

# > Women MAKE Initiative

On average, the manufacturing industry is facing more than 800,000+ open jobs a month, and the talent shortage is expected to grow over the next decade.

Meanwhile, women account for **less than one-third of manufacturers** (29%) despite representing almost half of all workers (47%). Further, **one in four women are considering leaving the industry** due to perceived workplace and work-life balance, and women are still vastly underrepresented in STEM education due to leaky pipelines.



Our biggest talent opportunity comes from closing the gender gap in manufacturing, so now is the time to supercharge our proven strategies and reaffirm that Women MAKE America.

## Here's how:

The Manufacturing Institute's **Women MAKE** initiative builds on more than a decade of success, going beyond just recognizing and connecting women to growing retention practices and focusing on recruitment as an industry.

In March 2022, we launched the **35x30 campaign**, focused on increasing the percentage of women in manufacturing from **29% to 35% by 2030**. We will do this by:

1

Creating a nationwide movement designed to change perceptions by engaging directly with middle, high school, tech-college and university students, military veterans, job seekers, and women early in their careers by training and **connecting 1,000 female mentors**.

2

Driving the opportunity for the industry to break the glass and collaborate on strategies to attract and retain women by **committing to expanding their recruiting pool to connect with more women and creating opportunities to help them establish and build on a rewarding career path**.

3

**Broadening the pipeline by supporting women throughout their education** by leveraging the experience and insights of women in the industry to provide resources and toolkits employers can use to attract, retain, empower, and grow the next generation of confident, capable women leading the industry.

**Together, we have the potential to add half a million women to the manufacturing industry by 2030.**



Help us define the future of our industry. Learn more about the role you can play by contacting [womenMAKE@nam.org](mailto:womenMAKE@nam.org).



**35x30**

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AMERICA**

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