

# UP-Regional Industrial Manufacturing Skills Alliance



# Executive Summary

- The Alliance faces the challenge of developing a labor pool for an industry that is perceived as shrinking, unskilled, undesirable and unrewarding.
- In order to fulfill its mission to meet the current and future labor needs of the U.P.'s industrial manufacturers, the Alliance will implement marketing strategies that will counter misconceptions regarding job availability, skill requirements and work environment.

# Executive Summary

- Strategies will involve the development and deployment of a variety of educational and promotional materials to reach targeted audiences including potential job candidates parents, schools, the media and representatives of all levels of government..
- A successful campaign will result in an increasingly favorable view of the manufacturing sector in the U.P. correlating to an increase in candidates for training and employment as a percentage of the region-wide labor pool.

# Situation Analysis

- The Upper Peninsula currently faces a shortage of workforce candidates possessing the basic skills and work ethic required in a new era of manufacturing jobs.
- Area businesses attribute this shrinking labor pool to several misconceptions about jobs in the region and manufacturing jobs in general.

# Misconceptions

- There are few jobs available in the manufacturing sector due to outsourcing and other macroeconomic factors.

## **Fact:**

- In fact, more manufacturing jobs are being created in the Upper Peninsula than there are qualified candidates to fill them.

# Misconceptions

- Manufacturing jobs are boring, dirty, unsafe and the last resort for individuals unable or unwilling to pursue college or vocational training.

## Fact:

- The new era of manufacturing jobs offers diversity and rewarding work on exciting and innovative products in clean, safe environments.

# Misconceptions

- Manufacturing jobs are unskilled, unchallenging and low paying.

## Fact:

- The required skills and level of education necessary for jobs in the manufacturing sector are changing. Compensation packages offer an excellent wage combined with access to benefits.

# Misconceptions

- These misconceptions are perpetuated at all levels of government and in the media making it very difficult to present an appealing and realistic picture of the manufacturing sector to those just entering the workforce, the under- and unemployed, parents and schools.
- In addition, manufacturing businesses in the U.P. tend to be 'out-of-sight, out-of-mind'. Their physical locations lack visibility and their staff time is understandably geared toward production and job creation rather than raising the company's profile in the press and the community.
- Often, a company's philanthropic efforts and community involvement fail to get correlated to the desirability and availability of jobs.

# Target Audience:

- ***New Entries to the Workforce:*** Individuals new to the workforce and considering career options may not be aware of the opportunities available or the skills required in the manufacturing sector, and, specifically, for U. P. manufacturing businesses.
- ***Parents:*** Many parents, as they guide their children through the career decision process, may no longer consider manufacturing as a viable and appealing alternative to college

# Target Audience:

- ***Schools-Educators & Guidance Counselors:*** Any school staff member in a position to help students at the high school and college levels make career choices should be aware of manufacturing sector opportunities and requirements.
- ***Career Centers, Job Boards:*** Aid job center staff by providing informational material that will acquaint them and their clients with the career potential of the manufacturing sector in the U.P.

# Target Audience

- ***Governmental Entities & Media Outlets:*** Dispel misconceptions about the sector by educating members of government and the media about the new era of manufacturing in the Upper Peninsula and the need for qualified workers.
- ***Underemployed & Unemployed:*** Individuals currently employed who already have skills that are transferable to the manufacturing sector may be in a job that does not make full use of those skills. They may not be aware of the opportunities available to them. Additionally, unemployed individuals may not be aware that they have, or can be trained in, the skills necessary to take advantage of opportunities in the manufacturing sector.

# Marketing Strategies

- ***Print Collateral:***
  - Brochures will be produced outlining the availability and desirability of pursuing manufacturing jobs in the Upper Peninsula.
  - The brochure will be appropriate for distribution at schools, job centers, career fairs, other members of the target audience and anywhere else identified as a potential source of candidates.
  - There may be some variance in brochure content to address the differences between target audiences, although all print will adhere to a general design template.

# Marketing Strategies

- *DVD and Multimedia:*

- Produce a DVD piece that provides an appealing overview of opportunities in and benefits of manufacturing jobs in the U.P. The DVD can be copied and distributed at career fairs and to schools and job centers and generally used as a recruitment tool or to provide accurate information about manufacturing jobs in the U.P.
- Portions can be extracted for use on web sites or in other multimedia recruitment promotions.

# Marketing Strategies

- **Television & Radio:**

- *Produce a television ad that refutes misconceptions about manufacturing jobs in the U.P. and motivates potential job candidates to seek more information.*
- *Evaluate available inventories on cable and network television to schedule ad runs to provide the maximum awareness for the best value.*
- *Some more narrow scheduling may be recommended, depending on budget, where there is a reasonable expectation that the advertising will reach a specific demographic such as, for example, males 19-25 years of age.*

# Evaluation of Results

- Evaluation of results will be the responsibility of the convening agency and may involve surveys of regional manufacturing business and other forms of data collection and consolidation of reporting from schools, governmental institutions, anecdotal evidence and the manufacturers themselves.

# Results of Successful Campaign:

1. A higher level of awareness among employment candidates, parents, schools, governmental bodies and the media regarding the desirability, availability and required skill levels for manufacturing jobs in the Upper Peninsula.
2. An increased applicant pool of potential workers.