

Associated Industries of Massachusetts Partners With STCC and 4 Other Colleges



Associated Industries of Massachusetts (AIM) and five Massachusetts community colleges announced an agreement today under which the largest employer association in Massachusetts will offer supervisory, human resource and customer service courses at community colleges throughout the commonwealth.

The collaboration brings together public and private entities with distinguished histories of training and educating employees at Massachusetts companies. Organizers believe the initiative will offer valuable training in convenient settings for citizens whose skills and productivity will be a key factor in forging economic recovery in the Bay State.

AIM will offer a total of 135 courses during the fall semester at Springfield Technical Community College, Quinsigamond Community College, Bristol Community College, Massasoit Community College, and Bunker Hill Community College. The courses will be non-credit seminars offered through each college's business education center.

"It is a partnership that makes sense," said Bill Hart, Deputy Director of the Massachusetts Community Colleges Executive Office.

"Both AIM and the Massachusetts Community College system do corporate training throughout Massachusetts. We're complementing each other's strengths and giving business and industry in Massachusetts courses that offer a direct return on investment."

Sandra L. Reynolds, Executive Vice President of the AIM Employer's Resource Group, said the agreement will allow two leaders in employee training to deliver education in a way that encourages companies to train their best people. AIM is calling the initiative the AIM Community College Connection, or AIMc3.

"The most respected companies in the world train aggressively during economic downturns. AIM and the community colleges are determined to help employers prepare their workers for the next period of growth and for the innovative industries of tomorrow," Reynolds said.

AIM will offer courses ranging from *The Supervisor and the Law* to *HR for the Non-HR Manager* to *Communicating to Make the Sale*. The association trains thousands of supervisors and human resource professionals each year both in public programs and on-site sessions.

Founded in 1915, AIM works on behalf of more than 6,500 Massachusetts employers on matters of public policy, training and education, and insurance. The association is guided by the belief that only a vibrant, private-sector economy creates opportunity that binds the social, governmental and economic foundations of the commonwealth.

Massachusetts' 15 community colleges open pathways to baccalaureate education and to careers and career advancement. Their broad mission encompasses degree and certification programs, training for business and industry, serving as a resource for solving community problems, and enriching the quality of people's lives. Rooted in their communities, these colleges are open-admission institutions dedicated to serving an academically, economically, and culturally diverse population.

"With the help of AIM and supportive colleagues throughout the state, we've created a cohesive public-private partnership that enables both Associated Industries of Massachusetts and the Massachusetts Community College system, to achieve a common goal with more efficiency," said Thomas Goodrow, Vice President for Economic and Business Development at Springfield Technical Community College.