



Industry Intermediary:
Manhattan Strategy Group (MSG)

Industry
Supply Chain Automation

Key Partners

- National Association of Workforce Boards (NAWB)
- The Manufacturing Skill Standards Council (MSSC)
- The National Coalition of Certification Centers (NC3)

Target Apprentice Populations

- Black, Indigenous, and People of Color (BIPOC)
- Veterans
- Other Underserved Populations

Project Overview

Manhattan Strategy Group (MSG) will work to expand the number of employers developing and launching Registered Apprenticeships within the Supply Chain Automation sector. Building on partnerships with organizations that lead the way in credentialing within the sector, MSG and its partners goals include 1) expanding awareness of established credentials in industrial and supply chain automation — validated with national employers — on which to build apprenticeship programs; 2) increasing the number of employers within their partner networks that adopt or develop industry-validated credentials; and 3) establishing trainers, training models, and infrastructure that enable rapid startup of new Registered Apprenticeship Programs (RAPs).

MSG is a management and social sciences consulting firm. MSG's work in the supply chain sector focuses on marketing and business development strategy, improving supply chain operations, network optimization, integrated business planning, and human capital management. MSG has worked across multiple industry sectors, including technology, manufacturing, and transportation, with the goal of building resilient and efficient business and supply chain models. Through this project MSG and its partners will target expansion of RAPs in the supply chain sector with a focus on training technicians responsible for keeping factories and distribution centers up and running.