



ADVANCING MANUFACTURING ACTION TEAM CHARTER

General Charge

Summit Action Teams play a key role in developing a roadmap for promoting triple-bottom-line prosperity in California. Action Teams are chartered to address key priorities that regions across the state have identified as critical to creating jobs and promoting competitiveness in California. Action Teams work to advance specific priorities in the context of promoting:

- **Triple-bottom-line prosperity.** A triple-bottom-line approach involves simultaneously advancing economic, social and environmental progress.
- **Global connectivity.** In today's global economy, California's competitiveness depends on greater connectivity to global markets.
- **Regional alignment.** Action Teams are chartered with developing a consensus agenda around priorities that are widely shared among regions.

Problem & Goal Statements

The Advancing Manufacturing Action Team is charged with refining the problem and goal statements based on input from the Regional Forums, and with developing steps to implement those goals, building upon relevant elements of 2012 Action Plan as appropriate.

Problem

- California is a leader in manufacturing but lacks an advanced manufacturing strategy that will successfully connect large and small manufacturers as well as state, federal and regional partners, to develop and implement industry-driven partnerships.
- California is the 9th largest economy in the world but does not have a comprehensive global economic strategy.

Goal

- Ensure that manufacturing remains a viable, long-term component of California's economy.
- Improve business competitiveness and job creation through greater connectivity to global markets.

Action Team Parameters

California is a leader in manufacturing with more jobs than any other state. While global competition and increasing productivity have resulted in a decline in direct production jobs in recent years, the application of information technology and advanced services, including design and logistics, has created strong industry clusters in regions across the state. These clusters combine large, medium and small firms in networks in a wide range of sectors.

Advancing manufacturing was identified a priority by both urban and rural regions and has also become a major priority of the state, championed by GO-Biz. This Action Team will work with industry, especially small and medium-sized manufacturers; universities and community colleges; economic development and training organizations; and state government to develop strategies to advance manufacturing and exports. Strategies could include supporting manufacturing networks including iHubs, skills training programs, entrepreneurial assistance, export promotion and access to capital.

Composition

Action Team Leads

Action Teams will generally be led by one regional leader and one subject-matter expert involved in ongoing advocacy for the issue. Action Teams may elect to establish specific Working Groups with their own leaders.

Action Team Members

Action Team members will be drawn from the regions, the Advisory Committee and subject-matter experts. Care will be taken to ensure balance and diversity of perspective, input from all regions for which the issue is a priority, and a commitment to positive action. Diversity should include age, racial and ethnic background, as well as geography. The focus is to develop consensus in high-priority areas and advance shared goals through linkages with existing advocacy organizations and efforts.

Action Team Expectations & Work Plan

Action Team Lead Responsibilities

- Be committed to the triple-bottom-line as a guiding principle
- Recruit Action Team members reflecting geographic balance and diversity of perspective
- Convene and lead at least three Action Team conference calls between August and September to develop the Action Plan and concrete implementation steps
- Finalize Action Plan with the support of the Summit Management Team
- Lead session at the November Economic Summit aimed at enlisting support from Summit attendees
- Lead implementation of Action Plan in partnership with advocacy organizations
- Report on Action Team progress for caeconomy.org Progress Tracker at least quarterly and whenever there is significant news
- Work with Summit Management Team to provide recommendations on go-forward strategy for 2014 Regional Forums and Summit

Action Team Member Responsibilities

- Be committed to the triple-bottom-line as a guiding principle
- Support development of Action Plan and participate in at least three conference calls between August and September
- Attend Economic Summit in November
- Support implementation of Action Plan in partnership with advocacy organizations

Schedule

Action Teams are charged with developing an Action Plan with concrete implementation steps in advance of the November 7-8 California Economic Summit.

Key Milestones

June 27, 2013

Action Teams Chartered

Steering Committee charts Action Teams and recommends initial Action Team leads representing regional leaders as well as leaders with statewide subject-matter expertise

July, 2013

Action Team Members Recruited

Action Team members recruited and briefed

August – September, 2013

Action Plans Developed

With the support of the Summit Management Team, Action Teams hold a minimum of three conference calls to develop their Action Plan and concrete implementation steps

October 1, 2013	Action Plans Finalized Action Plans finalized and submitted to Summit Management Team to be integrated into Policy Playbook for the 2013 Summit
November 7-8, 2013	California Economic Summit Action Team members participate at the Summit and lead session on implementation of Action Plan, enlisting support from Summit attendees
January 15, 2014	Presentation of 2013 Summit Action Plan Sacramento meetings/event to present 2013 Summit Action Plan to the Administration and Legislature
January - March 2014	Advocacy Coordination Action Teams monitor legislative proposals, advocate/partner with advocacy organizations, and update Progress Tracker on caeconomy.org
April - June 2014	2014 Regional Forums Action Teams inform 2014 Regional Forums, to take place in April and May; Action Team leads work with Summit Management Team to recommend go-forward strategy for their Action Team

Action Plan Elements

(See last year's Action Plan [here](#).)

- I. **Problem & Goal Statements** (1 paragraph each)
The problem and goal statements briefly summarize the key problem that the initiative aims to address as well as the goal of the initiative. Action Teams can draw from regional input on problem and goal statements for each of the categories identified as top priorities.
- II. **Measurable Objectives & Actions to Achieve Goal and Objectives** (2-3 pages)
Identify specific objectives as well as necessary actions to achieve the over-arching goals of the initiative. Objectives should be SMART: specific, measurable, attainable, realistic, and timely, or grounded within a specific time frame. Develop triple-bottom-line metrics for economic, social, and environmental progress, which will be used to measure success, and define the outcomes that mean success.
- III. **Implementation Requirements**
Identify specific next steps to take the plan into implementation.
- IV. **Concrete Implementation Steps for Summit Participants**
Action Teams provide concrete implementation steps for the Policy Playbook that will be developed for more than 500 Summit attendees from around California who will discuss, amend, endorse or expand recommendations and commit to identify those steps they will take on individually.

After the Summit

Action Plans for Implementation

Action Plans will be developed from the recommendations at the Summit and aggregated into an Action Plan that will be presented to elected leaders in Sacramento in January 2014.

Partner for Impact

Interested members of Action Teams will be asked to continue work on implementation through partnering with advocacy organizations on specific administrative, legislative or other actions that can be taken to implement the initiative.

Update 2014 Regional Forums

Action Teams will be asked to provide updates immediately prior to 2014 Regional Forums to inform discussions in 16 regions in April-June that will address new priorities on the issue for consideration in 2014.

2014 Summit Steering Committee

The 2014 Summit Steering Committee will review regional input to determine what Action Teams will be rechartered or what new Action Teams will be created for the 2014 Summit.