

Northwest North Carolina Advanced Materials Cluster, Inc. (AMC)

Identity Statement

The Northwest North Carolina Advanced Materials Cluster is a three county consortium promoting job retention and creation through advanced industrial technologies.

Mission

The mission of the Northwest North Carolina Advanced Materials Cluster is to promote industrial and workforce development with a focus on advanced materials and technologies in Wilkes, Ashe and Alleghany Counties.

Goals

Objectives

Strategies

Build and sustain the AMC organization

Formalize board of directors and operations

Form board of directors

Edit and approve bylaws

Prepare budgets for 2009-2011

Develop action plan for 2009-2011

Develop schedule of meetings for 2009-2011

Promote area resources and opportunities regionally and nationally to strengthen existing and attract new industries creating employment opportunities

Develop marketing package with consistent brand to strengthen identity and promote resources of the area professionally and effectively

Develop one year marketing plan detailing monthly marketing activities to promote resources and opportunities

Create brand consistent package (video, brochure, postcard, rack card, business card, folder, etc) to promote resources and opportunities as identified by AMC

Design traveling display to promote resources at trade shows and in regional and national venues

Create PowerPoint/slide show for group presentations

Develop and maintain updated and dynamic website

Build and maintain partnerships with advanced materials industries, suppliers, educational institutions, and governmental and other stakeholders

Establish venue for communication among stakeholders

Attend activities of select organizations to promote AMC

Prepare resource guide of suppliers and original equipment manufacturers

Strengthen the area's workforce

Provide education and training opportunities to strengthen and enhance workforce skills for advanced materials and other industries

Implement the Workforce Preparation System

Promote the Career Readiness Certificate (CRC)

Deliver the WorkPath message

Promote Certified Composite Technician (CCT) Training Program

Promote Applied Technology Center and Applied Engineering Technologies program