



Capturing the Hearts & Minds of the Next Generation of Skilled Workers



Capturing Hearts & Minds

Introduction

Suzanne Kelley, Waukesha County Business Alliance

Schools2Skills Tours and Other Education Initiatives

Mary Baer, Waukesha County Business Alliance

Dream !t/Do !t & Marketing for Manufacturing Careers

Mary Scheibel, Scheibel Halaska

A Manufacturer's Best Practices

Rick Steinke, Sentry Equipment Corporation



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So how do you go about capturing the hearts & minds of the next generation of skilled workers?

You START with manufacturers!



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- Started Waukesha County Manufacturing Alliance after interviewing several CEOs
- Surveyed them for their business concerns
- Resulted in two focuses – their business issues and their employment concerns
- Created a Manufacturing Alliance Steering Committee

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Waukesha County Manufacturing Alliance Steering Committee CEOs/Presidents

Dickten Masch Plastics

DUECO, Inc./UELC

Ellison Technologies

GE Energy Services

GE Healthcare

Generac Power Systems

HUSCO International

MetalTek International

Quad/Graphics

Sentry Equipment

SPX Transformer Solutions

Waukesha Foundry, Inc.

Waukesha Metal Products



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Business Issue Programs

- 3rd Annual New Faces of Manufacturing
- Best Practices in Lean Manufacturing
- Sustainability—reduce, reuse, recycle
- Access to Capital
- It's Time to Examine Your Bench Strength – a Manufacturer's Guide
- Patent Pending – the Race to File



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Employment Concerns

- **#1 Issue: Finding employees that would show up for work on time, every day, ready to work – drug free!**
- **#2 Issue: Finding next generation of skilled workers**
- **Our response: Connect manufacturers with educators through tours**

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Tours Evolution

- Superintendents/Principals/Curricula
- Guidance Counselors/Tech Ed/STEM
- PARENTS/STUDENTS
- Beta tour, June 2011
- Funding!
- Result: Schools2Skills™

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Schools2Skills™ Tours Overview

- Tour 2 manufacturers – focus on career paths, opportunities at all education levels and salaries
- Tour job site – focus on skilled trades, pathways & salaries
- Tour WCTC Engineering & Manufacturing focusing on educational opportunities
- Pre and post tour survey

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Other ways to get manufacturers involved

- **PLTW, STEM Forward, (anything STEM!)**
- **Lego League**
- **BOTS, Rube Goldberg, or FIRST Robotics Competitions**
- **Participate in a curriculum or steering committee**
- **Donate time, talent or treasure –
GET INTO THE SCHOOLS!**

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Other Regional Involvements

- Talent Dividend Initiative
- Closing the Manufacturing Skills Gap

What was out there that could make a difference statewide?

NAM's Dream !t Do !t



Dream!t Do!t[®]

Wisconsin Implementation Overview
Collaborating for Success

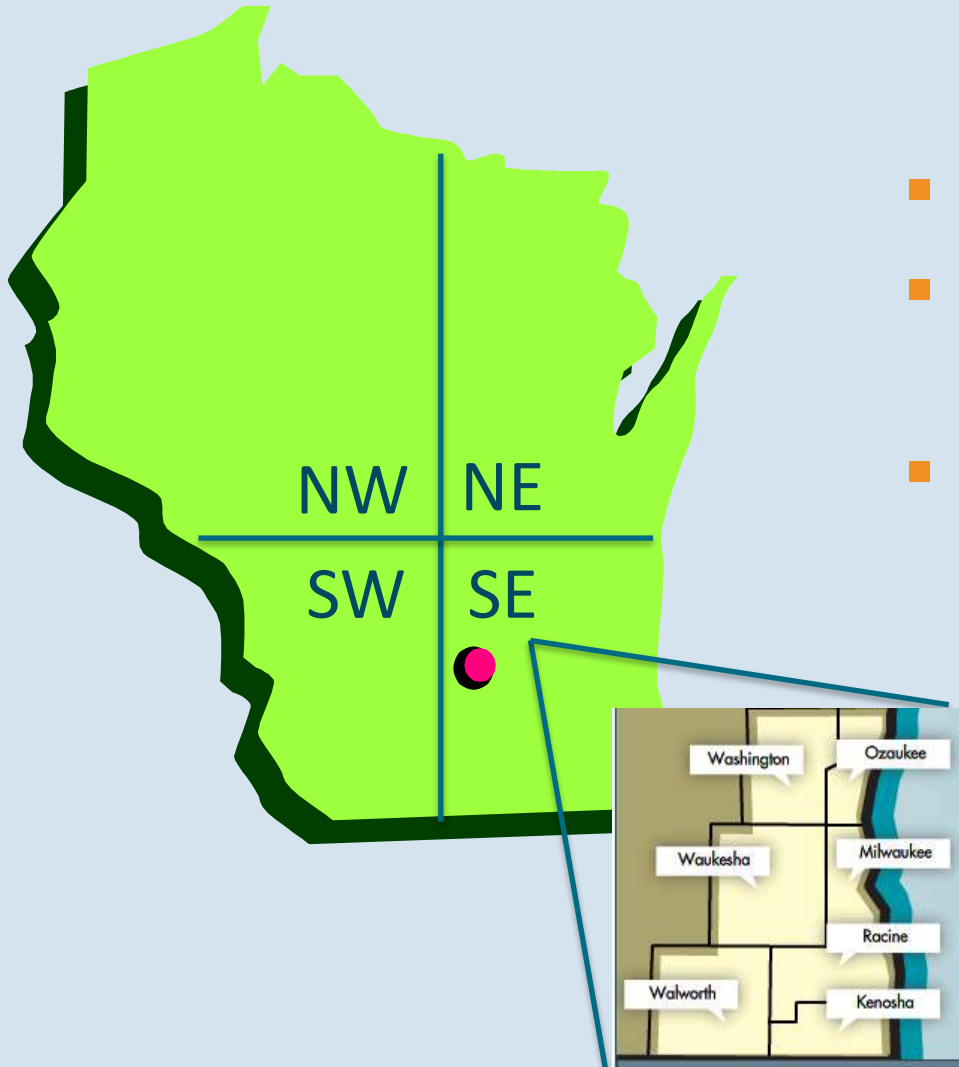
National Dream It. Do It.

Purpose & Vision



- Purpose & Vision
 - Create awareness
 - Provide referral systems
 - Fill local manufacturing workforce needs
 - Make manufacturing a preferred career path

Dream It. Do it. Wisconsin



- Statewide License
- Initial Implementation in M7 Region
- Expand program to other regions

Progress & Next Steps

- Launching Website
- Manufacturing Ambassadors program
- “Dream Team”
 - Team of young people to building camaraderie, peer-to-peer recruitment, input into activities and marketing plan
- Marketing Plan

Successful Program Implementation

Skill development /training.
Build awareness

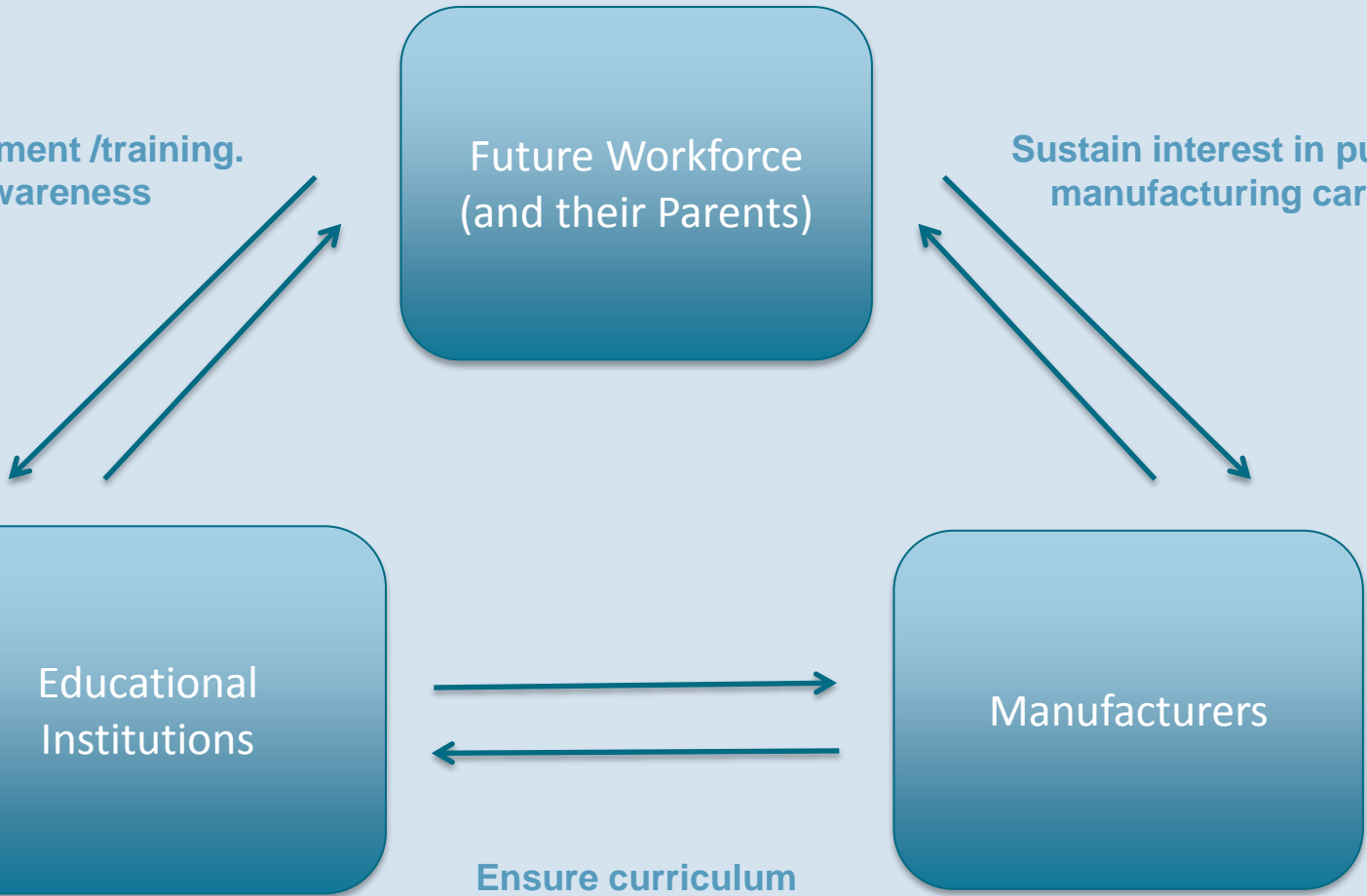
Future Workforce
(and their Parents)

Sustain interest in pursuing
manufacturing careers.

Educational
Institutions

Manufacturers

Ensure curriculum
meets needs of industry



Ultimate Goal

- Connect young people with educational opportunities and manufacturing careers

Positioning Manufacturers for Success

- Make it easy for recruits to find you
- Use your employees to speak your virtues
- Create a careers microsite
 - Use video and photography!
- Connect with community and educational programs
- Use PR and social media

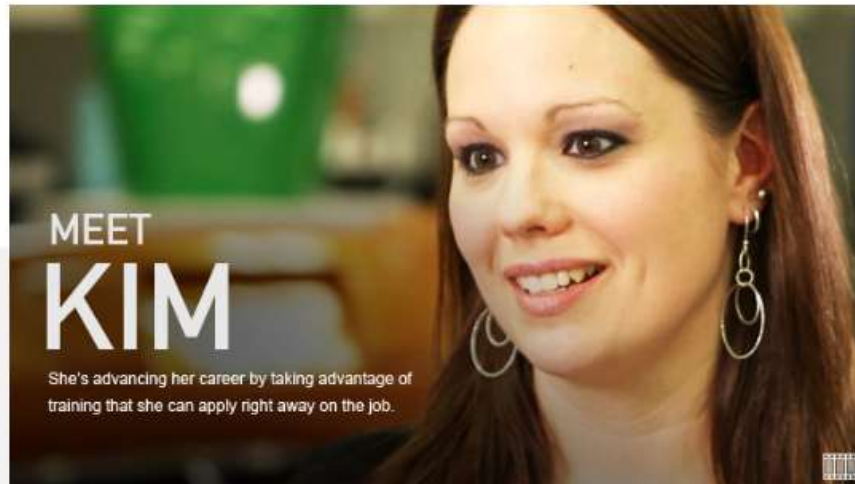
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High School Student
Tech/College Student
Future Milacron Employee



Helpful Links

Scholarship Application (*pdf*)
Co-Op Program
Types of Careers Offered

APPLY TODAY!

Great Opportunities @ a Great Company

Milacron is a worldwide leader in plastics machinery. From auto body parts to videogame controllers to soda bottle caps, our products help make things you come across every day. Discover how you can advance your career and be a part of our strong and growing company – right here in your community.

[Read More...](#)



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Brief History of Sentry

- Founded in 1924 as manufacturer of dairy processing equip.
- Sampling System Specialists for Gases, Liquids and Bulk Solids
- 100% Employee owned (ESOP)
- Over 13 years without a lost time accident
- 2009 Wisconsin Manufacturer of the Year
- (2010, 2011) 100 Best Workplaces
- Sentry is known worldwide for its engineering expertise, with installations in 50 states and over 55 foreign countries



*Every Employee An Owner,
Every Customer A Commitment*

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Diverse Markets & Diverse Customers

Major Markets

- Utility
- Refinery
- Chemical
- Pharmaceutical
- Plastics
- Food
- Cement
- Mining



imagination at work



Energy You Can Depend On



The miracles of science™



MillerCoors™



bp



Cargill



Nestlé

Good Food, Good Life



Bayer



ADM



make today delicious



ExxonMobil

Taking on the world's toughest energy challenges.™



Roche



bringing materials to life™



Advocate Develop Network Promote



Strategic Marketing Communications

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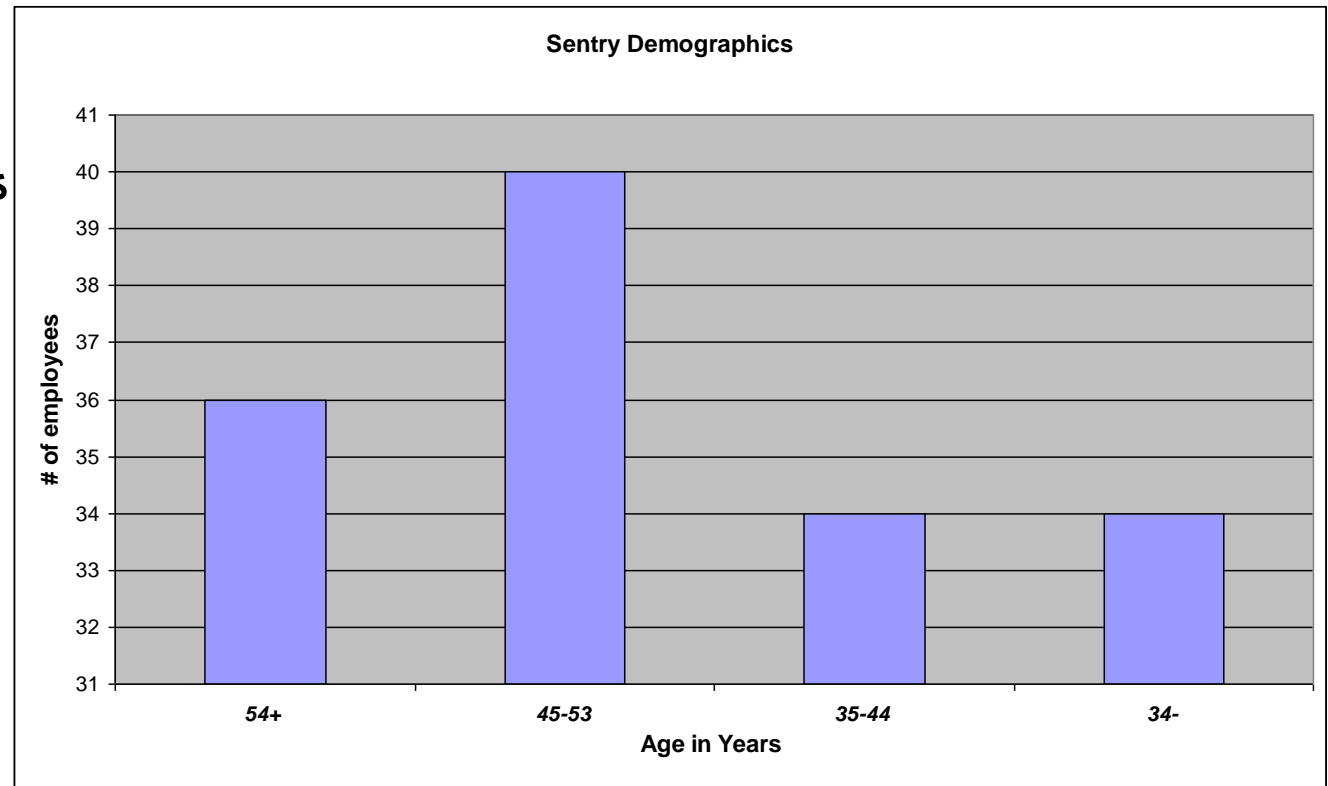
Sentry is...

- Not a huge manufacturer of mining equipment or medical imaging equipment; products are used in every state and in 55 countries.
- Not expecting a \$200 million defense contract but sales have nearly tripled in 6 years.
- Not needing 100 welders over the next year but has hired a new employee every month over the last 6 years (72 people)
- An employer with 160+ employees and faces all the challenges that a company 20 times its size has.

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Challenges We Face

- Workforce
 - Demographics
 - Development
 - Supply
- Technology
 - Computers in the shop
 - Processes



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Perceptions of Manufacturing

- National survey May 2009 commissioned by Deloitte
 - 52% Disagree – Manufacturing jobs are higher paying than jobs in other industries
 - 20% (18-24 age group) think manufacturing jobs are clean and safe (13+years)
 - 3 out 5 people disagree - The school system in my community encourages students to pursue careers in manufacturing ?

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Is Manufacturing Important?

- 81% America's manufacturing base is important to our standard of living
- 68% important to our national security
- If you could create 1000 new jobs in your community, what type of facility would you support?
 - Manufacturing #1 (\$20.00+/hr.)

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What can you do??????

- Get involved with your local business chambers & trade organizations
 - Waukesha County Business Alliance (County Chamber)
 - Waukesha County Manufacturing Alliance
 - Oconomowoc Chamber of Commerce
 - SME Society of Manufacturing Engineers
 - LBE – City of Oconomowoc Utilities

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What can you do??????

- Get involved with the educational institutions and offerings in your area
 - Waukesha County Technical College
 - Training
 - Apprenticeships
 - Marquette University
 - Engineering Co-op (9 students)
 - 3 hired fulltime after graduation
 - 2nd Chance Partnership
 - 5 students (area high schools)
 - Local High Schools
 - Apprenticeships/Internships
 - Tours



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What can you do??????

- Get involved within your community
 - FIRST Robotics (Oconomowoc H.S.)
 - Project Lead the Way (Brookfield Central H.S.)
 - STEM Forward
 - School 2 Skills
 - Volunteer - Donate – Raise awareness of your company in your community

When you interview your recruit. Do you have a story to tell?



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Thank you for this opportunity

Any Questions?





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