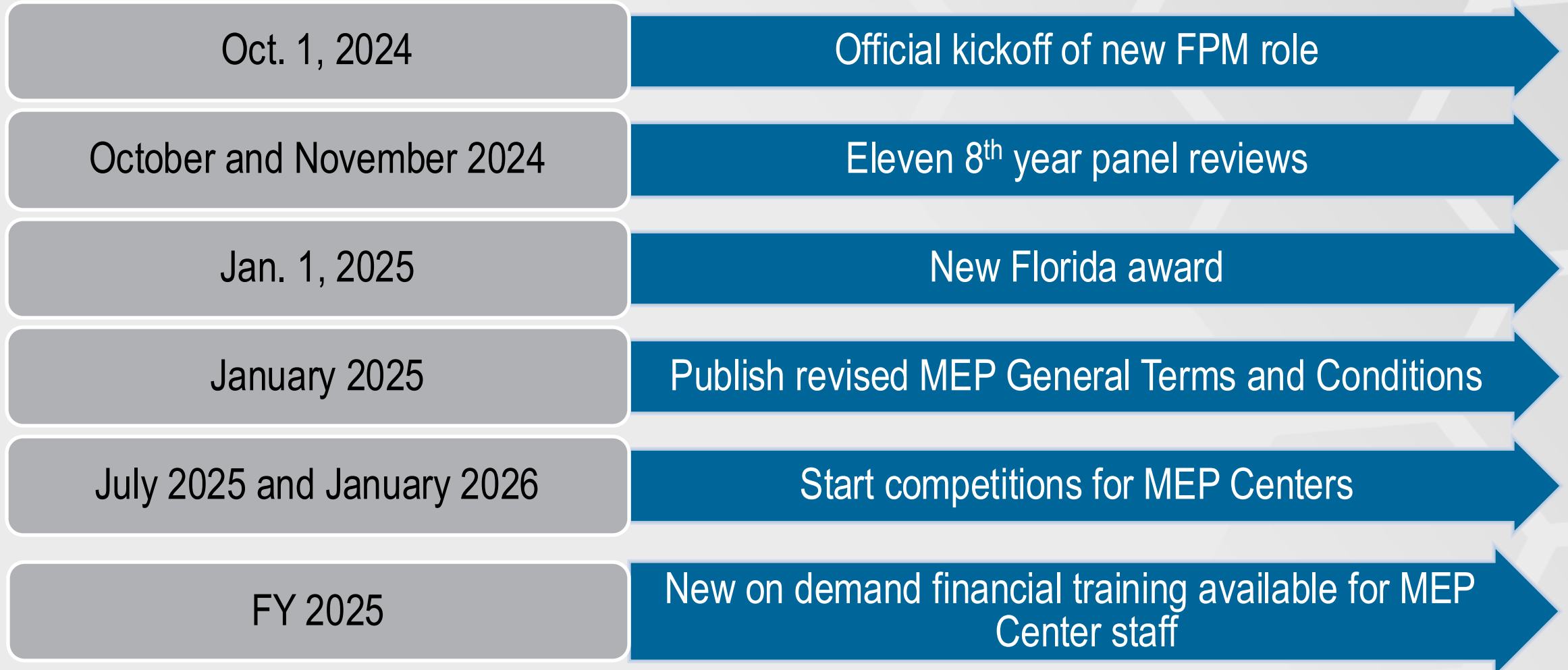
Conduct competitions for base MEP and strategic awards



Conduct annual and panel reviews



# Looking Ahead to FY 2025





**NIST MEP Division Update:**

**Performance Evaluation and Economic Impacts Division**

**Mark Schmit, Division Chief**



# Measure What Matters



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Primary collector and  
keeper of data



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Measuring program  
performance leads to  
improved Center performance



# Looking Ahead to FY 2025



Define the metrics/reviews that influence Center performance



Expand resources for the MEP National Network



Expand MEP's research agenda



Integrate MEP into broader state-based economic development



Blend pillars with base



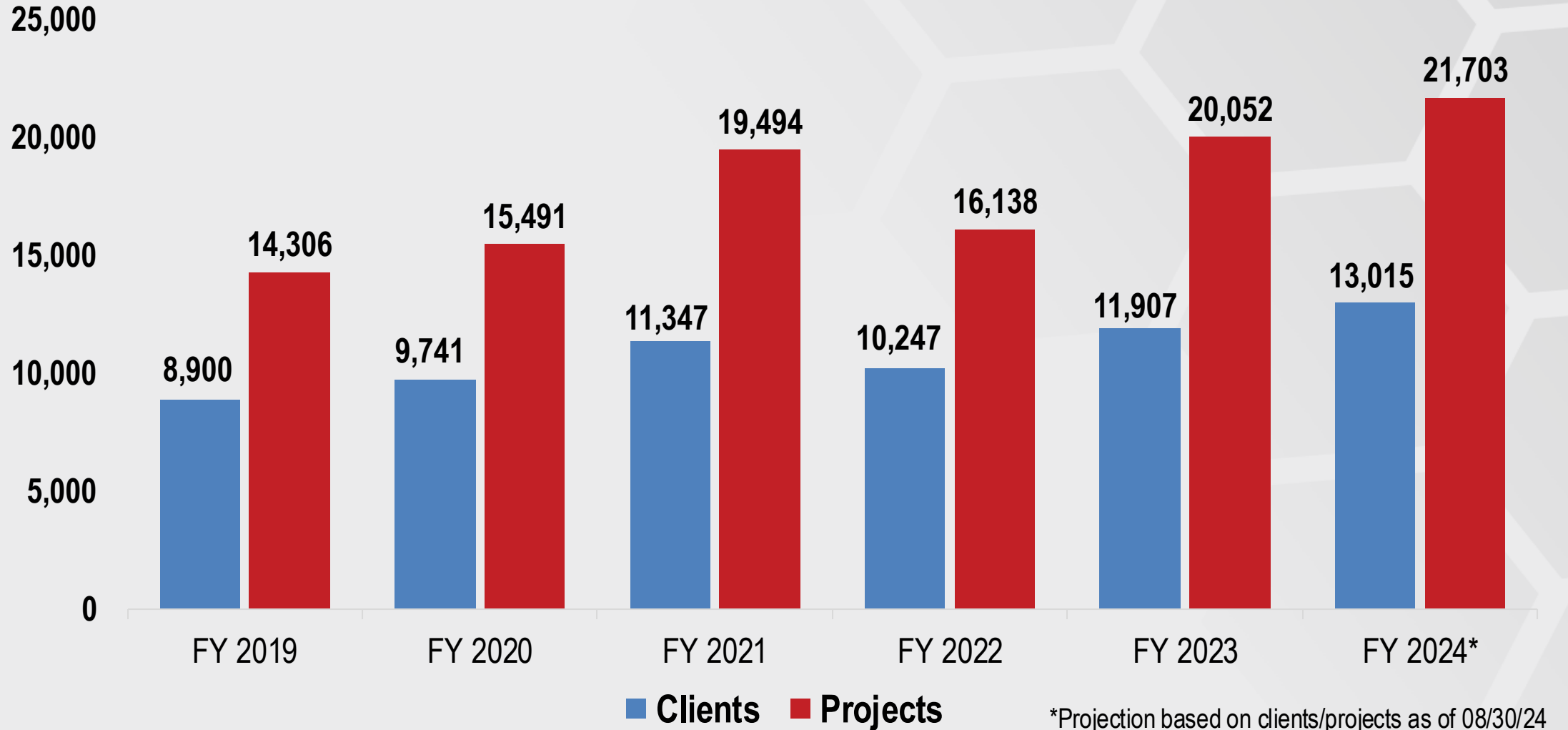
# Growing Our Research Agenda

- What are factors related to differences in Center performance?
- Expand the use of case studies
- Research on underserved market segments
- Mapping manufacturing ecosystems
- More research into the business environment
- Broaden the bench of researchers focusing on manufacturing





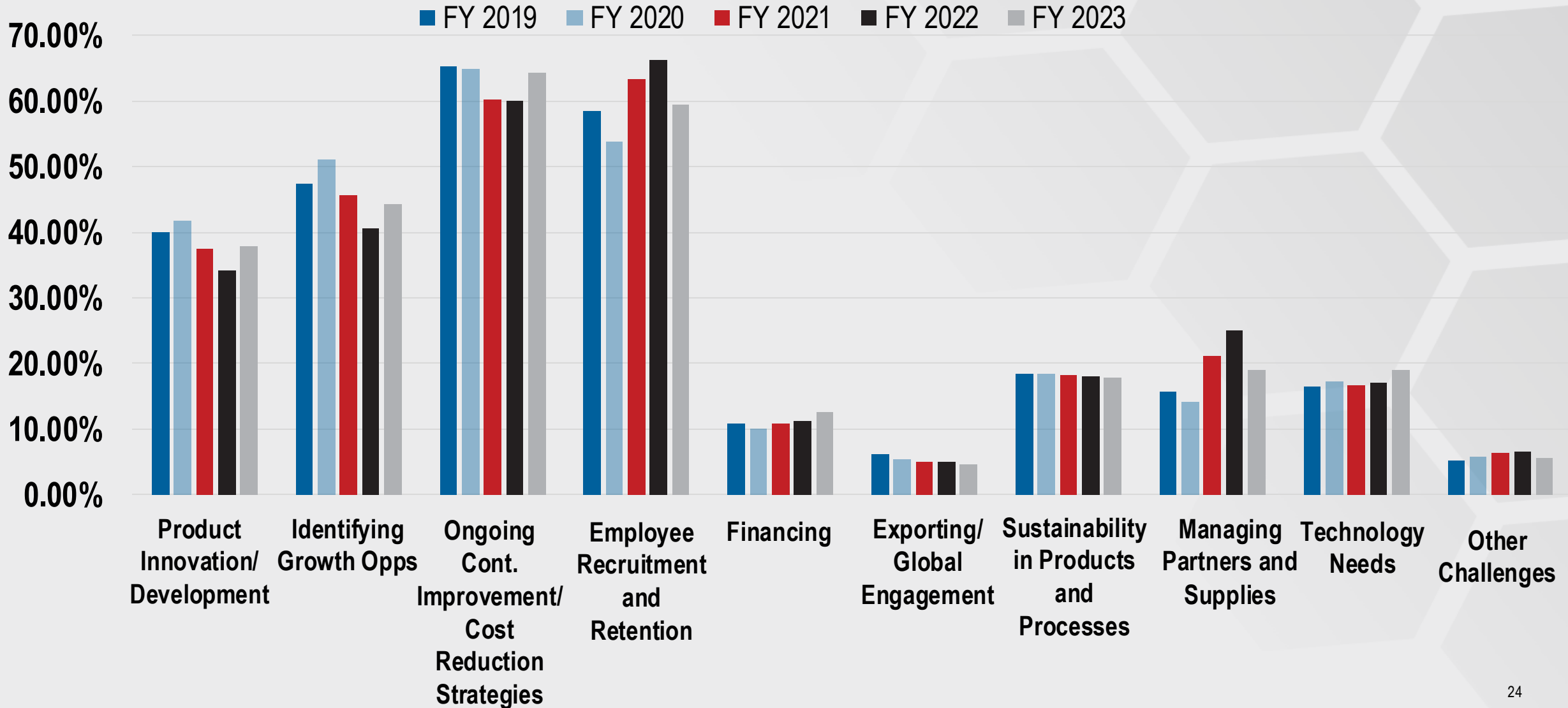
# MEP Client and Project Activity



Last year, the MEP National Network interacted with more than 36,000 SMMs. This is roughly 6% of the total U.S. manufacturing companies.



# Client Challenges







# Manufacturing Extension Succeeds, If ...



We figure out how to create positive change for more manufacturers



We apply lessons learned from the three strategic pillars to help more manufacturers



**NIST MEP Division Update:  
National Programs Division**

**Jyoti Malhotra, Division Chief**



# National Programs Division FY 2024 Accomplishments



## Food Industry Services

- FDA’s Honor Award Program recognizing MEP FDA pilot to develop SRMs and manufacturing food testing
- USDA collaboration opportunities



## Industry 4.0

- CESMII Certified Smart Manufacturing Roadmap
- NCMEP’s certification for frontline workers in robotics/automation/mechatronics



## MATTR / MATTR+

- Metal additive manufacturing
- Metal extraction from metal-containing brines
- Quantum sensing/computing/communication
- High-speed long distance data transfers
- Optical measurement system calibration



## Cybersecurity & AI

- Developing OT training/demo with NIST labs
- CMMC implementation
- AI projects and digital transformation training
- Roundtables on emerging tech (AI & cyber)



## Expotech Growth

- Launched Expotech 2.0
- 8 projects with 36 manufacturers
- Deepened local and national partnerships



## Toyota Kata – Average per company

- \$1,517,948 new/retained sales
- \$457,020 total cost savings
- \$422,556 total new client investments
- 13 jobs created or retained



# FY 2024 Accomplishments



## Partnerships

- Executed MOUs: NASA, FDA , DOT, DOD Office of Small Business Programs, MXD
- MOUs in progress: DOE, USPTO, APTAC, CESMII, CyManII, FDA-IFSH
- Federal lab collaborations
- NIST collaborations



## Outreach and Engagement Efforts

- Minority Serving Institutions
- HBCUs and Tribal Colleges
- Minority Business Development Agency
- Other: EXIM, USDA, DARPA, CISA, NSA



## Roundtables

- Medical Device Innovation Consortium
- Airbus
- PepsiCo
- Aspen Institute/ Aspen Digital



## Awards

- FDA Office of Regulatory Affairs Honor Award
- George Uriano Award



# National Programs: Future Outlooks



- **Cyber:** Planned CMMC compliance assistance for SMMs
- **MATTR/MATTR+:** Recruited 2 NIST lab detailees and 1 physical scientist and launched lunch-and-learn topics
- **Semiconductors:** NIST MEP serves as a reviewer for CHIPs
- **Medical devices:** OEMs MedAccred effort to enable SMMs
- **Aerospace:** Implementing MEP recommendations with the National Space Council
- **Energy:** Expanding collaboration with DOE on multiple clean energy initiatives supporting national blueprint for industrial decarbonization
- **Food:** Strengthen collaboration with USDA and expand services for MEP National Network

- **NIST collaborations:** Emerging Technology Standards Engagement Program, AI-machine learning, additive manufacturing, digital tech, renewable energy, quantum information, etc.
- **Defense manufacturing:** Interagency agreement with Navy for an Advanced Weapons Elevator System
- **Export services:** Collaboration with the EXIM Bank Make More in America initiative and ITA for new market entries
- **Industry 4.0:** Focusing on cybersecurity, smart manufacturing and AI applications in manufacturing
- **Kata:** Kata in a Box 2.0



**NIST MEP Division Update:  
National Platforms Division**

**Nathan Ginty, Division Chief**



# FY 2024 Accomplishments



## Supply Chain Optimization and Intelligence Network (SCOIN)/supplier scouting

- In-person conference in June
- One-year SCOIN anniversary



## Network Learning and Knowledge Management

- TWELP 1.15 graduation
- TWELP 1.16 launch
- Knowledge management systems roadmapping project



## Workforce

- In-person FireWorks conference
- Special awards: Competitive Awards Program and NIST Measurement Science and Engineering



# Looking Ahead to FY 2025

## SCOIN/supplier scouting

- Completion of SCOIN projects
- SCOIN Report

## Workforce

- Broaden NIST 2025 Workforce Conference across Innovation and Industry Services
- Workforce Strategic Working Group and special awards

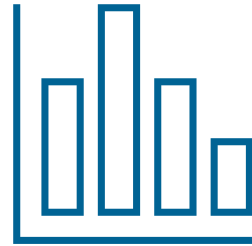
## Network Learning and Knowledge Management

- Enable MEP Advisory Board connections with Center boards
- Knowledge enhancement project

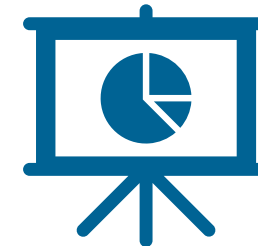




# Looking Ahead to FY 2025



Modernize MEP  
data ecosystem



Software as a Service  
(SaaS) data platform and  
visualization tools

## Expected benefits:

- Enhance interoperability and information sharing capabilities by making our system agnostic
- Ease data ingestion from multiple sources and break data silos



**NIST MEP Division Update:**

## **Outreach and External Affairs Division**

**Aaron Levy, Division Chief**



# Manufacturing Day: Oct. 4

- **Theme:**
  - See Yourself in Manufacturing
- **Hashtag:**
  - #SeeYourselfInMFG





# Manufacturing.gov



Sprint for  
Oct. 4 launch



One-stop-shop for the  
manufacturing  
ecosystem



Machine learning  
capabilities



Exciting  
opportunity!



# Communications Objectives for MEP



Support MEP Centers' communications and outreach efforts



Increase MEPNN brand awareness with SMMs



Communicate MEPNN's value and capabilities to key stakeholders



Educate the public on modern manufacturing careers and the positive impact of SMMs



**NIST MEP Division Update:  
Internal Operations Division**

**Heather Mayton, Division Chief**



# NIST MEP Projected Spend Plan Through Sept. 30, 2024

Available funding	\$ millions
Appropriation	175.0
Carryover from FY 2022	9.0
Prior year recoveries	5.8
<b>Total available funding</b>	<b>189.8</b>
Other funding	\$
Earmark	3.6
*Efficiency rate for FY 2024 was 11.1%	

Planned expenditures	\$ millions
Center renewals	138.7
RCAP/MSE awards	12.9
Contracts	9.1
NIST MEP labor	11.7
MEP and HQ Operations	17.4
<b>Total planned expenditures</b>	<b>189.8</b>



# NIST MEP Projected Spend Plan FY2025

Available funding	\$ millions
Appropriation	175.0
<b>Total available funding</b>	<b>175.0</b>

Planned expenditures	\$ millions
Center renewals	136.2
Disaster awards	2.0
Contracts	6.5
NIST MEP labor	14.8
MEP and HQ Operations	15.5
<b>Total planned expenditures</b>	<b>175.0</b>

\*Efficiency rate for FY 2025 projected at 12.93%





# MEP Program Budget

## FY 2024 Appropriation Status

- \$175 million for MEP
- \$3.6 million in earmarks

## FY 2025 Appropriation Status

- \$175 million for President's Budget
  - \$175 million House
  - \$175 million Senate



# FY 2024 Accomplishments

- ➔ Created training for MEP staff on administrative items
- ➔ Worked on eliminating single points of failure in the organization
- ➔ Created cross-functional collaboration between internal and external divisions within MEP
- ➔ Analyzed and revised key processes and procedures
- ➔ Developed plans for physical safety and security
- ➔ Served as focal point for all OIG matters
- ➔ Served on numerous NIST-wide committees
- ➔ Served as POC for administrative, IT, and audit-related issues



# FY 2025 Strategic Priorities

Regularly update policies and procedures for MEP

Document processes

Update safety and security plans so that employees feel safe

Document planned actions to address audit and review outcomes and recommendations

Document best practices for telework

Revamp conference rooms

Continue to review processes

Continue to be an asset for MEP staff



# Discussions & Questions



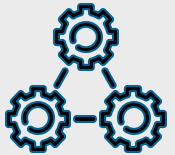


# **Workforce Strategic Working Group**



# Workforce Strategic Working Group

## Purpose



Leverage resources across the MEP National Network to improve the efficiency and effectiveness of workforce and organizational development-related activities



Create and facilitate opportunities for learning and building Network relationships, including guiding the work of the Workforce Action Team



Inform NIST MEP on activities, strategies, and investments needed for workforce and organizational development practice expansion

**Confirmed MEP Center participation | Drafted charter goals/objectives | Discussing outputs/products**



# Members



## MEP Center Team

**Steve Black**, Utah MEP

**Ranae Stewart**, Indiana MEP

**Tiffany Stovall**, Kansas MEP



## NIST MEP Team

**Megean Blum**, Special Advisor to the MEP Director's Office (detail)

**Nadine DeJesus**, Network Agreements Management

**Matt Fieldman**, National Platforms

**Jennifer Rosa**, Outreach and External Affairs

**Ben Vickery**, National Platforms



# The North Star: The MEPNN 2023-2027 Strategic Plan

**Enable SMMs to navigate the current workforce shortage while improving productivity and profitability through:**

- Upskilling
- Use of **technology** and **productivity enhancements**
- Partnerships (e.g., connect educational entities to manufacturing needs and jobs/careers)
- Improving work conditions, job quality, career paths, etc.
- Assessing **underserved populations** and integrating them into the manufacturing industry
- Making the case for **integration of underserved populations** with SMMs

**Build a pipeline of future employees for the manufacturing sector through:**

- **Rebranding** and **marketing** the public image of manufacturing nationally and in the states
- Broadening **partnerships** and **connections** with educational and other entities working in this space





# Goals and Objectives

## Goals

- Analyze and strengthen workforce-related strategic Center partnerships at all levels
- Share distinctive practices, identify opportunities for improvement, and collaborate on potential solutions
- Establish/guide an MEP Workforce Action Team on plan implementation
- Prioritize competing potential manufacturer workforce core needs with MAB input (NEW)
- Utilize Working Group and MAB input to determine MEPNN's unique value proposition for workforce (NEW)
- Help the MEPNN to align workforce offerings with MAB input (NEW)

## Objectives

- Ensure NIST MEP's workforce activities are engaging a large swath of workforce practitioners
- Consistently publicize and assist Centers in finding workforce funding opportunities
- Help Centers promote their workforce-related metrics and successes
- Continuous improvement through training and professional development, with a focus on an annual MEPNN workforce-focused event such as the FireWorks Conference



# Actions to Date

Formed Workforce Strategic Working Group

Drafted charter goals and objectives

Considering potential products and outputs

Subset of Workforce Strategic WG and Technology Strategic WG met with Ty Smith in an individual capacity to discuss MSI partnerships, July 2024

Held Aug. 27, 2024 Workforce Strategic Working Group Meeting



# Forming The Workforce Action Team

**Working group leadership (NIST MEP staff + MEP Center Directors) + management support (1-2)**

MEP federal staff and Center Director co-chairs (3-5) who lead and guide the working group, serve as the escalation point for critical decisions; set priorities and manage agenda

**Working Group Action Team (NIST MEP staff + MEP Center Directors)**

Consists of assigned NIST MEP staff and MEPNN representatives that collaborate to develop desired outcomes, initiatives to meet those outcomes, action plans to implement initiatives, and key performance indicators to measure progress

**Community of Interest**

Interested MEP Center staff receive information from the working group and provide feedback to working group



# MEP Fellows

- Two-year intensive **professional development** program
- 20 fellows
- 5 MEP Centers **partnering with neighboring college** or university

## Manufacturing Fellowship Program

- **Pilot cohort** in summer 2025 focusing on **HBCU graduates**
- National effort to **identify companies to interview** and possibly place Fellows with manufacturers



# MEP Fellows Program – Two Possible Visions

	<b>College <u>student</u> focused</b>	<b>College <u>graduate</u> focused</b>
<b>Target audience</b>	Current college students	College graduates
<b>Placement</b>	Within MEP Centers	Within MEPNN clients
<b>Program length</b>	Two school years and two summer internships	Two full years
<b>Funding</b>	To subsidize MEP Center oversight and participation	To subsidize client participation, Fellow mentorship, and national cohort approach
<b>Scope</b>	Local, between MEP Centers and nearby HBCU/MSIs	National, connecting HBCU/MSI graduates to MEPNN clients around the country
<b>Recruitment mechanism</b>	Between MEP Center and nearby academic institutions	Partner organization will go on campus to offer this opportunity to graduating seniors



## Next Steps



Determine **MAB interest** in participating



Move forward with **Action Team** formation



Conduct of **FireWorks** Conference



Refine/select **ideas** to move forward



# Discussions & Questions





# Lunch



# Welcome Back





# **Leverage Innovation and Technology Strategic Working Group**



# Team and Milestones

## Executive team

- **David Boulay**, Illinois MEP
- **Kathie Mahoney**, Massachusetts MEP
- **Rodney Reddic**, Texas MEP
- **Ingrid Tighe**, Michigan MEP
- **Scott Dockum**, **Savann Thorn**,  
**Marlon Walker**, NIST MEP

## Action team

- Currently recruiting!

## Milestones

- ✓ Launch executive team
- ✓ Develop charter
- Establish action team
- Conduct current state and needs assessment
- Develop and implement MEPNN roadmap



# Goals

- **Complete current-state assessments** for two focus areas
- **Develop MEPNN roadmap** that aligns MEPNN strategic plan initiatives
- Guide MEPNN through roadmap **implementation**
- **Partner** with stakeholders to co-develop tech capabilities and business cases



**IN SCOPE**



**OUT OF SCOPE**

- MEP Center enablement
- National initiatives
- Policy recommendations
- Process improvement

Technology development



# Current State Assessment

## Our focus

- Understand the MEPNN's **technology capabilities** and services
- Understand how technology **services are delivered** to SMMs
- **Identify gaps** in technology services or support
- **Identify opportunities** to further enable and support MEP Centers

## 2-phase current state assessment

### Phase I: Strategic Perspectives

- **Timeframe:** September-October 2024
- **Audience:** MEP Center Directors
- **Engagements:** Small group discussions leveraging regional node meetings

### Phase II: Tactical Perspectives

- **Timeframe:** October-November 2024
- **Audience:** MEP Center technology practitioners
- **Engagements:** Technology Communities of practice discussions, questionnaires

Current state  
assessment

Identify Strategic  
Priorities

Develop Roadmap

Implement Roadmap

Measure Progress



# Action Team Planning and Next Steps

## Our vision

- Collaborative approach to strategic planning and execution
- Action Team members from across the MEPNN and NIST MEP provide roadmap implementation support

## Recruiting members

- Contribute to the future state of MEPNN technology practices
- Regular meetings, active participation, and professional discourse

## MEP Advisory Board involvement

- MAB outreach program
- Provide advisory and advocacy support
- Learn more about MEPNN technology capabilities and services

## Action Team

10-15 NIST MEP staff and MEPNN representatives **collaborate** to develop:

- Desired **outcomes**
- **Initiatives** to meet those outcomes
- **Action plans** to implement initiatives
- **Key performance indicators** to measure progress (technology and business/sales/delivery)



# Discussions & Questions





# Supply Chain Strategic Working Group



# Objective and Key Activities



## Objective

To **strategically guide** SCOIN activities by providing **direction and oversight**, ensuring that initiatives are effectively aligned with organizational goals and **drive meaningful impact** across the manufacturing sector.



## Key activities

- Monthly SCOIN FTE collaboration call
- Monthly SCOIN focus group FTE call (Squad)
- Monthly report to Network on recent accomplishments/upcoming events
- MEIS module training
- Supply chain in-person meetings (2)
- Biweekly meetings with Made in America Office
- Quarterly meeting with International Trade Administration
- Ongoing external training webinars (27)
- Biweekly supplier scouting report card





# SCOIN Stats

- **280** different SCOIN projects with **245** unique clients. As of 2024 Q2, **52** projects surveyed with the following impacts reported:
  - Total sales (new and retained): **\$7.1 million**
  - Total jobs (created and retained): **200**
  - Total investment (products and processes, plant and equipment, IT, workforce, other): **\$4.39 million**
  - Total cost savings (save and avoid investment): **\$900,000**
- **38** of those clients are being surveyed in the next round ending mid-November
- Most Centers are compliant with the **at least one FTE**
- More than **20** engagements documented within MEIS including projects with Rivian/Intel or work in the semiconductor, clean energy and automobile industries
- Centers are using these systems for supplier scouting making over **1,500** local and regional matches:
  - Connex – **17**
  - Sustainment – **9**
  - Salesforce – **19**
  - Other – **3**



# OEM Mapping

- Aerospace Industry Supply
- Agribusiness
- Automotive Supply Chain
- Bio
- Clean Energy
  - Offshore wind development
  - Photo Voltaic (PV) Solar industry
  - EV Sector
- Computer
  - Electronics
  - Technology
- Food and Beverage
- Fruit and Wine Industry
- Fuel
- Furniture



- Infrastructure
- Life Sciences/Pharmaceutical
- Metal
  - Manufacturing
  - Fabrication
  - Machining
- Optics
- Outdoor products
- Paper
- Photonics
- Plastics
- Semi-Conductors
- Textile and Fabrics
- Wood Industry





# Semiconductor/CHIPS

- **FloridaMakes** and several other Centers presented on Build America Buy America (BABA) procurement requirements
- **VMEC** Global Foundries was awarded \$1.5 billion funding from the CHIPS Act, which will be used to modernize and expand the Essex Junction, Vermont facility.
- **NCMEP** and **NYMEP** held joint meeting with personnel from New York and North Carolina Wolfspeed locations to discuss the MEP Centers and workforce needs.
- **NCMEP** using DOD regional innovation hub award, working with **Ohio MEP**, **NYMEP**, and **Arizona Commerce Authority** to develop and share workforce development best practices for semiconductor industry.
- **Impact Washington** identified 26 OEMs in the state, actively playing a role in the industry.
- **OMEF** co-facilitated a full day Semiconductor Supply Chain Opportunities Conference in October 2023.



# Clean Energy

- **OMA** led a national collaboration effort for Topsoe's Supplier Summit. With over **12,000** initial suppliers identified nationwide, there were 330 identified as approved suppliers from **32** states, and **35** from **14** states were categorized as OEMs/tier-1s.
- **OMA** with **TMAC** will be working with the **14** companies in the Danish Green Hydrogen Alliance for a similar outcome.
- **NCMEP** established relationship with the North Carolina gubernatorial subcommittee tasked with implementing offshore wind in the state continues to deepen.
- **NJMEP** is providing data collected during assessments to the offshore wind developers.
- **MassMEP** has established a monthly call with MassCEC where we discuss strategy for the potential upcoming offshore wind procurement needs.
- **Polaris** joined **CONNSTEP** and **MassMEP** on a call with Suncoast Wind, committing to supporting supplier scouting across the Northeast.



# Future Plans and Concerns

## Resources

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- Supplier Scouting Playbook
- How to Engage 1-Sheet

## Future Plans

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- Louisiana/Mississippi presenting assessment tools, Sept. 10
- Center AI tools development and awareness
- MEP system enhancements
- Center mapping presentation, Oct. 7
- SCOIN Pilot Program Report

**Largest concern:** Monetizing and marketing supply chain services



# Chris Scafario, DVIRC CEO and Director

## SCOIN overview at Delaware Valley Industrial Resource Center (DVIRC)



Key benefits



Impact to clients



Challenges encountered



Future outlook



# Discussions & Questions





# Break

# Welcome Back





# MEP National Network Brand Refresh



# Logo vs. Brand



MEP  
National  
Network™



MEP  
National  
Network™

*The Go-To Experts for Advancing  
U.S. Manufacturing*

PART OF THE



MEP  
National  
Network™





## Why Now?

- ➔ **Center Driven:** Need identified by MEP Center staff and leadership
- ➔ **New Vision:** MEP released 2023-2027 strategic plan
- ➔ **Network Evolved:** Manufacturing and the MEP National Network have changed since the original brand work in 2016/2017
- ➔ **Value Gap:** Value of the Network was not clearly defined



# Process



- Increase awareness
- Enhance efficiency and effectiveness
- Foster consistency in brand promise and delivery

- Need voices from all levels of Centers
- All Center types should be represented
- Audit websites

- Conduct interviews with Brand Committee
- Generate initial draft materials
- Schedule Brand Committee meetings

- Brand Committee working sessions to review and revise drafts

- Review results with MEP Director, CLT, MAB, other stakeholders



# Audiences

Small and medium-sized manufacturers

Federal stakeholders

State and local partners



# Value Pillars Create Our Value Proposition

- **Accountable for results**
  - Our Centers are measured on the impact we have on our clients.
- **Deep connections to the manufacturing ecosystem**
  - We are the largest consulting organization focused on the needs of SMMs.
- **Advance U.S. manufacturing**
  - Our mission is to address the current and emerging challenges faced by the manufacturing sector.
- **Hands-on approach**
  - Our consultants have deep industry experience and provide hands-on implementation support.



# Boilerplate

The MEP National Network advances U.S. manufacturing by helping small and medium-sized manufacturers grow, make operational improvements and reduce risk. At MEP Centers in every state and Puerto Rico, over 1,400 manufacturing experts draw on deep industry experience to provide comprehensive, hands-on consulting and training solutions tailored to each manufacturer's unique challenges.

The MEP National Network has generated over \$150 billion in sales growth for its manufacturing clients since 1988, and generated a 17:1 return on federal investment in 2023.





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# MEP Center Brand Challenges and Opportunities

**MEP Centers have to balance the interdependence of the Network and the independence of the Center**



**Monica Cortez, Ph.D.**  
Director of Business Operations  
• TMAC, Texas MEP



**Sylvia Wower**  
Vice President, Consulting and  
Advanced Technology Research  
• DVIRC, part of PA MEP



# Next Steps



## Brand Training

- Orchestrate training for Network (NIST MEP staff, Centers)



## Brand Management

- Encourage consistent use of logo and brand messaging
- Manage brand assets



## Brand Stories

- Institute processes to identify, collect, and tell powerful Network stories to promote brand adoption



# Discussions & Questions





# Public Comments





# Around the Table

## Open Board Meeting

### Wrap Up





# Closing Remarks



# Upcoming MEPNN Meetings

**FireWorks Conference, Sept. 16-18, 2024**  
Cleveland, Ohio



**Thank you!**