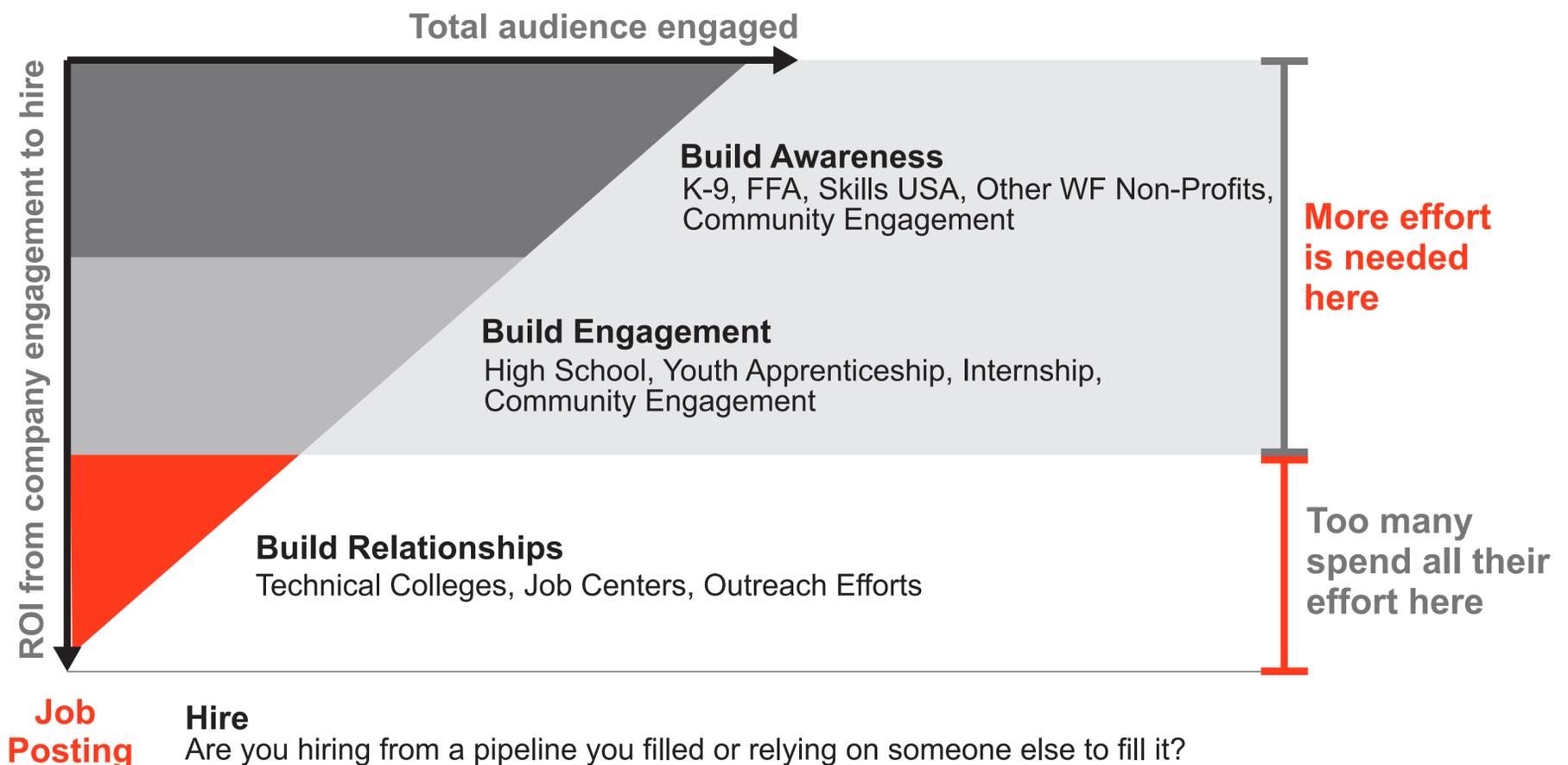


FROM WORKFORCE CRISIS TO WORKFORCE STRATEGY:

Boost your workforce efforts to build your workforce pipeline



Things you can do to Build Awareness and Engagement

Middle School



Create early exposure to your career opportunities

- Give tours
- Hold a hands-on skills event
- Feature a girls-only skills/learning day
- Encourage employees to volunteer in skill-based non-profits that expose youth to advanced manufacturing careers
- Host job shadowing days for employees/children
- Participate in school STEM events and provide a hands-on skill-based experience



Elementary School

- Have one or two pieces of equipment out at local fairs or other appropriate events
- Have an employee talk about their job and show any PPE or other transportable equipment the kids could handle (Daycares-2nd grade)
- Give out career focused coloring books or magazines to organizations or classrooms (K-1st grade)
- Ask your employee parents if their children have career days in their classrooms and let interested parents present about their jobs on worktime



Community Engagement

Non-Profit Engagement

- Volunteering & investing with trades teaching non-profits like FAA, Skills USA



Recruiting

- Invite minorities to apply for your positions
- Consider hiring veterans
- Consider hiring from Criminal Justice second chance programs
- Bring a simulator to career fairs



Brand Awareness

- Volunteering in the community
- Sponsoring events
- Positioning your brand



Enhance Industry Perceptions

- Give an annual open house tour
- Provide teacher externships
- Follow up student events like Manufacturing Days with a tour for parents



High School

Visit THEIR campus

- Meet instructors
- Tour their labs and facilities
- Ask them what is working and what they are most concerned about



Invite them to YOUR facility

- Give them a tour
- Show your equipment
- Tell them what is working well and your biggest concern



Get Involved

- Connect with the teachers
- Offer teacher externships to non-tech teachers and guidance counselors
- Get employees to act as ambassadors and present about their jobs
- Host a tour and have fliers with brief job descriptions, educational requirements, and wage ranges
- Follow up a student tour with a parent tour so parents can see the facility
- Host a skills competition or team



Sponsor an event

- Bring in a simulator in for a career event
- Offer scholarships
- Offer work & learn opportunities