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# AuburnWorks

Auburn Technical Assistance Center News Briefs For Stakeholders

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Since 1976

Helping Business and Industry Become More Competitive

## Second Quarter 2009

### ATAC launches new web site with 'social media' components

Students started it. Others have adopted it. Today, millions of individuals and businesses are linked together in a virtual community known as the Social Network.

In August, with the start of Auburn University's fall semester, the Auburn Technical Assistance Center launched a new web site – complete with its own ATAC "virtual community."

Still accessible at [www.auburnworks.org](http://www.auburnworks.org), the new web site is better organized, more user friendly, and capitalizes on video and other social media technologies to more effectively interact with clients and potential clients.

Additionally, ATAC is tied into a virtual community that includes a presence on "Facebook," "Linked In," "Twitter" and "You Tube."

The idea is to establish a web environment that better serves our customer base, according to ATAC's marketing manager Mitch Emmons.

Working over the summer with Robert French, the Social Media instructor with AU's Department of Communication and Journalism, ATAC completely renovated its static web site to better serve as a customer information resource as well as a more robust program marketing medium.

"We will make improvements all along," Emmons said. "However, they will be customer driven and always designed to provide a web tool that better links ATAC instructors and our customers by providing communication improvements and ease of access to ATAC information and expertise."

## For East Alabama Industry

### ATAC spearheads major TWI training effort

By ATAC Director Henry Burdg

Supervisors play a vital role in the success of manufacturing primarily through process control. Typical roles historically include planning or setting work standards, monitoring employee performance, and providing corrective feedback. Additionally, supervisors are to network with managers, handle conflicts, hire new employees, and a variety of special projects.

As industries have evolved to include aspects of new management techniques, high-tech manufacturing, world-class competition, and foreign ownership/management, the role of a modern supervisor has taken on additional aspects such as problem solver, team leader, coach, process improver, etc.

Manufacturing workers in Alabama's workforce are not prepared for the changed role of a modern supervisor and there exists a gap in the knowledge, skills and abilities that must be closed through training/development to allow the manufacturing industry to remain competitive. This unmet need was determined through direct company feedback from approximately 150 training participants over the past 12 months

where 100% recommended that supervisory training should be provided to others in their companies.

The project provides the Training Within Industry (TWI) tools and techniques in Job Instruction, Job Methods, Job Relations, and Job Safety that form the foundation for continuous improvement (CI) methods to close the KSA gap for a modern manufacturing supervisor. Eighty supervisors in 8 to 10 companies are participating.

#### TWI Modules Description:

Job Instruction (JI) – teaches supervisors how to quickly train employees to do a job correctly, safely, and conscientiously. The objective is to develop a well-trained workforce resulting in: less scrap and rework, fewer

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Henry Burdg

### Auburn Technical Assistance Center personnel earn additional certifications

Several ATAC employees recently attained additional professional certifications.

Lean specialists Rick Battye and Terri Lawrence each attained Bronze Certified Lean Manufacturing status from the Society of Manufacturing Engineers. This certification is based on the successful completion of a Lean implementation and project portfolio.

Senior outreach associate Mitch Emmons completed Six Sigma Green Belt training. Six Sigma is a statistical process control method that combines statistical measurement with project work to improve process performance.

Lean specialist Dave Devore has been accepted as a presenter at the 2009 Tennessee Society for Human Resource Management Conference and Exposition. Devore's topic is "Utilizing Training Within Industry to get 'Back to the Basics' in Training."



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*Auburn Technical Assistance Center was established in 1976 and is an affiliate of the Alabama Technology Network and an Economic Development Administration University Center. As an arm of the Auburn University College of Business, ATAC provides business and technical assistance, customized training, and consultation in implementing value-added strategies to manufacturers and other businesses, not-for-profit organizations and government agencies in Alabama and the Southeast.*

*Auburn University is an equal opportunity educational institute/employer.*



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### **TWI Continued From Front**

accidents, less tool and equipment damage.

Job Methods (JM) – teaches supervisors how to continuously improve the way jobs are done. The objective is to make the best use of the people, machines, and materials now available.

Job Relations (JR) – teaches supervisors how to develop and maintain positive employee relations to prevent problems from happening and how to effectively resolve conflicts that arise. The objective is to build positive employee relations by effectively resolving conflicts that arise and to maintain positive employee relations by preventing problems from happening.

Job Safety (JS) - teaches supervisors to engage employees in identifying potential hazards and eliminating them in conjunction with their training and knowledge in OSHA and EPA regulations. This program teaches supervisors a method to analyze the chain of events leading to accidents and hazardous situations.

For more information about TWI, please visit our web site at [www.auburnworks.org](http://www.auburnworks.org). We also offer discussion opportunities with our TWI training experts through our new ATAC Virtual Community link.