FROM WORKFORCE CRISIS TO WORKFORCE STRATEGY:
Boost your workforce efforts to build your workforce pipeline

Job Posting
Are you hiring from a pipeline you filled or relying on someone else to fill it?

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

For More Visit AEM.org/workforce