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.