

Invitation email to companies asking to participate in Survey Focus Group:

You may recall that the National Institute of Standards and Technology (NIST), through the Hollings Manufacturing Extension Partnership (MEP) is sponsoring a research study to examine the quality, market value, and effectiveness of manufacturing credentials. Conducted in partnership with Workcred, an affiliate of the American National Standards Institute (ANSI), the study will contribute to the body of knowledge for manufacturing-related skills credentials and identify skill gaps that could be filled by new credentials. Recently we asked our *(insert state or MEP Center name)* to participate in an online survey and many manufacturers in our state participated. Thank you!

The next and very important phase of the study involves conducting focus groups to gather addition, more in-depth information about how credentials are being used (or not) in manufacturing facilities, and to gather input on what new or improved credentials may be needed. We are asking for your continued support to participate in our focus group. Please consider committing one (1) individual from your organization, such as the CEO, HR director, line supervisor or other professionals that engage with hiring and managing individuals in your workplace.

Our focus group session is scheduled for:

*Date*

*Location*

*Time - 2-hour time block to be defined by the MEP Center*

Please RSVP attendance to: (MEP Center contact) by (date to be 1 week prior to scheduled session). Respond quickly. The focus group is limited in size to allow for questions and discussion.

Regards,

*MEP center representative*

*Email*

*Phone*