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Website Promoting Manufacturing Careers Launched

Fort Wayne, IN – The Region 3 Works Council and Northeast Indiana Works have launched a website as part of the MADEBYME campaign to increase awareness among young people about careers in advanced manufacturing.

The website, MADEBYME.ME, offers information about current and future certification-based employment needs among northeast Indiana manufacturers; general wage information; and a list of providers offering Career and Technical Education (CTE) training.

Other parts of the campaign include handouts given to middle and high school students throughout northeast Indiana; posters and window clings; and informational videos preceding online social media content likely to be accessed by young people.

The campaign was developed in partnership with Fort Wayne’s Asher Agency and was made possible by a grant from the state of Indiana. Gov. Mike Pence touted the campaign in November during an appearance at Anthis Career Center.

“Manufacturing is the top employment sector in the region, has a significant need for skilled employees now, and it is anticipated that the sector will continue to grow at least through the next decade,” said Gary Gatman, vice president of strategic initiatives for Northeast Indiana Works.

“It makes sense to not only create awareness of the sector but also ensure pathways to good-paying, self-and family-sustaining careers.”

Said Asher President Tom Borne: “The MADEBYME campaign and website are important steps toward the goals of growing northeast Indiana’s skilled workforce and boosting the region’s average household income. Asher Agency is proud to partner with Northeast Indiana Works on a project that offers a bright future for young people and fights brain-drain by attracting high-tech career opportunities.”

About Northeast Indiana Works: Northeast Indiana Works, the region’s workforce investment board, provides public and private financial and employment resources to businesses and individuals for education and skills training to meet the needs of regional industries. The nonprofit sets policy for how public and private funds are utilized to support talent development. It also operates and staffs the 11 county-based WorkOne Northeast career centers in the region. Individuals and companies may access resources and services by visiting or calling WorkOne in their county. To find your local WorkOne, log on to www.workoneworks.com