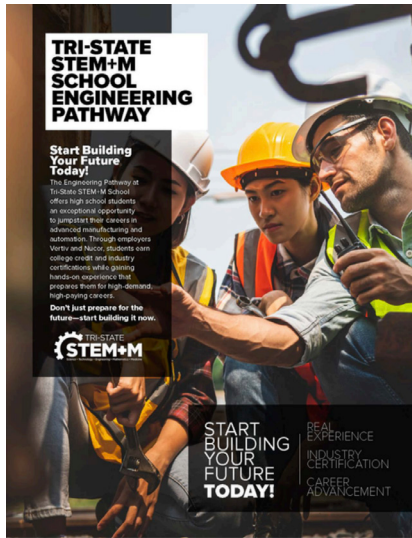


PARTNERSHIP BRIEF

MANUFACTURING PATHWAYS PILOT



The Challenge

Ohio's manufacturing sector is growing at an unprecedented pace, driven by landmark investments from Intel, Honda, LG Energy Solution, Ford, and SEMCORP, creating significant workforce development challenges for employers who need to recruit and train over 30,000 technicians annually just to keep up with demand. At the high school level, students lack clear, structured pathways for the credentialing necessary to pursue these careers. Without effective student recruitment and pathway marketing, even the best programs fail to reach the students and connect them to career pathways for employers who need them most.

The Partnership

The Ohio STEM Learning Network (Battelle + Ohio Dept. of Education & Workforce, funded by Walton Family Foundation) awarded 10 grants totaling \$1.76M across 21 districts. STEMconnector was selected as the Technical Assistance provider for developing the demand-side infrastructure ensuring pathways effectively reach and engage students.

STEMCONNECTOR Provided:

- Research and thought leadership
- Workforce expertise
- Cross-sector stakeholder alignment
- Program design
- Strategic communications
- National distribution and amplification

“Helping schools tell their story is just as important as building the program itself. Effective marketing ensures pathways reach the students who need them — and gives employers confidence in a growing, diverse talent pipeline.”

Outcomes and Benefits

Ohio's manufacturing economy is being reshaped by some of the largest industrial investments in the country — and the workforce pipeline must keep pace. The Advanced Manufacturing Pathways Pilot demonstrates that public-private partnerships, paired with targeted school-level technical assistance, can close that gap. STEMCONNECTOR's role proves that helping schools tell their story is just as important as building the program itself. Any state or region facing a manufacturing workforce gap can apply this approach: pair a program funder with a national convener delivering the school-level marketing, recruitment, and communications infrastructure needed to close the pipeline gap.

STEMCONNECTOR Delivered:

- Conducted a marketing needs survey across all grantee schools and developed a comprehensive press release and social media toolkit.
- Designed and produced customized school-by-school marketing assets: brochures, pathway one-pagers, posters, digital billboard ads, social media graphics, and student orientation decks.
- Delivered direct TA sessions with individual schools, including Fredericktown, Dayton STEM, Berkshire, and Belpre, tailoring every deliverable to local workforce and community context.
- Produced video content with on-site shoots at Battelle and Fredericktown and launched Tech Tracker for student data collection.
- Built and supported a shared Marketing Toolkit for sustained school district use beyond the project term, turning a grant-period engagement into a lasting workforce recruitment resource.

