

Recruitment and Engagement Challenges of Manufacturing Training Programs

MassHire Lowell Career Center



Thank you NAMC!

Thanks to NAMC for creating so many manufacturing training programs!
We are very appreciative of all NAMC's hard work!

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Manufacturing Training Programs since 2017

- Tech Hire
Middlesex Community
College/Greater Lowell Technical
High School/Shawsheen Valley
Technical High School
Machining and Electronics-2
cohorts
- Tech Hire
Middlesex Community College
Quality Systems-4 cohorts
- EOHEd
Shawsheen Valley Technical High
School
Advanced Manufacturing Welding-
2 cohorts



Recruitment and it's Challenges



Tech Hire Specific



- ❖ Ran daily Crystal report listing every customer attending a seminar/RESEA/workshop/ webinar in the Tech Hire age group (17-29)

Looked at education and job history in MOSES:

- Machining-high school/equivalent, job history-no career path or manufacturing
- Electronics-high school/equivalent, job history-manufacturing
- Quality Systems-high school/equivalent, college, job history-need manufacturing experience

~Potential students were given a flyer and emailed a flyer that day~

Recruitment



All manufacturing training programs:

- ❖ Career Center Seminar
- ❖ Social media
- ❖ Advertised on Indeed until we were not allowed to
- ❖ Advertised at movies
- ❖ Posted flyers on website, in career center, staff cubicles
- ❖ Staff referrals
- ❖ Gave flyers to partner agencies (DTA, CTI and MRC)
- ❖ Customers could complete form on website, expressing interest
- ❖ Former students

Best Recruitment Practices

- Running daily Crystal reports to find candidates for age specific training programs
- Each day going through list of customers attending CCS, RESEA, workshops, webinars
- Former students

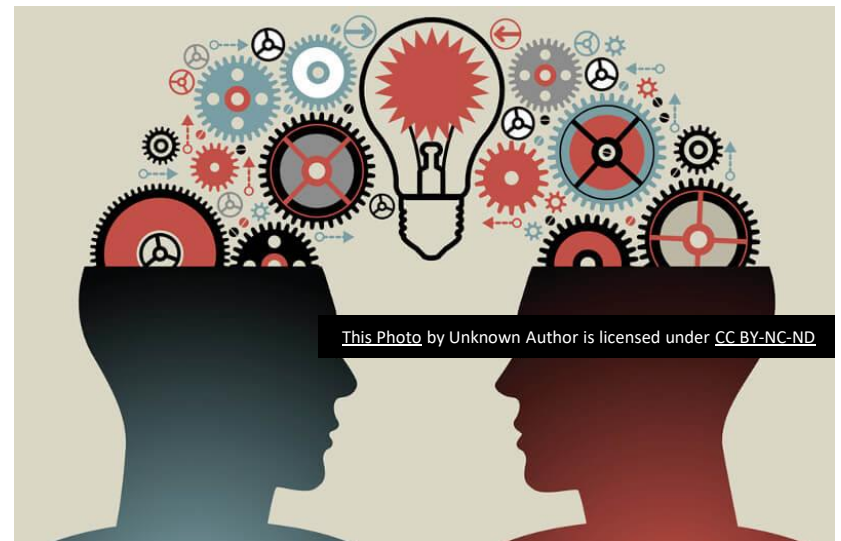
What I learned:

Help from every career advisor is key to recruiting the best candidates!!!!



Recruitment ideas?

Any recruitment ideas for future manufacturing trainings? Any ideas for virtual recruiting?



Engagement and it's Challenges



Length of Training Programs

Tech Hire Machining/Electronics-
24 weeks, 4 days a week (M-Th), 5
hours a day (3pm-8pm)

Tech Hire Quality Systems-
6 weeks, 4 days a week(M-Th), 5 hours
a day (3pm-8pm)

EOHED Welding- 20 weeks, 4 days a
week (M-Th), 5 hours a day (3pm-8pm)

**At the beginning, every student
is gung-ho and promises to
attend all classes but.....**

After about a month,
attendance starts to decrease.



Best Practices for Handling Engagement Challenges



- ❖ Tell students to inform me when they will be absent or late-I am their advocate
- ❖ Let school know which students are working
- ❖ Visit training program at least twice
- ❖ Provide extra help with any UI issues (Section 30, RESEA, etc)
- ❖ Receive copy of attendance every day-contact any student who missed consecutive days
- ❖ Keep students motivated through phone calls, emails and visits
- ❖ Incentives-We used attendance incentives(\$) for 2 rounds of the Quality Systems training:
Spring 2018-11 completed-9 received attendance incentives
Fall 2018-6 completed and all 6 received attendance incentives

Other suggestions on how to keep students engaged and absences down????



Outcomes for Tech Hire Quality Systems-4 Cohorts

Summer 2017

- 8 in Tech Hire age group
- 9 completed training
- 8 obtained employment
- 5 in manufacturing



Fall 2018

- 6 in Tech Hire age group
- 6 completed training
- 6 obtained employment in manufacturing

Spring 2018

- 7 in Tech Hire age group
- 11 completed training
- 10 obtained employment
- 5 in manufacturing

Spring 2019

- 9 in Tech Hire age group
- 9 completed training
- 8 obtained employment
- 7 in manufacturing



Outcomes for Tech Hire Machining/Electronics-2 Cohorts

2017-2018

20 case managed by MassHire
Lowell Career Center

20 in Tech Hire age group

14 completed

17 obtained employment

15 in manufacturing

2019-2020 (program affected by COVID-19)

16 case managed by me

15 in Tech Hire age group

7 completed training remotely

2 continued the hands-on
machining training in the summer

6 working in manufacturing



Outcomes EOHEd Advanced Manufacturing Welding-2 cohorts

2019

6 case managed by me
4 unemployed
2 incumbent
6 completed training
4 obtained employment
2 incumbents got raises

2020 (affected by COVID-19)

9 case managed by me
4 went back to training after shutdown
1 got job and couldn't return
4 completed
3 obtained employed
2 in manufacturing



QUESTIONS??

