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

Suzanne Kelley, Waukesha County Business Alliance

Schools2Skills Tours and Other Education Initiatives

Mary Baer, Waukesha County Business Alliance

Dream It/Do It & Marketing for Manufacturing Careers

Mary Scheibel, Scheibel Halaska

A Manufacturer’s Best Practices

Rick Steinke, Sentry Equipment Corporation
So how do you go about capturing the hearts & minds of the next generation of skilled workers?

You START with manufacturers!
Capturing Hearts & Minds

• 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™
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
DreamItDoIt®

Wisconsin Implementation Overview
Collaborating for Success
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

Ensure curriculum meets needs of industry

Manufacturers
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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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
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Diverse Markets & Diverse Customers

Major Markets

- Utility
- Refinery
- Chemical
- Pharmaceutical
- Plastics
- Food
- Cement
- Mining
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?
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.)
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
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?
Thank you for this opportunity

Any Questions?
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