



# LIGHT MANUFACTURING

**INCREASING WORKFORCE CAPABILITIES** is critical to driving growth across all labor sectors. Over the course of 15 months, the Partnership collaborated with area employers and training partners to develop data-driven, collaborative strategies to transition “workforce problems” into strategic solutions designed to stimulate sector growth.



## Challenges

Area manufacturers identified three primary areas of concern in recruiting and retaining workers to effectively run their operations:

1. The applicant pool for manufacturing jobs is very limited, particularly for smaller companies.
2. Many employees lack basic soft skills, i.e., communication, timeliness, and commitment.
3. Childcare and transportation issues are primary barriers to both hiring and retaining workers.

## Sector-Specific Strategies

- ▶ Initiate targeted employee recruitment efforts both inside and outside the region—particularly areas with similar industry targets—to expand the pool of applicants.
- ▶ Actively promote the manufacturing industry to K-12 students and their parents.
- ▶ Partner with area businesses to create and offer “career readiness” programs, credentialing program participants, and incumbent workers as a way of improving soft skills in the region’s labor force.
- ▶ Work with manufacturers and service providers in the region to develop solutions for addressing transportation challenges for current and prospective employees.
- ▶ Establish and utilize a regional manufacturing coalition to identify childcare solutions for working parents.



## *Be Part of the Solution*

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