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THE MANUFACTURING WORKFORCE EVENT

RAMPing Up Partnerships:  
**Leveraging community,  
educational, and industry options  
to build the Rivian Automotive  
Manufacturing Pipeline strategy**

THE WORKFORCE DEVELOPMENT  
**MEET YOUR SPEAKERS**

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**Hugh Shadeed**  
Rivian Automotive  
Director, Learning  
& Development

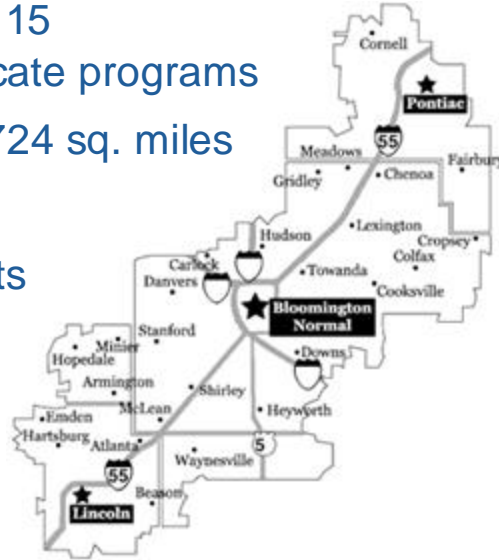


**Adam Campbell**  
Heartland Community College  
Dean, Career and Technical  
Education



# Heartland Community College

- Founded in 1990 in Normal, Illinois
- Two-year, fully accredited institution with 15 associate/transfer degrees and 63 certificate programs
- Serves 230,000 Illinois residents over 1,724 sq. miles
- 19:1 Student-teacher ratio
- 4,500 credit and 9,700 non-credit students
  - 1<sup>st</sup> Generation: 18%
  - Minority enrollment: 34%
  - Financial Aid recipients: 72%
- Faculty: 78 full-time, 162 part-time
- Staff: 252 full-time, 116 part-time
- Founding member of the Illinois Green Economy Network (IGEN)
- Home to one of 40 Challenger Learning Centers in United States; one of only two at community colleges
- First-in-the-nation EV-only educational program



# RIVIAN

## Who We Are

Rivian is an American automotive manufacturer that develops and builds category-defining electric vehicles and accessories. The company creates innovative and technologically advanced products that are designed to excel at work and play with the goal of accelerating the global transition to zero-emission transportation and energy. Rivian vehicles are built in the United States and are sold directly to consumer and commercial customers. The company provides a full suite of services that address the entire lifecycle of the vehicle and stay true to its mission to keep the world adventurous forever. Whether taking families on new adventures or electrifying fleets at scale, Rivian vehicles all share a common goal — preserving the natural world for generations to come.

## Our Vehicles

- ❖ R1S – flagship SUV
- ❖ R1T – flagship pickup truck
- ❖ RCV – commercial van
- ❖ R2 – coming in 2026
- ❖ R3 – highly anticipated future launch

## Our History

RJ Scaringe founded Rivian from a clean sheet in 2009 to help accelerate the shift toward carbon neutrality. Today, Rivian develops and manufactures electric vehicles for the consumer and commercial markets, charging infrastructure and energy technology. Rivian's IPO was the largest worldwide in 2021 and the 12th largest in history.



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# Workforce Challenges



## Lack of Manufacturing Experience

Most new hires have little to no manufacturing experience

Expectations do not meet reality of working in a production environment



## Ability to Attract & Relocate

Manufacturing jobs on the rise in Mclean County(+73% since last scan) but difficult to get candidates to relocate

There's still a lingering idea that manufacturing might be uninteresting, not always clean, lacking in opportunities, and potentially risky



## Commuting

Current retention studies shows max 45 min driving radius

Lack of reliable transportation for many commuting



# Training Challenges



## Dedicated Training Space

Current training space is leased, not a long-term solution

Location is 30 mins away from Plant – limits usability/flexibility



## Ability to Train Advanced Technology

Lacking internal ability to support automation, HMI integration, and advanced joining technologies

Virtual/AI training methods show promise for training efficiencies, but entry costs can be high



## Assessing Literacy & Language

Limited trainers for multilingual support

Limited technical documentation



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# HCC Challenges



## Equipment/Space Restrictions

- Limited facilities on campus
- Infrastructure upgrades to accommodate industrial labs
- Funding to purchase equipment



## Human Capital Limitations

- Difficulty finding qualified/willing instructors in CTE disciplines
- Faculty capacity and load issues

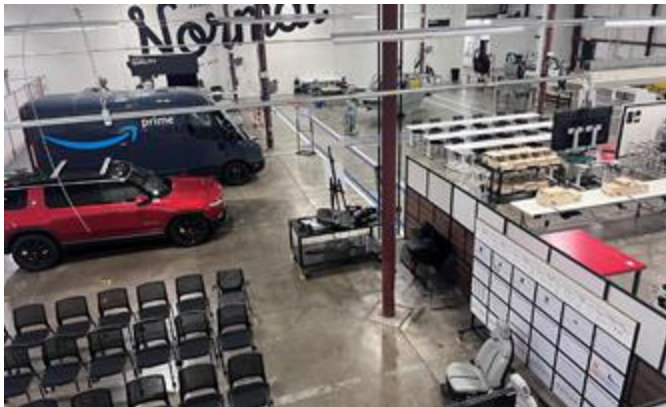


## Traditional Academia

- Slow to make changes; process driven
- Multi-layered bureaucracy
- Traditional semester/class schedule
- Stereotype regarding CTE programming



# Addressing the Challenges **Rivian Training Center**



## **Core Manufacturing Fundamentals**

Core includes: Harness, Torque, Lift Assist, Quality and Station Success (Production Flow)

We take our new hire as well as existing team and upskill them on production fundamentals.

## **Simulated Work Environment**

The Simulated Work Environment (SWE) training provides a hands-on immersive learning experience to deepen Lean Manufacturing understanding for our employees

The SWE training aligns Lean tools and practices with an ownership mindset and builds the creative tension needed to fuel organizational change today.

## **Skilled Trades/Maintenance**

An area dedicated to training Rivian Apprentices. Apprentices go through basics of hydraulics, pneumatics, electrical (AC/DC), and conveyance.

The apprentice program is designed for Tool and Die and Maintenance.



# Addressing the Challenges **Rivian Training Center**



## **Service Technician Training**

Dedicated training space for new Rivian team members that are working at End Of Line/Service. Classes are designed to give an understanding of what to expect on as well as repair standards and expectation.



## **Welding**

Our weld room has 6 booths for training new and existing welders to Rivian Quality Standards.



## **Material Supply**

Material Supply training offers team members an opportunity to be certified on Powered Industrial Vehicles(PIV).

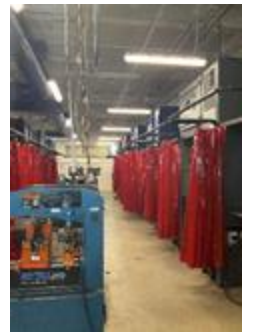
Team members that have been involved in an incident at the plant or a warehouse will be recertified to drive again.

This area also offers comprehensive training for team members that are becoming PIV operators. It teaches them safety around PIV, how to drive both fork trucks and tuggers, and how to safely loading/unloading trailers.

# Addressing the Challenges Heartland Community College

## Facilities and Equipment

- Advanced Manufacturing Center
  - 46,000 sq. ft. remodel
- State Farm Electric Vehicle Lab
  - 7,800 sq. ft. new



# Addressing the Challenges Heartland Community College

- Talent Pipeline – Apprenticeship program
  - Industrial Maintenance (33 completers)
  - Tool & Die Maker (10 completers)
  - 3 year program, 91% completion rate
- Human Capital & Instructional Capacity
  - “Employee-to-Adjunct” pipeline
  - HCC instructional onboarding & PD
  - Faculty mentoring program
- Academia
  - Flex lab learning
  - Off-schedule/sequence offerings – providing full sections
  - Running classes as R & D while going through approval channels
  - Credit for Prior Learning & Competency-Based Assessments
- Funding Mechanisms
  - Local, State, & Federal



# Addressing Workforce Challenges

## State/Community Support



	Program Highlights		Program Highlights
<b>01</b> Career and Technical Education (CTE) Grant	<ul style="list-style-type: none"> <li>Registered Apprenticeship Programs</li> <li>Dual Credit High School Program</li> <li>Custom Programing</li> <li>Assessments (Pre/Post Hire)</li> </ul>	<b>03</b> Local Workforce Innovation Areas(LWIA)	<ul style="list-style-type: none"> <li>OJT New hire support</li> <li>Incumbent training assistance</li> <li>Apprenticeship Assistance</li> </ul>
<b>02</b> Employer Training Investment Program(ETIP)	<ul style="list-style-type: none"> <li>50% Reimbursement</li> <li>Basic skills/mandated compliance(except PHD)</li> <li>Training for changing processes, systems, or equipment</li> <li>Leadership training</li> <li>eLearning's inclusive(i.e. Tooling U-SME)</li> </ul>	<b>04</b> Clean Jobs Workforce Network Program(CEJA Hub)	<ul style="list-style-type: none"> <li>Clean energy pipeline development</li> <li>Essential Skills, Clean Energy Basics, OSHA/CPR</li> <li>Bridge: 8 week with hourly scholarship</li> <li>Support services(e.g. transportation, childcare)</li> </ul>



# Rivian and Heartland Proposed **Combined Strategy**

## Rivian Automotive Manufacturing Pipeline Strategy (RAMP)

Rivian Talent Development (RTD)

Manufacturing Prep

Dual Credit Programs

Apprenticeships

Degrees and Certificates

Ad Hoc Professional Development

Rivian Automotive Training Hub  
(RATH)

State-of-the-Art Facility to  
accommodate Rivian Talent  
Development training programs

Primary Partnership:

- Rivian
- Heartland
- Bloomington Area Community Center(High School)

Network with :

- Richland - Decatur
- Parkland - Champaign
- Illinois Central - Peoria
- Lincoln Land - Springfield
- Spoon River - Canton

*Leverage Existing State Programs (ie Enrich @Richland)*

> Develop a strong understanding of modern industrial job skills including:

- Basic Manufacturing
- Job Readiness and Essential Skills
- Math
- CNC Machining
- Welding
- Safety and OSHA Training





**DETROIT, MI**

April 8-10, 2025



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THE MANUFACTURING WORKFORCE EVENT

**Make It In Illinois:  
Integrating Digital Marketing  
and Community College Led  
Engagement with Industry  
Needs**

# Meet Your Speaker

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**Dan McManus**

Deputy Director of External Relations



**Illinois**  
Department of Commerce  
& Economic Opportunity

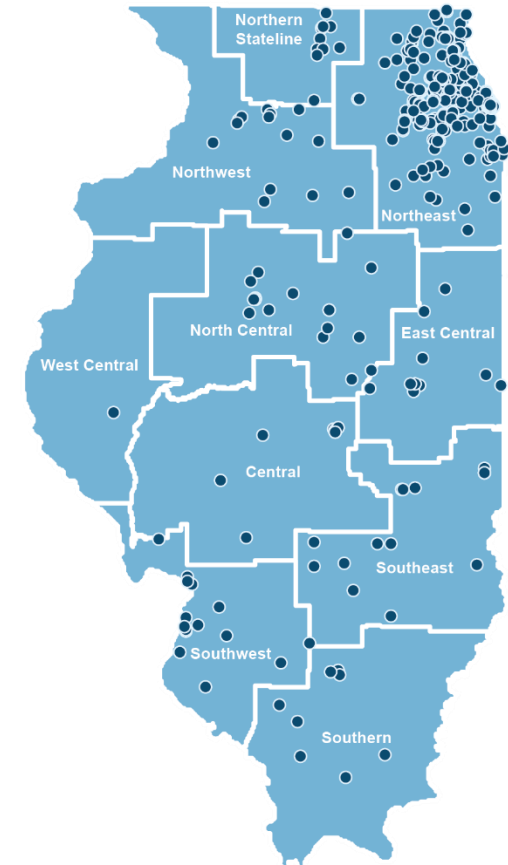




# Illinois Department of Commerce & Economic Opportunity

- Illinois is the 5<sup>th</sup> largest state in the U.S.
- Illinois GDP eclipsed \$1 trillion in 2022
- Home to more than 30 Fortune 500 companies
- Ranked 2<sup>nd</sup> in the nation for corporate expansions and relocations in 2023
- Largest intermodal system in the U.S. which includes 18,000 miles of highway, 6 Class I freight railroads and one of the busiest international airports in the world
- Illinois manufacturers employ 650,000 workers and contribute the single largest share of the state's economy
- **Our mission is to provide economic opportunities for businesses, entrepreneurs, and residents that improve the quality of life for all Illinoisans. We are laser-focused on improving transparency and accountability, enhancing customer service, increasing Illinois' competitiveness, advancing minority empowerment, modernizing Illinois' workforce, and elevating our state's promotional efforts.**

Mid-Size and Large Businesses Relocating or Expanding in Illinois, 2019-24



# Open for Business

## 2024 Economic Growth Plan Goals



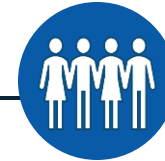
Focus on High Growth Sectors and Continue Overall Business Climate Improvements

- Life Sciences
- Quantum Computing, AI & Microelectronics
- Clean Energy Production & Manufacturing
- Advanced Manufacturing
- Next Gen Agriculture and Food Processing
- Transportation, Distribution & Logistics



Advance Comprehensive Economic Development Efforts for Business Growth and Attraction

- Site Readiness
- Customized Job Training
- Marketing
- Competitive Incentives



Promote Equitable Growth by Empowering Workers, Entrepreneurs and Communities

- Grant accessibility
- Education for careers
- Access to Child Care
- Apprenticeship Promotion



Build Out the New Clean Energy Economy

- Reimagining Energy & Vehicles Program
- Climate and Equitable Jobs Act
- Carbon Neutral State Buildings



# Manufacturing Matters

## Concept & Strategy

- Position manufacturing as a **lifelong, family-supporting** career pathway
- Highlight manufacturing as a driver of inclusive economic development and **high-quality job creation**
- **Market Illinois** as both a great place to make a career and grow a business
- Deliver **video-first digital advertising** on streaming platforms, social media
- Community college-led in-person **grassroots engagement**

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**MAKE IT**

**IN ILLINOIS**

MAKE IT  
IN ILLINOIS

MAKE IT  
IN ILLINOIS

Make it  
*yours*  
in Illinois.

Make it  
*happen*  
in Illinois.



Learn About Rewarding  
Career Paths In  
Advanced Manufacturing

Learn About Rewarding  
Career Paths In  
Advanced Manufacturing

Make It Now! →

Make It Now! →

MAKE IT  
IN ILLINOIS



MAKE IT  
IN ILLINOIS

MAKE IT  
IN ILLINOIS

Make it  
*a future*  
in Illinois.

Make it  
*a career*  
in Illinois.



Learn About Rewarding  
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Make It In Illinois

## Campaign Partners & Goals



5-10% enrollment increase in manufacturing-related training programs offered by Illinois community colleges

### Advisory Committee

- SME
- Illinois Manufacturers' Association
- Illinois Manufacturing Excellence Center
- mHUB
- MxD
- Revolution Institute
- CSL Behring
- S&C Electric
- AAR Corp.
- Illinois School Counselors Association & more

### Metrics

- 700,000 organic views on social media
- 500,000 billboard views
- 2 million paid views through on-demand streaming
- 200+ grassroots events
- 8,000 individual grassroots touches
- 50+ employer partnership events
- 10+ community-based organization partnerships



Make It In Illinois  
**Three Stories**

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# Make It In Illinois **Digital Strategy**



- Boost **engagement & interaction** by focusing on authenticity, active listening, timeliness, personalization and encouraging user-generated content
- Partner with known **social media influencers** to increase engagement & interaction, quickly grow our audience, have control over user-generated content
- **Ad targeting** for students, parents, career-changers, educators
- Drive to MakeItInIllinois.com
- Outputs for community college training, direct-to-hire, apprenticeship seekers

## PLATFORMS

 Make It In Illinois

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# Make It In Illinois Grassroots Engagement



## Impacting Youth

Expose middle and high school students, families, and counselors to careers in manufacturing through hands-on demonstrations, tours and enrollment events



## Informational Campaign Materials

Deliver physical assets to a subcontracted network of community colleges and community-based organizations for distribution








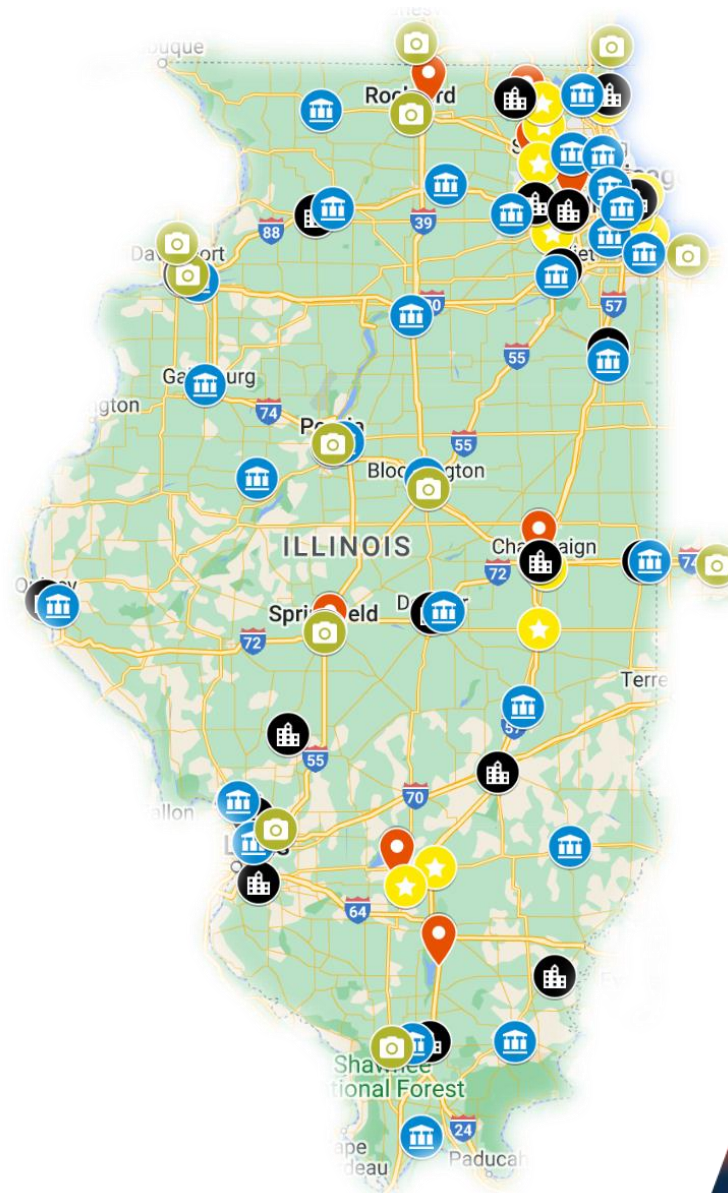
## Fostering Partnerships

Connect manufacturers, chambers of commerce, education institutions, and economic development agencies with the campaign



# Statewide Impact

-  **Partner Community Organization**
-  **Consortium Community College**
-  **Additional Community Colleges**
-  **Illinois WorkNet Center Locations**
-  **Billboard Locations**



Make It In Illinois

# Campaign Launch Anthem

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