



**To:** TAACCCT Grant Team  
**From:** KW2  
**Date:** 6/27/14  
**Re:** "Union Local" Press Release Template

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**LETTERHEAD**

FOR IMMEDIATE RELEASE

**NAME OF COLLEGE:**

***"We need advanced manufacturing students"***

XXX, WI – June XX, 2014 - NAME OF LOCAL TECHNICAL COLLEGE is seeking displaced union members looking for new skills to enroll in training programs to help fill a critical need for high-skilled manufacturing workers in Wisconsin.

XXXX TECHNICAL COLLEGE is part of a statewide grant consortium, "Advance Wisconsin – Manufacturing," an initiative to help train more than 2,700 workers, including unionized workers who have lost their jobs to foreign competition, with high-demand manufacturing skills in computerized numeric control (CNC)/machine tool, welding, and industrial maintenance programs.

"Manufacturing in Wisconsin is growing and there are terrific jobs out there for workers willing to train and retool," SAID LOCAL TECHNICAL COLLEGE SPOKESPERSON, noting the state's manufacturing jobs pay median salaries ranging from INSERT LOCAL MEDIAN WAGES FOR THE CAREER TRAINING SKILLS YOU OFFER (WELDING, CNC/MACHINE TOOL AND/OR INDUSTRIAL MAINTENANCE).

"The jobs are out there. Not only is the state's manufacturing industry growing and needs highly trained workers, but the current workforce is nearing retirement age," HE/SHE SAID. "We're seeking displaced workers--those who have already proven themselves in the workplace such as our unionized work force--to give this opportunity a good hard look. And our state needs highly skilled workers if we're going to prosper."

Wisconsin manufacturing is on the rebound, adding 2,300 jobs in March alone this year and manufacturers statewide say they could grow faster if they had greater numbers of new skilled manufacturing workers.

Manufacturing took an enormous blow in the recession of 2008. But manufacturing exports have doubled since 2000, and manufacturing is now about a fifth of Wisconsin's economy, producing \$21 billion worth of goods in 2011.

QUOTE FROM LOCAL MANUFACTURER SEEKING SKILLED WORKERS. QUOTE FROM RECENT GRADUATE.

"This effort is an excellent example of the public and private sectors working together to fill a highly specialized need in our economy that has great promise for our state's future," COLLEGE SPOKESPERSON said.

Advance Wisconsin – Manufacturing is a consortium of Wisconsin’s 16 technical colleges who have the goal of improving advanced manufacturing training. The U.S. Department of Labor’s Employment and Training Administration has funded 100% of this project equaling \$14.9 million. This is an equal opportunity program.

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Local Technical College Contact:

TITLE

NAME OF TECHNICAL COLLEGE

PHONE

Statewide Grant Consortium Contact: Nicole Selner

Outreach Coordinator

Advance Wisconsin – Manufacturing

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