

**WOMEN **MAKE** AMERICA**  
**AWARDS**

**2023 NOMINATIONS GUIDE**

**APPLICATION PERIOD**

August 1, 2022 – October 7, 2022

# WOMEN **MAKE** AMERICA AWARDS

2023



## Women MAKE America Awards (formerly the STEP Ahead Awards)

If you are already familiar with the background and nomination process, you can use [this link](#) to get started from AUGUST 1 – OCTOBER 7, 2022.

### Who We Are

The Manufacturing Institute, the workforce development and education partner of the National Association of Manufacturers, grows and supports the industry's skilled workers for the advancement of modern manufacturing. Our Women MAKE America Initiative (formerly the STEP Women's Initiative) is the nation's marquee program devoted to closing the gender gap in manufacturing. The initiative aims to foster a 21st-century manufacturing workforce by inspiring women in the manufacturing industry through recognition, empowerment, mentoring, company engagement, leadership and professional training and community building.

### About This Program

The Women MAKE America Awards recognize women and their achievements at all levels of a manufacturing organization, from the factory floor to the C-suite. Each year, 100 Honorees and 30 Emerging Leaders are nominated by their companies as leaders in the manufacturing industry. Emerging Leaders are accomplished professionals under 30 years of age. Award recipients attend a two-day leadership program before celebrating their successes with friends and families at an evening gala. Honorees and Emerging Leaders join more than 1,200 women as Award Alumnae. Through their commitment to "pay it forward," these leaders and their example help to inspire a new generation of creators and innovators.

Recognizing women at all levels of manufacturing, from the shop floor to the C-suite, this national honor gives manufacturers an opportunity to showcase existing female talent and provide role models that can speak to both the opportunities ahead and the transformation of the industry.

#### Key Dates (for a more in-depth calendar, please see page 7):

- **Nominations:** August 1 – October 7. The deadline for nomination submission is 11:59 p.m. ET October 7, 2022
- **Honorees and Emerging Leaders Notified:** January 16, 2023 (note: nominators will be informed prior to this date)
- **Public Announcement of 2023 Honorees and Emerging Leaders:** March 8, 2023
- **Awards Gala:** April 20, 2023 in Washington, D.C.

# WOMEN **MAKE** AMERICA AWARDS

2023



## Quick Facts

The Manufacturing Institute's Women MAKE America Awards honors women working in the manufacturing industry who exemplify leadership within their companies. In 2023, The Manufacturing Institute will honor 100 Honorees and 30 Emerging Leaders.

### WHY RECOGNIZE WOMEN IN MANUFACTURING?

**It's the right thing to do:** Women today account for less than one-third of manufacturers (29%) despite representing about half of all workers (47%). Yet, it's manufacturing that set the stage for a decades-long march of women into the workforce. Women in previous generations showed the country what they could do through manufacturing, and it's on us to inspire girls in the next generation to dream of what they can do through manufacturing, too.

**It's critical to solving the workforce crisis:** Women represent one of the largest pools of untapped talent for manufacturers. Thus, closing manufacturing's gender gap is key to closing the skills gap, too. Moreover, research shows that gender diversity benefits a manufacturing firm by improving its ability to innovate and grow.

### WHAT CAN THESE WOMEN DO TO HELP THAT?

By telling the real stories of these women, we will demonstrate leadership and opportunities in a diversity of manufacturing careers and use them to inspire the next generation of talent to pursue careers in the industry. The Women MAKE America Awards are also meant to empower Honorees and Emerging Leaders to lead their companies, communities and networks on the importance of manufacturing and issues related to attracting, advancing and retaining strong manufacturing talent.

### HOW ARE HONOREES SELECTED?

Honorees are nominated by their peers or company officials. **The deadline to nominate a female in manufacturing is Friday, October 7, 11:59 p.m. EDT.** Nominators are asked to articulate how the nominee made significant achievements in manufacturing through their positive impact on a company and their ability to engage the next generation of female talent. Each nomination is reviewed by an external group of peers and rated on a numerical scale by multiple reviewers.

**Don't miss the opportunity to recognize a deserving female in manufacturing by [nominating](#) her/them beginning Monday, August 1!**

### HOW CAN I ATTEND THE STEP AHEAD AWARDS GALA?

The Women MAKE America Awards is a ticketed event that includes a semi-formal reception and dinner. If you are interested in attending, please reach out to AJ Jorgenson, Vice President of Strategic Engagement and Inclusion [ajorgenson@nam.org](mailto:ajorgenson@nam.org), for ticketing and sponsorship information.

The event will take place on April 20, 2023 at the National Building Museum in Washington, DC.

# WOMEN **MAKE** AMERICA AWARDS

2023



## Nominations Process Overview

### HOW TO NOMINATE

Using the [online nomination form](#), fill out the application questions about your candidate based on the following criteria:

**Innovation and Leadership** (50%) demonstrating significant contributions to the company and/or her division.

**Mentorship and Community Impact** (50%) recognizing key contributions to the greater community, describe the nominee's support efforts through mentoring others, advocating for manufacturing careers and/or volunteering.

#### \*IMPORTANT INFORMATION\*

- Register an account in our online platform. Visit [themanufacturinginstitute.org/nominate](https://themanufacturinginstitute.org/nominate) to get started.
- A maximum of TEN (10) applications may be submitted by a single company.
- Companies are encouraged to have ONE (1) point of contact for nominations. See best practices beginning on page 13 within guide for strategies to streamline internal processes.

### ELIGIBILITY

There are two categories nominators may consider:

**Women MAKE America Honoree:** Nominee is currently employed in manufacturing at any level of the company, from the factory floor to the C-suite. *A maximum of two Honorees from a single company may be selected for this award.*

**Women MAKE America Emerging Leader:** Rising female talent currently employed in the manufacturing industry that have made significant contributions and excelled early in their career. An Emerging Leader nominee must be between 18 and 30 years of age as of December 31, 2022. *A maximum of one Emerging Leader from a single company may be selected for this award.*

*Previous Honorees are not eligible, though Emerging Leader Alumnae may be nominated as an Honoree. Candidates outside of the U.S. are eligible as long as the nominee's company has U.S. operations. For more information on nominee eligibility, visit the FAQ page.*

**Don't miss the opportunity to recognize an outstanding female leader in manufacturing. [Click here](#) to nominate deserving women in manufacturing starting August 1.**



# WOMEN **MAKE** AMERICA AWARDS

2023



## The Nomination Process

Nominating an outstanding female in manufacturing is as easy as one, two, three!

### STEP 1: Create a Nominator Account

All nominators will have to create a new account to submit a nomination. On the [home page](#), please fill out the requested information to create a nominator account.

*\*Companies are encouraged to have a single point of contact for nominations. As each company is allowed a maximum of 10 applicants, please reach out to the Women MAKE America team at [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org) to find out if your company has a designated main point of contact before creating an account. Please see best practices on pages 13-18 for ideas on streamlining candidates within your company.*

Register

First name

Last name

Email

Password

Confirm password

I have read and agree to the [privacy policy](#), [cookie policy](#), and [terms of service](#).

I agree to receive notification and communication emails or SMSs from Step Ahead Awards. You may withdraw your consent at any time.

Register

### STEP 2: Start New Nomination

After logging in, you will be redirected to a welcome page. To [submit a nomination application](#), click the purple button “Start nomination” at the bottom of the page to get started.

Select the “category” for your application and enter your nominee’s name. Please ensure your nominee fits the criteria for Honoree or Emerging Leader. *As a reminder, **Emerging Leader** is a category to identify rising talent and all applicants must be between the ages of 18 and 30 as of December 31, 2022.*

There are **five sections** to fill out on the nomination application:

1. Details
2. Nominee Information
3. Company Contacts
4. Essays
5. Confirmation

	Nomination	Chapter	Category	Status	Updated
<input type="checkbox"/>	Lisa Smith	Default	Emerging Leader	In progress	1 minute ago

### My nominations → Start nomination

All questions must be answered, unless marked optional.

Details Nominee Information Company Contacts Essays Confirmation

Category

Nomination name

Save + next Cancel

# WOMEN **MAKE** AMERICA AWARDS

2023



Under nominee information, please indicate your nominee's regional company address **NOT** the corporate address. If your nominee is selected, this will ensure correct state and regional publications.

Under company information, an HR and corporate communications contact are requested so that we may inform the regional and national partner as necessary.

The fourth section of the application requires you to complete **four essay questions** that must be between 150 and 250 words in length. View samples of competitive application essays are on pages 19-22 and on the [nomination website](#) under the "Resources" tab. **Please note: each essay must meet the word count minimum/maximum criteria for a valid entry.**

The questions are:

1. Please share a noteworthy contribution and/or technical accomplishment your nominee has achieved at her/their **company** and why it is so impactful.
2. Please share a noteworthy contribution your nominee has achieved in her/thei **community**, and why it is so impactful.
3. Please share how your nominee has been a leader by mentoring others and/or engaging the next generation of female talent.
4. Explain why your nominee should be chosen as a 2023 Women MAKE America Honoree or Emerging Leader.

You may save your progress and complete the application later if you cannot complete the application in one sitting. Scroll to the bottom of the page and click "**Save + Close.**" When you log back into the system using your nominator ID, your incomplete application will be listed toward the bottom of the Welcome page. Click the nomination to continue your application.

<input type="checkbox"/>	Delete	<input type="checkbox"/>	Download				Displaying 1 - 1 of 1		
<input type="checkbox"/>	⬇	Nomination	⬇	Chapter	⬇	Category	Status	⬇	Updated
<input type="checkbox"/>	:	Lisa Smith		Default		Emerging Leader	In progress		1 minute ago

### STEP 3: Submit and Repeat!

Once your entries are finalized, click "**Submit nomination**" at the bottom of the page. We recommend selecting "preview" to ensure your entries are final before submitting.

Once you submit, you will receive a confirmation email from [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org) to inform you that we have received your application. To submit another nomination application, repeat steps 1-3.

As a reminder, the maximum number of nominations a company may put forward is 10 applications per company, however, there is a limit to the number of Honorees and/or Emerging Leaders that will be recognized. A maximum of two Honorees and one Emerging Leader may be selected from each company. Companies should make their best effort to ensure the application meets the selection criterion.

If you have any questions on the application site, please feel free to contact the Women MAKE America team at [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org).

Best of luck on your nomination application!

# WOMEN **MAKE** AMERICA AWARDS

2023



## 2023 Women MAKE America Nomination Form

### Nominator Information

NAME: EMAIL:  
TITLE: COMPANY:  
COMPANY ADDRESS: OFFICE PHONE NUMBER:

### Nominee Type

**Honoree:** Nominee is currently employed in manufacturing at any level of the company, from the factory floor to the C-suite.

**Emerging Leader:** Rising female talent currently employed in the manufacturing industry who has already made significant contributions and excelled early in their career. ***Must be between 18 and 30 years of age as of December 31, 2022.***

### Nominee Information

NAME: EMAIL:  
TITLE: NOMINEE'S COMPANY:  
NOMINEE'S REGIONAL COMPANY ADDRESS:  
OFFICE PHONE NUMBER: RELATIONSHIP TO NOMINEE:

MY NOMINEE IS:

- a) Currently in production
- b) Not currently in production, but has been in production
- c) Not in a production role, and has never been in production

**Short Answer Question:** How does this person support the manufacturing industry? ***(50 words or less)***

### Company Information

***Please provide the HR contact for the nominee so we may notify her/their company of the nomination.***

HR CONTACT NAME: HR CONTACT EMAIL:  
CORPORATE COMMUNICATION: CORPORATE COMMUNICATION EMAIL:

## Essays

***For a competitive submission, essay questions should be at least 150 words and no more than 250 words in length. Please see pages 19-22 for sample essays.***

1. Please share a noteworthy contribution and/or technical accomplishment your nominee has achieved at her/their company and why it is so impactful. Entries must be between 150 and 250 words maximum.
2. Please share a noteworthy contribution your nominee has achieved in her/their community, and why it is so impactful. Entries must be between 150 and 250 words maximum.
3. Please share how your nominee has been a leader by mentoring others and/or engaging the next generation of female talent. Entries must be between 150 and 250 words maximum.
4. Explain why your nominee should be chosen as a 2023 Women MAKE America Honoree or Emerging Leader. Entries must be between 150 and 250 words maximum.

SAMPLE

# WOMEN **MAKE** AMERICA AWARDS

2023



## Timeline

**August 1, 2022**

2023 Women MAKE America Awards Nominations Open

**October 7, 2022**

2023 Women MAKE America Awards Nominations Close  
*National Manufacturing Day*

**October 10, 2022**

Review Process Begins

**December 16, 2022**

Review Process Ends

**January 9, 2023**

Nominator, HR contacts, and Corporate Communications  
Contact are notified of Application Status

**January 16, 2023**

Honorees are notified of Application Status

**January 31, 2023**

Honoree Acceptance Deadline

**March 8, 2023**

Public Announcement of 2023 Women MAKE America Awards  
Honorees and Emerging Leaders  
*International Women's Day*

**April 19-20, 2023**

Women MAKE America Leadership Program

**April 20, 2023 (evening)**

Awards Dinner and Reception



## Frequently Asked Questions

### Q. When do nominations open and close?

A. Nominations open on Monday, August 1, 2022 and will close on Friday, October 7, 2022.

### Q. How do I nominate someone for the 2023 Women MAKE America Awards?

A. You can nominate a female peer or colleague through the Manufacturing Institute's 2023 Women MAKE America page or by going directly to: <https://wma.awardsplatform.com/>

### Q. Who can submit a nomination?

A. A nominee may only be nominated by a colleague or peer, such as: company leadership (CEO, senior executives, directors and managers); company colleagues; peers outside a nominee's company.

Companies are encouraged to have a single point of contact for nominations. Please reach out to the Women MAKE America team at [WomenMAKE@nam.org](mailto:WomenMAKE@nam.org) to find out if your company has a designated main point of contact before creating a nominator account. Please see best practices on pages 13-18 for ideas on streamlining candidates within your company.

### Q. Can I nominate myself?

A. We don't accept self-nominations, but you can ask someone else to nominate you.

### Q. Can I nominate someone from outside of my own organization?

A. Yes, you may nominate someone outside of your company. However, please be aware that if your nominee is selected, The Manufacturing Institute will reach out to their company to confirm the accuracy of the nomination prior to sending out notifications of selection.

### Q. Can a company nominate someone outside of the United States?

A. Yes, a company may nominate someone outside of the U.S. as long as that company has U.S. operations.

### Q. How much does it cost to submit an application?

A. There is no cost associated with submitting an application, however, if your nominee is selected we do ask that your company is willing to support her to participate in the Leadership Program and Awards ceremony held in Washington, D.C.

# WOMEN **MAKE** AMERICA AWARDS

2023



## Q. Is there a limit to how many nominations I can submit?

- A. A maximum of 10 applications per company may be submitted, however, please note there is a limit to the number of Honorees and/or Emerging Leaders that may be recognized from a single company. If selected, companies are allowed up to two Honorees and one Emerging Leader (women under the age of 30) to be recognized at the 2023 Women MAKE America Awards.

The Women MAKE America Awards is a competitive award, with a cap of 100 Honorees and 30 Emerging Leaders. Companies should make their best effort to ensure the application meets the selection criterion

## Q. How can I manage submitting only 10 nominations within a large manufacturing company?

- A. Within the Nominations Guide we have included best practices from small, medium, and large size manufacturers for ideas to streamline a process to nominate candidates. These best practices include steps for implementation as well as a main point of contact to reach out to for more information. Please see page 13-18.

## Q. How do I know if my candidate is eligible for the 2023 Women MAKE America Awards?

- A. The following denotes nominee eligibility:

- Previous Honorees are **NOT** eligible. [Click here](#) to see the list of previous Honorees.
- Previous Nominees **ARE** eligible.
- Previous Emerging Leaders **ARE** eligible to be nominated as an Honoree.
- Nominees must currently be employed in manufacturing.

There are two categories nominators may consider:

- **Women MAKE America Honoree:** Nominee is currently employed in manufacturing at any level of the company, from the factory floor to the C-suite.
- **Women MAKE America Emerging Leader:** Rising female talent currently employed in the manufacturing industry who has made significant contributions and excelled early in her career.

*\*An Emerging Leader nominee must be between 18 and 30 years of age as of December 31, 2022.*

## Q. How many women will be honored?

- A. 100 women will be recognized as Honorees. 30 women will be recognized as Emerging Leaders, and those nominated under this category must be between the ages of 18 and 30 as of December 31, 2022.

# WOMEN **MAKE** AMERICA AWARDS

2023



## Q. Is it just an Award Ceremony?

- A. The 100 Honorees and 30 Emerging Leaders gather in Washington, D.C. for professional development and celebration. Recipients of the Women MAKE America Award will be invited to attend a two-day professional development program that will occur in advance of the award ceremony.

Women MAKE America offers Honorees and Emerging Leaders a long-term network of colleagues for business and professional development and mobilizes women to act as a catalyst for change within their company and community.

## Q. What does a competitive application look like?

- A. [Click here](#) to review samples of competitive application essays or see pages 19-22.

## Q. What sponsorship opportunities are available for the 2023 Women MAKE America Awards?

- A. The Manufacturing Institute offers program and dinner [sponsorship opportunities](#) to companies and organizations that place a priority on female talent and the need for attracting, advancing and retaining more women to the industry. Companies interested in sponsoring the 2023 Women MAKE America Awards should contact AJ Jorgenson at [ajjorgenson@nam.org](mailto:ajjorgenson@nam.org).

## Q. Can you explain the brand name change?

- A. The STEP Women's Initiative has transformed into the Women MAKE America Initiative. The decision for a brand evolution is to better highlight the integral role women have in closing the current skills gap in the manufacturing industry.

Important note: All former STEP programming, including the awards program and regional/virtual events will remain, and with the launch of the 35x30 campaign, we now have even more support to offer companies to help them reach their diversity goals. This includes an official [female mentorship program](#), thoughtful partnerships with likeminded organizations, increased company engagement and more educational opportunities for women across the industry, and more knowledge sharing of case studies and best practices about hiring and retaining women for manufacturing companies.

## Q. I have a question that's not listed on here. Who can I contact for more information?

- A. Feel free to contact the Women MAKE America Awards ([WomenMAKE@nam.org](mailto:WomenMAKE@nam.org)) or (202) 637-3426.



## Best Practice Spotlight: Women MAKE America Awards

# TOYOTA INTERNAL AWARDS NOMINATIONS PROCESS



### Synopsis:

Toyota participates in The Manufacturing Institute’s Women MAKE America Awards to recognize its women employees who are making great accomplishments in their careers and use the recognition as a motivator to showcase what others are capable of achieving. As a large corporation with locations throughout the United States and across the globe, the multinational company created an internal process to nominate candidates for the Women MAKE America Awards that allows Toyota to avoid duplicate applications being submitted and put forth their best and brightest candidates for the award.



### Goal:

Streamline a process to nominate the best possible candidates for the Women MAKE America Awards.



### Contact:

Tomo Gore  
[tomo.gore@toyota.com](mailto:tomo.gore@toyota.com)



### Time Commitment:

The company dedicates 20 hours of time in total. This time is spent over two months through four employees to complete the process. One HR employee manages the email distributions and initial reviews, and three plant presidents serve on the executive committee to review the nominations and choose the final applicants.



### Outcome:

The number of officially submitted applicants varies year to year based on how large the pool is and the quality of candidates. For the 2018 Awards, Toyota submitted four Honoree applications and three Emerging Leader applications. The maximum per company was selected.



**Leah Curry**  
Plant President  
2013 STEP Ahead  
Honoree



**Susan Elkington**  
Plant President  
2014 STEP Ahead  
Honoree



**Millie Marshall**  
Plant President  
2014 STEP Ahead  
Honoree



# WOMEN **MAKE** AMERICA AWARDS

2023



## Best Practice Spotlight: Women MAKE America Awards

# STEPS FOR IMPLEMENTATION:

- 1 Create a nomination review executive committee and/or confirm previous participants will again volunteer to be a part of the internal review process.
- 2 Develop an email communication on Women MAKE America Award nominations to send out to all plant presidents and HR department heads in manufacturing, along with other groups, directly linking to manufacturing. Indicate in the email the internal company nominations due date as one month prior to the official Manufacturing Institute deadline. The email will include a nomination form in a word document that mirrors The Manufacturing Institute nomination form.
- 3 Coordinate with all necessary departments to approve and review this email communication.
- 4 Nominations are returned to Toyota HR representative by the internal deadline.
- 5 Toyota HR representative reviews the nomination submissions and separates the candidates into the Emerging Leader and Honoree categories.
- 6 Toyota HR representative ensures all applications include all necessary information and the appropriate word count.
- 7 Toyota HR representative reviews and documents internal performance ratings of all submitted nominees.
- 8 Toyota HR representative distributes the nomination submissions and a matrix with performance scores to the internal executive committee, which includes three female plant presidents who are all Awards alumnae.
- 9 Toyota HR representative coordinates a meeting/ conference call with the executive committee to discuss the nominations and come to a consensus on who they would like to officially nominate. The executive committee is asked to come to the meeting with their top three choices in each category.
- 10 Once the final candidates are chosen, the Toyota HR representative submits officially through the Institute's nominations website as the sole point of contact for the Institute.
- 11 Toyota HR representative will send a pre-notification when the Institute sends out the notice on who did and did not get selected.
- 12 Toyota HR representative manages all Women MAKE America Award information, communications and sponsorship, as a sole contact for both the Institute and Toyota.

# TOYOTA



### Best Practice Spotlight: Women MAKE America Awards

# AGCO INTERNAL AWARDS NOMINATIONS PROCESS



#### Synopsis:

In order to put its best applicants forward, AGCO Corporation implemented a company-wide nomination process to select which female employees will be nominated for the Women MAKE America Award. The company created a nomination form on its internal system that mimics the official Women MAKE America Awards nomination form. To spread the word, AGCO promoted the Women MAKE America Awards and its internal nomination form to its Global Women's Network, posted articles with the link to the form on its intranet home page and distributed an email to all AGCO employees in early August with a request for nominations by September 16.

After receiving 52 nominations for 30 different women, two AGCO employees evaluated the nominations and reduced the list to 20 possible candidates. The two employees then organized the list by Emerging Leader and Honoree candidates and created a scorecard for evaluation. Emerging Leader candidates were ranked from 1-4 given the low volume of nominees. Honoree candidates were ranked on a scale of 1-10. Scores were consolidated, and the top Emerging Leader candidate and top four Honoree candidates were chosen for official entry.



#### Goal:

Streamline a process to nominate the best possible candidates for the Women MAKE America Awards.



#### Contact:

Elisa Townsend  
[elisa.townsend@agcocorp.com](mailto:elisa.townsend@agcocorp.com)



#### Time Commitment:

AGCO dedicated two employees to implement the internal nomination process, promote the awards, refine the submissions and officially nominate the candidates. The overall process took approximately 15 hours over one month to complete.



#### Outcome:

AGCO officially nominated five women, and The Manufacturing Institute selected two.



# WOMEN MAKE AMERICA AWARDS

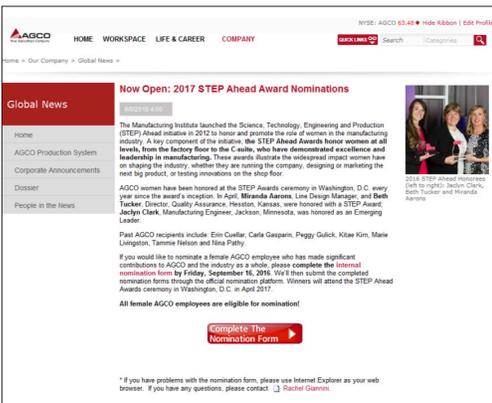
2023



## Best Practice Spotlight: Women MAKE America Awards

# STEPS FOR IMPLEMENTATION:

- 1 Promote the Women MAKE America Awards to the internal women's network, affinity groups, etc.
- 2 Create an internal nomination form that mimics the official nomination form.
- 3 Post an article with a link to the nomination form on the home page of your intranet, or send via email. Request nominations before the national nominations are due, allowing time for evaluation and national nomination.
- 4 Evaluate the nominations and reduce the list to a smaller number of possible candidates.
- 5 Organize nominations into Emerging Leader and Honoree candidates.
- 6 Create scorecard for evaluation using a shared excel document. Use internal review to rate the nominations 1-10 in the four various categories, aligned to the national nominations. You may also use a different rate value, such as ranking the nominations, if given a low volume of nominees.
- 7 Assign a single person to consolidate scores. The top Emerging Leader candidate and top Honoree candidates are then chosen for official entry. Please note, only two Emerging Leaders and two Honorees are able to be selected for the national award.
- 8 Refine selected nominations and officially submit using a single point of contact as the nominator. This person should be able to liaise with the communications/public affairs and human resources team at the company.
- 9 Share recognition via intranet, press release and social media.



# WOMEN **MAKE** AMERICA AWARDS

2023



## Best Practice Spotlight: Women MAKE America Awards

# BEHLEN INTERNAL AWARDS NOMINATIONS PROCESS



### Synopsis:

Behlen Mfg. Co., a medium-sized manufacturer in steel fabrication, has participated in The Manufacturing Institute's Women MAKE America Awards every year to recognize and increase the visibility of its women leaders. The company's Women MAKE America alumnae have continued to meet each year to select a worthy candidate to nominate for the award.



### Goal:

Streamline a process to nominate the best possible candidates for the Women MAKE America Awards.



### Contact:

Heather Macholan  
[heather.macholan@behlenmfg.com](mailto:heather.macholan@behlenmfg.com)



### Time Commitment:

The Women MAKE America Awards alumnae group, which consists of five individuals, spends two to three hours discussing the nominee list and meeting with leadership. The writing and approval of the nomination application takes up to one month.



### Outcome:

The Behlen leadership team sees the value of employing retention and recruitment strategies by participating in the Women MAKE America Awards. They see it as an opportunity to mitigate the gender gap in manufacturing and inspire young women to get involved in the industry. Behlen uses its awards alumnae to participate in Manufacturing Month to run tours and speak with young girls interested in STEM careers.



### Best Practice Spotlight: Women MAKE America Awards

---

## STEPS FOR IMPLEMENTATION:

- 1** When The Manufacturing Institute's Women MAKE America Award nominations open, a notice is sent out to Behlen awards alumnae two weeks in advance of meeting as a reminder to prepare and bring a list of women to discuss as potential nominees. They review the criteria and the nominations application before meeting to understand what the Institute is looking for in the award winners.
- 2** The Behlen alumnae group meets for one to two hours to discuss worthy candidates to nominate. The group examines the pros and cons of each person and comes to an agreement on one person to nominate.
- 3** The selected individual is presented to the leadership team for approval.
- 4** Once approved, the awards alumnae will set a meeting to interview the nominee with questions that resemble the Women MAKE America Awards application. This process will take approximately one week to formulate the questions and schedule the interview.
- 5** An internal communications staff member will help write the nomination. Behlen employees have one month to write, edit and show the written nomination to the leadership team before submitting.
- 6** If selected, the nominee is notified. The rest of the company will be notified after the public announcement in March.

## SAMPLE ESSAY – Honoree Candidate

*Names and company have been removed*

### **Please share a noteworthy contribution and/or technical accomplishment your nominee has achieved at her company and why it is so impactful.**

REBECCA is the Human Factors technical expert within our Product Development organization, providing design guidance and conducting testing to deliver ergonomic, usability and user experience performance throughout the motorcycle portfolio.

REBECCA's work ensures that COMPANY's motorcycles comfortably fit a variety of riders by achieving the best rider seating position, view, and comfort as well as providing a seamless user experience with the gauges, controls, and infotainment systems.

REBECCA has a bachelor's degree in Mechanical Engineering from the UNIVERSITY, a master's in Aeronautical Science from UNIVERSITY, and a master's and Ph.D. in Human Factors Psychology from UNIVERSITY. She has deep experience in the manufacturing industry, beginning 24 years ago as an engineer in tool design and quality assurance. Later, she joined Aircraft COMPANY B as a design engineer where she specialized in Human Factors Engineering and gained expertise in medical devices at COMPANY C Healthcare as a Design Controls Manager. She came to COMPANY in 2015 as a Staff Systems Engineer.

Recently, REBECCA conducted extensive testing of the all new COMPANY app. This app brings connectivity to our riders by integrating ride planning, events, dealer information, and interactive group riding challenges to deliver a premium customer experience that is intuitive and easy to use across multiple platforms. During development, REBECCA led the company in applying the National Highway Traffic Safety Administration driver distraction guidelines, delivering rider safety when using the navigation feature by ensuring user tasks are quickly accomplished with minimal visual and cognitive demand.

### **Please share a noteworthy contribution your nominee has achieved in her community, and why it is so impactful.**

A recent project REBECCA participated in was to be part of a team of volunteers that designed and built a bicycle for a 4 year old special needs child named CORY. CORY was born without fore-arms or legs but was determined to ride a bike with his family. A team of COMPANY volunteers came together to build him a special bicycle. Rebecca assisted in Project CORY by provided design input on the ergonomic position of the seat and upper rotating controls to ensure his joints would not be stressed and the bike can accommodate him as he grows. This project brought independence and freedom to a special child who otherwise would not have been able to ride a bike. REBECCA is also a board member on the NON-PROFIT charity organization, where she works to fundraise and award grants for breast cancer research in STATE.

REBECCA exemplifies leadership in the community through multiple channels. She attended the National Society of Black Engineers annual convention this year to recruit for COMPANY and identify promising talent in the field of engineering. She also conducted a Human Factors Workshop to teach new engineers about the field through a hands-on activity. She is an advocate for Human Factors Engineering and for many years has given lectures to engineering students at TWO UNIVERSITIES. In her teaching, she educates students on the discipline of Human Factors to generate interest for careers within the field.

# WOMEN **MAKE** AMERICA AWARDS

2023



## **Please share how your nominee has been a leader by mentoring others and/or engaging the next generation of female talent.**

Each year, REBECCA attends the Society of Women's Engineering Career Fair as a representative of the company. She is active with our recruiting efforts to bring talented women engineers to be a part of COMPANY. Like her efforts at the National Society of Black Engineers, she conducted Human Factors Workshops during the Society of Women's Engineering event to increase interest in engineering careers.

REBECCA makes mentoring and outreach to young engineers a priority. She wants to make sure women's voices are heard and they have opportunities to develop as leaders. To make sure women are a valued part of Company, Rebecca is active in reaching out to them through mentoring and recruiting. Currently, she is mentoring two women. She has outlined a detailed program of learning through study and hand-on testing to enable them to develop their engineering skills in Human Factors and to advance their career through personal growth. They have become advocates within the company for incorporating Human Factors into designs and are also active in recruiting new employees for the company.

REBECCA's enthusiasm for engineering shows how a career in the field can be impactful and fulfilling at a time when many female students are losing interest in the sciences. Her work will have a lasting impact on the young women she has taught and mentored.

## **Explain why your nominee should be chosen as a Women MAKE America Honoree or Emerging Leader.**

REBECCA should be chosen as an honoree because she is a role model, leading by example to guide and inspire those around her. She strives for high performance in herself, in her coworkers, and in the motorcycles we build to deliver a world class experience. Her passion for our customers shows in how she does her work with the utmost integrity, always pushing for the best product for our riders. She invests in those around her and is always looking for opportunities to teach others or assist them in their personal development. She is proactive to engage our leadership with her work, making sure they understand the principles of Human Factors Engineering when making critical decisions. REBECCA is a life-long learner, strategically leading innovation and research to advance her capabilities and to better understand the impact of human biology, physiology and psychology in engineering design. REBECCA cares about those around her, engaging with students, women at COMPANY and those in the community. Rebecca's leadership makes an impact, because she is genuine, enthusiastic, and honest.

## SAMPLE ESSAY – Emerging Leader Candidate

*Names and company have been removed*

### **Please share a noteworthy contribution and/or technical accomplishment your nominee has achieved at her company and why it is so impactful.**

VIVIAN has her degree from UNIVERSITY in Chemical Engineering and started working at COMPANY in 2013 as part of the company's co-op program - a program that has new college graduates rotate into different positions.

VIVIAN had been in her new role as operations manager at COMPANY's facility for only eight months when Hurricane Harvey hit the Gulf Coast in August of 2017 and she had to lead operations and recovery. In addition to being a new manager facing a crisis, she needed to support employees and customers dealing with losses due to flooding and power outages.

As Harvey took its toll on the area, her plant lost power for five days, and they weren't able to use phone or the internet, so VIVIAN improvised to communicate with customers, management and employees. She also made sure that her team never forgot about and always followed safety protocols so everyone remained safe during the recovery efforts.

Later that year, VIVIAN was appointed plant manager of the facility. VIVIAN's team and facility were awarded the CEO Safety Award in 2017 for having outstanding safety performance during and after Hurricane Harvey. While in the eye of a major crisis event, VIVIAN never panicked - she was able adapt to her new role as plant manager, mitigate a crisis event and prevent safety incidents. She stands out as having the characteristics and temperament of a leader.

### **Please share a noteworthy contribution your nominee has achieved in her community, and why it is so impactful.**

As a college student at UNIVERSITY, VIVIAN worked with and mentored at-risk middle school children on a weekly basis, and that experience showed her what it meant to give back. It sparked her desire to do more for children in need, and in 2015 she began volunteering at nonprofit organization that works hand-in-hand with the state to help support kids who are in the foster care system and become their advocates.

Becoming a volunteer to this nonprofit takes a lot of commitment to the cause and dedication to the children - 30 hours of training are required to begin working as a volunteer, and 12 more each year are required to continue volunteering. As a volunteer, VIVIAN handles each child's case with care and meets with the children at least monthly, goes to their school to meet with their teachers and/or daycare providers, she meets with the child's foster family, and she attends monitored family visitations. She also writes court reports for each case and makes recommendations to the court about what is best for each child based on her work and observations. It is definitely not an easy way to volunteer, but through her work she's seen kids get adopted or go back to their families, and those success stories keep her going.

VIVIAN also organizes and participates in volunteering events for her team at COMPANY, most recently with the TWO NON-PROFIT CHARITIES.

# WOMEN **MAKE** AMERICA AWARDS

2023



## **Please share how your nominee has been a leader by mentoring others and/or engaging the next generation of female talent.**

VIVIAN received a bachelor's degree from the UNIVERSITY in chemical engineering, and since then has had an extraordinary career at COMPANY. It's because of her abilities, experience and leadership that she has become a 'go-to' mentor for many women at the company.

VIVIAN is one of a few female plant managers at COMPANY, and she's made sure to take time out from her daily work to mentor other female leaders on a regular basis. She was a mentor to a female co-op participant who ultimately selected a career in operations following the program.

VIVIAN is also an active participant in COMPANY's women's networking and leadership resource group. Through the resource group, she is able to mentor other women and was selected to be mentored by the COMPANY'S CEO. Through these mentorship circles VIVIAN has flourished and continues giving and receiving guidance while she grows as a leader.

The Recruiting department has also tapped VIVIAN to help them recruit top engineers at university and SWE career events. Her background as a former chemical engineering major, and the stories of her experience and success in the company have proven to be valuable.

## **Explain why your nominee should be chosen as a Women MAKE America Honoree or Emerging Leader.**

VIVIAN is an extraordinary woman, employee, manager, intellect, mentor, volunteer and colleague. Her passions exceed the amount of available waking hours, and her talents extend farther than she knows.

Without much support or experience as plant manager, VIVIAN was able to support a plant, her employees and customers during one of the worst crises we've seen in the Gulf, and see it through recovery. The way she is able to adapt, learn and acclimate quickly is remarkable. And her ability to function with confidence, humility and grace has earned her the respect and admiration of her employees and colleagues around the world.

At a young age she has positively affected and influenced the lives of so many at work and as a volunteer supporting children at risk of getting lost in the court system. Her goals are selfless and she is truly ready and willing to go and do whatever is asked of her or that she sees needs to be done.

What I appreciate most about VIVIAN is her willingness to take time for the things that so many people neglect — she spends time cultivating relationships and supporting others in ways that I truly admire. Her roles at COMPANY are just a small taste of what she will bring to the table and to the advancement of women in engineering and manufacturing.

# WOMEN **MAKE** AMERICA AWARDS

2023



## Meet the Women MAKE America Team



**Carolyn Lee**  
Executive Director

Carolyn Lee is Executive Director of The Manufacturing Institute, the education and workforce partner of the National Association of Manufacturers, the nation's largest industrial trade association.

In her role, Ms. Lee leads the Institute in its goal of supporting the manufacturing workforce of today and growing the manufacturing workforce of tomorrow. The MI does so through a variety of programs designed to excite, educate and empower—with a particular focus in four key areas: women, veterans, youth and lifelong learning.



**AJ Jorgenson**  
President, Strategic Engagement and Inclusion

AJ Jorgenson is the President, Strategic Program Engagement and Inclusion at The Manufacturing Institute, the non-profit affiliate of the National Association of Manufacturers. In her role, Ms. Jorgenson develops and executes all strategic operations for the MI's Diversity and Inclusion pillar, and the MI's largest program, Women MAKE America. She ensures that MI is the authority on the attraction, qualification, and development of world class manufacturing talent.



**Sarah Shields**  
Director, Engagement Programs

Sarah Shields is the Director of Engagement Programs at the Manufacturing Institute. Ms. Shields provides strategic support for Women MAKE America, as well as oversees the tactical execution of the Women MAKE America Awards, the 35x30 campaign, virtual and regional events and recurring initiative communications.



**Serena Wong**  
Senior Manager, Program Operations

Serena Wong is the Senior Manager of Program Operations at The Manufacturing Institute. In her current role, Ms. Wong provides operational support across the MI and works with program leads to develop and execute external facing events.

# WOMEN **MAKE** AMERICA AWARDS

2023



## Meet the Women MAKE America Team



### **Katherine Harker**

**Associate, Operations Support**

Katherine Harker is the Associate, Operations Support at the Manufacturing Institute. In her current role, Katherine provides support across the MI and works with program leads to execute external facing events.



### **Marisa Brown**

**Manager, Diversity & Inclusion**

Marisa Brown is the Manager of Diversity & Inclusion at The Manufacturing Institute. Previously she was with the Member and Business Services Department of the NAM, where she managed various operational programs. In her current role, she is responsible for supporting the development, growth, and maintenance of the MI's diversity programming and women's engagement programming.

# WOMEN **MAKE** AMERICA AWARDS

Nominations Open  
August 1 – October 7, 2022

 [themanufacturinginstitute.org/nominate](https://themanufacturinginstitute.org/nominate)