



Leaders at the Core of Better Communities

2015 Local Government Excellence Awards Program Program Excellence Awards Nomination Form

(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

Deadline for Nominations: March 3, 2015

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: Golden Corridor Advanced Manufacturing Partnership (GCAMP)

Jurisdiction(s) where program originated: Village of Schaumburg, IL; Village of Hoffman Estates, IL; Elk Grove Village, IL

Jurisdiction population(s): Schaumburg (74,227); Hoffman Estates (51,895); Elk Grove Village (33,127)

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: November Year: 2009

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Brian A. Townsend

Title: Village Manager Jurisdiction: Village of Schaumburg, IL

Name: James H. Norris

Title: Village Manager Jurisdiction: Village of Hoffman Estates, IL

Name: Raymond R. Rummel
Title: Village Manager Jurisdiction: Elk Grove Village,
IL

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Kevin R. Leighty
Title: Management Jurisdiction: Village of
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**2015 Local Government Excellence Awards Program -
Community Partnership Award Nomination**

PROGRAM:

Golden Corridor Advanced Manufacturing Partnership (GCAMP)

APPLICANTS:

Village of Schaumburg, IL; Village of Hoffman Estates, IL; Elk Grove Village, IL

DUE DATE:

March 3rd, 2015



VILLAGE OF SCHAUMBURG



Golden Corridor Advanced Manufacturing Partnership

Golden Corridor Advanced Manufacturing Partnership (GCAMP)

A Regional Need

The Golden Corridor refers to the northwest suburbs of Chicago which is home to a number of Fortune 500 company headquarters, office parks, industrial parks, entertainment venues, hotels, shopping centers, restaurants, and medical facilities. The area is so named due to a “gold mine” of economic potential for northwest municipalities along Interstate 90.

Of all the contributing industries to the Golden Corridor, manufacturing is the largest segment of the Corridor’s economy employing about 85,000 people. As such, the Golden Corridor’s manufacturing sector provides many local, regional, and national economic benefits. Due to the industry’s aging labor force, the Golden Corridor is facing a crisis of not being able to replenish its workforce with enough skilled workers. In order to mitigate this escalating concern, local governments decided to work together to advance the region’s overall vitality.

Program Implementation

In the fall of 2009, the Villages of Elk Grove, Hoffman Estates, and Schaumburg partnered with manufacturing firms in the tri-village area to create the *Golden Corridor Advanced Manufacturing Partnership* (GCAMP). Now a nationally-recognized, 501(c)(3) tax-exempt organization, GCAMP has evolved significantly over the past five years. GCAMP’s mission is to spark interest in manufacturing careers, change negative perceptions of the industry, and link manufacturing firms directly with the skilled labor force they need.

In order to best preserve and pursue the mission of the group, GCAMP determined that a long-term framework was needed to maintain and professionalize the organization. A 2012 grant awarded by the Chicago Metropolitan Agency for Planning (CMAP) assisted GCAMP with its needs by creating an existing conditions report, developing a strategic plan to form a sustainable industry partnership and implementing a communications plan to expand relationships between manufacturers, educational institutions, students and parents. GCAMP originally began its

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operations on a volunteer basis along with some financial support from local manufacturers. This strategy made it an easy choice for the three cooperating municipalities to contribute \$10,000 annually to the organization to better coordinate regional efforts. These funds were then, in turn, matched by the private sector sponsors. Having now provided funding to GCAMP for the past two years, Elk Grove, Hoffman Estates, and Schaumburg have found that providing additional resources for programming and services allows GCAMP to more effectively achieve its mission.

The three municipalities have also offered staff to assist with the implementation of GCAMP's programs. This assistance has included providing professional support, hosting GCAMP events in municipal facilities, and helping with event planning. While GCAMP does operate with its own Board of Directors, the organization is required to present an annual report to each Village to ensure that funds provided by the municipalities are being used efficiently and the organization is moving in the right direction.

Local Government Collaboration

Three council-manager municipalities have come together to address a problem that was not only affecting each of their communities but the region as a whole. The tri-village collaboration efforts have included a coordination of physical resources, professional relationships, and industry expertise. GCAMP came to exist, in part to break down the unnecessary repetition and silos of effort made by each individual economic development organization, school district, and manufacturer. Undertaking this issue together has had a greater impact than if the communities were to act alone.

Since 2013, the Villages of Elk Grove, Hoffman Estates, and Schaumburg have provided over \$60,000 in monetary funds to the organization. As a result, the Village Managers and designated staff of the three municipalities have regularly convened to collaborate. By communicating on a frequent and consistent basis, the three municipalities were able to better

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plan for events and ensure that GCAMP remains financially sound. As a result of this continuous collaboration, the representatives of the three communities developed even stronger relationships that help promote cooperation inside and outside of the GCAMP organization.

In conjunction with providing financial assistance, the tri-village collaborative has also brought with it the professional relationships they have developed. In its infancy, GCAMP needed more than municipal guidance to get off of the ground, especially under the difficult economic conditions in 2009. The three communities worked together closely to help GCAMP bring in sponsorships from high-level manufacturing and non-manufacturing firms. Currently, manufacturing firms contribute over \$33,000 in annual funding while non-manufacturing firms contribute another \$13,000 annually. These sponsorships have close working relationships with the tri-village collaborative and are being constantly maintained by staff in each community to ensure GCAMP's continued success and sustainability.

Community Benefits

Since its creation, GCAMP has developed numerous events and services in an effort to mitigate the looming manufacturing employment crisis. One particular event that requires a high amount of collaboration is the organization's Manufacturer's Summit. The purpose of the Summit is to provide the manufacturing and industrial members of the region with resources, a place to network, and a place to obtain information. Each year, this event is executed via a culmination of efforts of the three cooperating municipalities, a chamber of commerce, local community colleges, and manufacturing firms. Aside from its annual event, GCAMP coordinates a number of educational events as well as an internship program for high school and community college students. In order to effectively generate interest in manufacturing at a young age, GCAMP has implemented many different open houses and educational seminars, geared towards high school and early community college students. Typically hosted at one of the Golden

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Corridor's numerous advanced manufacturing firms, students have the opportunity to interact with manufacturing engineers, designers, and executives as well as witness manufacturing in practice with live machine demonstrations.

GCAMP hosts up to twenty of these events annually for the purposes of generating as many internships as possible. In 2014, GCAMP received nearly 2,000 participants in these events which translated to over thirty internships for aspiring manufacturing engineers and technicians. These paid internships connect students with manufacturers so they not only continue to learn about the industry, but also receive experience in the form of paid employment. By learning the trade hands on, students develop the in-demand skills at an earlier age. The hope from GCAMP is that these opportunities will then lead to full-time employment once they receive their college degrees or manufacturing certifications.

Measureable Outcomes and Results

Due to improving overall awareness and public education of advanced manufacturing, GCAMP has taken the first step towards developing the future of the manufacturing workforce in the Golden Corridor. In order to continue to work towards its mission, it must keep establishing goals as well as criteria for fulfilling them. Since goal setting and performance measurement are such an important part of an organization's continued success, GCAMP's Board of Directors has created a variety of short and long range targets for the organization to meet.

To date, GCAMP has seen a 45% increase in the number of students enrolled in the local high school's Industrial Education Program and a 15% increase in the number of internships offered and filled by local manufacturing firms. In addition, GCAMP held 20 events in 2014 which included 22 core manufacturers and over 2,100 participants. GCAMP has a number of events planned for 2015 including two manufacturer's summits, educational events in partnership with two community colleges, various open houses and demonstrations at local

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manufacturing facilities, and participation in national manufacturing day. GCAMP has impacted the local area because programming at the community level has begun to incorporate events that tie to GCAMP initiatives, including maker labs, science/STEM fairs, and school events. Families are engaging in these activities are seeing the change in perception of the manufacturing industry, and this is leading to more local students pursuing these options as they look to find a viable career.

To measure the success of these events, GCAMP has identified several “key measures” including the number of new participants and sponsors, number of new and existing high school students participating, number of students placed in internships, and the number of individuals educated in the manufacturing industry. While each of these areas can be measured with various amounts of ease, they will serve as a benchmark to previous as well as future years.

Program Innovation

GCAMP coordinates local schools, municipalities, and economic development agencies focused upon changing public perception of manufacturing and improving workforce training opportunities for students. A unified approach in the region’s economy benefits economic development, improves employment outlook, and increases the available skilled workforce. This organization demonstrates innovation because it showcases a comprehensive, whole-community approach to solving a regional problem. Without one corner of the triangle (municipal, schools, manufacturers), the total effort would fall away to what has always been and would remain silos of lost opportunity and collaboration.