



Breaking Barriers: Technology Adoption between Industry and Higher-Education

An ADAMC Partner Success Story

Alabama IMaDE

The Alabama Initiative on Manufacturing Development and Education (Alabama IMaDE) at The University of Alabama, established in 2020, is at the forefront of

modernizing manufacturing technology and workforce education. A founding member of Alabama Defense Manufacturing Community (ADAMC), Alabama IMaDE offers modular courses designed for university students and industry professionals, providing targeted training in various advanced manufacturing skill sets.

THE UNIVERSITY OF
ALABAMA[®]

BF Goodrich[®]
Tires



BF Goodrich

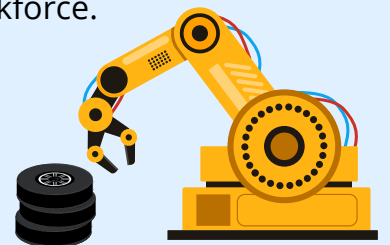
With a legacy spanning over 75 years in Tuscaloosa, AL, BF Goodrich is a titan in tire manufacturing. Employing over 1,400 individuals, their Tuscaloosa plant specializes in crafting passenger car and light truck tires, alongside semi-finished materials crucial for tire construction.

The Problem

BF Goodrich faced a pressing question: how could automation enhance their operations? As new technologies emerged, the company sought to explore automation's potential benefits. However, they encountered a crucial challenge—lacking employees with the necessary skills to operate robots effectively. This gap in internal expertise hindered BF Goodrich's ability to fully leverage automation's potential to streamline tasks and optimize productivity. Enter Alabama IMaDE. Through facility tours and collaborative brainstorming, Alabama IMaDE identified opportunities for automation, aiming to streamline tasks, alleviate employee strain, and tackle the industry-wide challenge of a limited skilled workforce.

The Solution

Alabama IMaDE tailored its modular courses to BF Goodrich's needs, crafting a week-long workshop covering crucial topics in robotics and automation. Combining theory with hands-on experience, engineers and technicians delve into robotics terminology, operations, coding, and safety. Leveraging Alabama IMaDE's expertise and real-world equipment, BF Goodrich anticipates significant returns on investment in a short period of time, including reduced production costs, heightened profitability, and enhanced global competitiveness. This collaborative approach between industry and education not only ensures that the training meets industry needs but also provides a more cost-effective means to upskill employees, leveraging existing centers and expertise in advanced manufacturing.



Empowering Others

This model of partnership between industry and education offers a blueprint for other companies to follow, demonstrating the potential for mutual benefit through leveraging existing resources and expertise in advanced manufacturing education and training. By embracing innovation and strategic collaboration, companies can overcome workforce challenges, boost productivity, and secure a prosperous future.



Learn More about ADAMC at www.ADAMC.Tech

The partnership of BF Goodrich and Alabama IMaDE aligns with ADAMC's mission to enhance the regional workforce's skills through advanced manufacturing education and training.

