



Takeaways from the Community Partner Manufacturing Townhall on 12/07/16

How to Read: the red text are the **Gaps / Needs Improvements** identified by the businesses, the green text are the **Possible Solutions / Recommendations** identified by the community partners. Black text are the general comments that apply to the section.

1. Lack of soft skills in job applicants and current workers

a. Current solutions

- i. Could be addressed by connecting veterans (generally hold soft skills) to positions
 1. Let businesses know how to connect vets
 2. Provide outreach to veterans about the positions
 3. Vet center and Worksource locations
- ii. Promotion to job seekers of Key Train and NCRC certification which standardizes soft skill training that is already available in WorkSource Centers and other locations

b. Short-term solutions

- i. WorkSource and partners develop more paid internship positions in the community
- ii. WorkSource and partners develop and hold customer service classes beyond entry-level knowledge and skills

c. Long-term solutions

- i. WorkSource could offer non-traditional times for those with life barriers access to the training
- ii. Workforce system could advocate the need for K-12 to instill concept of accountability at earlier age in education system
- iii. Community colleges and high schools could integrate soft skills training into current course content, instead of as separate classes or workshops

2. Manufacturing has a stigma

a. Current solutions

- i. WorkSource system continuing pushing to hold manufacturing days in local schools to educate students about manufacturing and continue to work to expand the program into more local schools

b. Short-term solutions

- i. Increase the outreach for opportunities from non-academic training as a whole within lower and higher education

c. Long-term solutions

- i. Find and secure funding to develop ongoing outreach and pathways into vocational focused training to be equal with academic focus within K-12 training.



1. Continue to grow career and technical education in high schools. Reach out to K-12 system to help provide training / act as bridge for educators to help students begin thinking about career pathways and soft skills
3. **Lack of confidence in job applicants**
 - a. Current solutions
 - i. WorkSource locations provide assistance for those looking for work
 1. How to job search
 2. Where to job search
 3. Review resume and cover letter
 4. Practice interviews skills
 - b. Short-term solutions
 - i. Educate job seekers on the importance of resume appearance as employers do judge on resume appearance and a little more time and detail spent on them can lead to a lesser time being unemployed
4. **Job seekers fail to understand proper interview attire and etiquette**
 - a. Current Solutions
 - i. WorkSource locations
 1. Interview class and one-on-one training
 - ii. Rotating but recurring course provided within multiple locations around the county by multiple Workforce system partners
5. **Lack of qualified candidates for open positions**
 - a. Current Solutions
 - i. Adding WorksourceWA to outreach platforms
 - b. Short-term solutions
 - i. Locate more funding for industry recognized certificate programs offered locally
 - ii. Secure more funding to offer work experience
 - iii. Provide businesses with resources (workshops, webinars) on inter-generational workplace environments, best practices, etc.
 - iv. Business Solutions and others working directly with employers should candidly discuss what may look like resume “job hopping” to point out that many millennials started work during the recession and may have needed to do contract work or held other short term project-based positions, so not a reflection of “lack of loyalty” but a necessity of the times
 - c. Long-term solutions
 - i. Provide more than one training cohort a year of in-demand skills
 - ii. Workforce system collects best of practices to teach and offer resources to develop mentorship programs for businesses
6. **Applicants do not have a real idea or vision of wage or job roles**
 - a. Short-term solutions
 - i. Interject time within programs and courses to explore career progression including entry level wages; this will ensure that people do not think average wage is entry level wage



- ii. Provide responsibility and task progression (e.g. entry level will likely hold brooms and slowly move in to task roles) Job applicants will not start as a supervisor without prior experience
 - iii. Provide realistic time frame from entry level to career level responsibility and roles
 - iv. Educate and outreach knowledge about total compensation, not just wage.
 - 1. Focus on quality of life aspects:
 - a. Work Culture
 - b. Leave and sick time
 - c. Location
 - d. Health
 - e. Benefits
- 7. Businesses do not know if they are compensating employees at competitive rates**
- a. Current solutions
 - i. WorksourceWA or the local Business Solutions team at WorkSource Everett should be able to provide wage data to business on the local economy within the occupation
- 8. There is a lack of Computer Numeric Controlled (CNC) training provided**
- a. Current solutions
 - i. CNC training is offered locally at South & North College, Lake Washington Technical College, and Everett Community College
 - b. Short-term solutions
 - i. Colleges need to develop better outreach for their local programs to the community
- 9. Employers have the perception that manufacturing training focuses on aerospace**
- a. Current solutions
 - i. There are a few local programs that do not focus primarily on aerospace
 - 1. Colleges need to develop better outreach for these programs
 - b. Short-term solutions
 - i. Colleges and training providers need to develop better connections to other than aerospace manufacturing companies in the region
 - ii. Colleges to provided better outreach about other manufacturing focused training available in the local area
 - c. Long-term solutions
 - i. Colleges need to develop a more diverse advisory board to have more than just aerospace dominated technical advisory within colleges
- 10. Employers believe colleges and educators do not listen to their concerns**
- a. Short-term solutions
 - i. Each college will develop a plan to make their business engagement worthwhile to the business
 - 1. Figure out what they can do to be value-added to the business to attract working with them



- ii. Colleges could start going to trade shows to understand and stay up-to-date on the industry and their changing needs
 - b. Long-term solutions
 - i. Change the college course structure to be more hands-on in practical situations and less about to pass a certification tests that may not be linked to real world skill needs
- 11. **Businesses do not know about WorkSource or WorkSourceWA**
 - a. Short-term solutions
 - i. Marketing and outreach are needed to inform employers of the resources available at WorkSource Centers
 - ii. Specific outreach plans need to be developed targeting human resource managers in small to mid-size companies
 - iii. Concentrate on building relationships and partnerships with industry leaders
 - b. Long-term solutions
 - i. WorkSource website could be set up like 211 service – all of the workforce system needs in one location, with accessible databases
 - ii. WorkSource could become a better coordinator and central point for engagement, tours, outreach, and community resource information becoming more useful for businesses and a connecting point for community partners
- 12. **It is hard to retain good employees**
 - a. Short Term Solutions:
 - i. WorkSource could provide businesses with resources (workshops, webinars, etc.) emphasizing that training is career-long; how to inform employees of the opportunities within the company towards better pay, increased responsibility, etc. and how that will keep employees engaged
 - ii. Help businesses understand the benefit to setting up the expectation that at each new level more training is provided and incentivize those training steps
 - iii. Provide businesses with resources (workshops, webinars, etc.) that help them identify what their company culture is and help them market that to their employees (small & nimble, large with corporate type health benefits, family atmosphere, etc.)