

# DEVELOPMENT

BY JOHNNIEANNE HANSEN

## Collaborative Recruiting Initiative Council of Industry's Latest Workforce Development Focus



**W**orkforce Development has been a focus of the Council of Industry for decades, however it has taken on renewed urgency in the past five years as the skills gap has widened becoming an issue of overriding concern to Hudson Valley manufacturers. In the recent wage and benefits survey members of the Council of Industry state *70% of our members reported that they anticipate hiring in 2018, this is up from 65% in 2017*. Collectively, they plan on hiring over 115 individuals in all categories including administrative, technical, sales and manufacturing. Our members also indicate that they're experiencing over 15% turnover with the anticipation that this number will increase moving forward.

Manufacturers need to attract talent, but how? How do manufacturers stand out in this tight employment market and how can they do it on a fixed budget with limited staff and resources?

To answer this question, the Council of Industry has prepared several

options for our members and the manufacturing industry with the resources they need.

### Collaborative Recruiting Initiative

The Council of Industry has launched a Collaborative Recruiting Initiative, designed to allow HV Manufacturing companies to work together to promote the manufacturing sector, attract candidates and ultimately place them into manufacturing jobs. This Initiative provides access to a recruiting platform, allowing hiring managers to post jobs directly onto the Council's job board and manage candidates through the hiring process. Through a "job aggregator" postings are pushed out to over 100 popular job boards including Google Jobs, Monster and Hot

Jobs. Postings are also scraped by Indeed, Glass Door and Zip Recruiter. Applicants can apply online and all resumes are sent directly to the hiring managers





MOTIVATE



EDUCATE



INSPIRE



*Ulster BOCES also has an Innovative Manufacturing Technology program where students learn to operate the most up-to-date machines, tools, methods, and materials used for shaping and assembling products. All classes are taught in a state-of-the-art facility with some of the most experienced instructors in the Hudson Valley.*



## Achieve your CNC goals with HTEC Training Centers

For more information about the Pine Bush Central School District's Technology and Innovation program in Pine Bush, NY, or to schedule a visit call 845-744-2031 ext.3601 or email [aaron.hopmayer@pinebushschools.org](mailto:aaron.hopmayer@pinebushschools.org)

**Also Available: Ask about our summer 3-Week STEM Academy for Middle School students**

*HFO Allendale Thanks Pine Bush High School for being part of the Haas HTEC Program*

201.327.5215 | [hfoallendale.com](http://hfoallendale.com)



**Haas Factory Outlet**

A Division of Allendale Machinery Systems, Inc.

dashboard. Hiring managers can accept or reject candidates, communicate direct via e-mail, send additional documentation or requests and schedule interviews. These resources are positioned as an efficiency to hiring managers who are currently managing vacancies manually.

The hiring manager access and applicant tracker is the foundation to the larger purpose of the collaborative recruiting initiative, which is increasing awareness about jobs in manufacturing.

Members need to reach job seekers and the public at large. It is critical that people who are currently employed elsewhere, perhaps in jobs that are not satisfying or lucrative, learn about the variety of good jobs in manufacturing. This requires a promotional campaign including customized landing pages, digital media, social and mobile ads.

The Council has partnered with marketing firm A.J. Ross Creative Media to develop, design and kick off the marketing campaign. **This campaign will seek to increase sector awareness; spread the word about current job openings and increase candidates in our applicant pool.** The long-term benefits of the marketing campaign in addition to increased traffic to our jobs portal, will also include customized resources for our in-person marketing with school visits, field trips and educator awareness.

### How will this help?

The sector awareness, combined with efficient and centralized job postings will streamline the job posting process allowing one "go-to" website for jobs in manufacturing. The applicant tracking system collects the contact information of interested applicants and offers the ability to create e-mail campaigns and customized distribution lists, allowing our message to continuously target potential job seekers.

As of March 1, the following companies have joined our Collaborative Recruiting Initiative... **Elna Magnetics, President Container, Fala Technologies, Selux, Fair-Rite Products, eMagin, Viking, MPI, Schatz Bearing and Zierick Manufacturing.**



## Ongoing Workforce Development Initiatives - The Apprentice Program

In 2017, the Council added a Director of Workforce Development and Apprenticeship Coordinator to oversee the launch of the New York State Manufactures Alliance Intermediary Apprenticeship Program. NYSMAIP allows the Council to offer long term resources to prepare workforce for the anticipated skills gap that will be the result of future retirements and what workforce development experts are calling the silver tsunami. It provides structure and accountability to augment existing on-the-job training while delivering foundational education through required related instruction. Employers and apprentices receive access to work process materials, free online training and the support of a designated sponsor liaison to complete paperwork and mitigate the onerous process of registering a Department of Labor recognized apprenticeship program. Apprentices who complete the program will be registered with the Department of Labor as a journey level worker in their trade. Enrolled apprentices appreciate the opportunity to learn more about their position, increase their earning potential and attain the trade equivalent of a degree that is recognized throughout the country. The first cohort is currently tracking hours and accessing required related instruction training while the second cohort is forming, pending Department of Labor review.

# THIS IS HOW YOU CAN HELP

- Sign up today to join our Collaborative Recruitment Initiative
- Call or e-mail Johnnieanne Hansen to schedule a demo or answer questions
- Schedule an appointment to discuss the apprenticeship program and how it can help your business tackle the skills gap issues in your organization
- Follow the Council of Industry on Social Media
- Share our social media content

### Join our outreach efforts:

- Contact our Human Resources intern, Barbara Aprilakas at [jobs@councilofindustry.org](mailto:jobs@councilofindustry.org) if you are interested in joining our K-12 student outreach program. This initiative will include connections at the school level, presentations to classrooms, hosted facility visits, etc. The Council is currently cultivating a list of resources to assist with the framework of our program to entice current students into future careers.

## TRAINING TODAY'S WORKFORCE FOR TOMORROW'S JOBS

Manufacturing Technology Certificate  
Project Management | Lean Manufacturing  
Certified Production Technician | Electrical Theory  
Blueprint Reading & Interpreting Assembly Drawings  
SolidWorks | Certified Fiber Optic Technician  
Programmable Logic Controllers (PLCs)



SUNY Ulster offers a variety of workforce training programs in management skills, computer programming, web development, OSHA, advanced manufacturing and more. Contact us for a customized quote.

**SUNY Ulster**  
Start Here. Go Far.

New! Visit [collegecentral.com/sunylulster](http://collegecentral.com/sunylulster) to post local jobs.

Training available at your site or ours.  
For more information contact [reerb@sunylulster.edu](mailto:reerb@sunylulster.edu)  
(845) 339-2025 or visit us at [sunylulster.edu](http://sunylulster.edu)

# VALUE YOU CAN COUNT ON

Business is unpredictable. Markets shift. Competitors evolve. Customer expectations change.

Today most organizations have come to expect the unexpected, but our clients know there's one thing they can always count on. Us.

PKF O'Connor Davies is a new breed of accounting and advisory firm that holds itself to a higher standard – going beyond passive value calculation to active value creation for leading business owners, organizations and individuals in the US and abroad.

While others may falter amid constant change; we consistently deliver. Advice you can count on. Service you can count on.

**Value You Can Count On.**

 **PKF**  
**O'CONNOR**  
**DAVIES**  
ACCOUNTANTS AND ADVISORS

**George Whitehead**, Partner  
[gwhitehead@pkfod.com](mailto:gwhitehead@pkfod.com)

**Alan Marks**, Partner  
[amarks@pkfod.com](mailto:amarks@pkfod.com)

845.565.5400  
32 Fostertown Road  
Newburgh, NY 12550

[www.pkfod.com](http://www.pkfod.com)

## GREAT CAREERS ENGINEERED HERE

MPI, the leading manufacturer of wax-room equipment worldwide, has been experiencing explosive growth. We're looking for talented people to join our team and help us continue our momentum. MPI is a **GREAT** place to work. Visit the careers section of our website for details or to apply.

**MPI**

(845) 471-7630  
[mpi-systems.com](http://mpi-systems.com)

**APPLY NOW**



www.BartonandLoguidice.com  
(800) 724- 1070

Industrial Hygiene • Environmental Health & Safety  
Asset Management • Wastewater Management & Permitting  
Environmental Remediation & Compliance  
Environmental Permitting • Facilities Engineering  
Energy Conservation/Alternative Energy



Newburgh • New Paltz • Syracuse • Albany • Rochester • Watertown • Binghamton • Somers



**Fair-Rite Products Corp.**

Your Signal Solution®



## WE ARE GROWING

- Are you...
- ✓ Ambitious
  - ✓ Confident
  - ✓ Reliable
  - ✓ Positive
  - ✓ Committed

Does this describe you? Please visit our website for opportunities or stop in and fill out an application.



## We Want You to Join the Fair-Rite Team

### Our Mission...

We, a team of dedicated professionals, create the finest ferrite products and innovative solutions for the global electronics industry, with the commitment to improve the future for our customers, our company, our families, our community and ourselves. WE ARE COMMITTED!

Phone 845.895.2055 | Fax 845.895.2629 | www.fair-rite.com | 1 Commercial Row, Wallkill NY 12589

## - Hudson Valley Pathways Academy

Five years ago, the Council partnered with Ulster BOCES and Ulster Community College to form the Hudson Valley Pathways Academy, a P-TECH School. This advantageous relationship continues to grow as the first-year students are working on member projects and have begun internships. Manufacturers anticipate the benefits of this program as these students will be entering the workforce with practical and work-ready skills attained via workplace learning.

## - Go Make It!

Another resource for the next generation of manufacturing employees is the **Go Make It** career platform. In 2016, with the assistance of Orange Community College the Council launched the career platform, [GoMakeIt.org](http://GoMakeIt.org). This website provides resources for students, parents and educators. It is designed to walk users through the process of connecting strengths and aptitude to required skills necessary for the wide variety of jobs in manufacturing. The addition of professional videos helps students and parents experience a day in the life of a manufacturing employee. **Go Make It** is ideal for classroom presentations and school visits.



## - How Will All This Help?

All the initiatives of the Council are important complimentary components of a strategy to build a Hudson Valley Manufacturing Workforce for today and into the future. The Collaborative Recruiting Initiative, for example will help to recruit job seekers into the most critical trades that are part of our apprenticeship program (CNC Machinist, Electro Mechanical Technician, Maintenance Mechanic, Quality Assurance Auditor, Electronics Technician, Toolmaker and Welder). These critical positions are among the most difficult to fill and programs like NYSMAIP can help companies proactively develop workers with these skills, building the workforce of the future. That can not be accomplished, however, without recruiting and retaining talent into our industry.

The sector awareness, combined with efficient and centralized job postings will streamline the job posting process, allowing one "go-to" website for jobs in manufacturing. The applicant tracking system collects the contact information of interested applicants and allows the ability to create e-mail campaigns and customized distribution lists allowing our message to continuously target potential job seekers.

Moving forward, the plan is to extend programs in alignment with our workforce, development goals, and maintain our commitment to the betterment of our members. The skills gap crisis is tremendous and will require a depth of resources and a multi-faceted approach. K-12 outreach, college and vocational cultivation, extensive marketing, incumbent worker training and a concerted recruiting platform are the tip of the iceberg; it will take years of collaboration and strategy to expand our message and build the manufacturing workforce of the future.



*Johnnieanne Hansen is the Director of Workforce Development and the Apprenticeship Program Coordinator at the Council of Industry.*



**GROW YOUR PEOPLE.  
GROW YOUR BUSINESS.  
GROW YOUR BOTTOM LINE.**

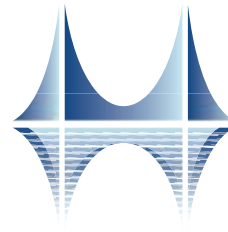


**Advanced Manufacturing workforce programs leading to industry recognized certifications.**

- Introduction to Manufacturing / CNC Milling Operations / CNC Turning Operations
- NIMS Certifications (National Institute for Metalworking Skills)
- CAD / REVIT / SOLIDWORKS / AUTOCAD / CAD-3D

Customized, Quality Workforce Development Programs available to optimize employee performance and productivity

**VISIT OUR WEBSITE AT [SUNYWCC.EDU/PDC](http://SUNYWCC.EDU/PDC)  
CALL 914-606-6658 | EMAIL [james.irvine@sunywcc.edu](mailto:james.irvine@sunywcc.edu)**



**Mid-Hudson Works**

*Formerly Mid-Hudson Workshop for Disabled Inc.  
1948 ~ 2018*

Celebrating 70 years of providing jobs for disabled veterans and others while supporting your business growth and success.

- ✓ Manufacturing
- ✓ Assembly
- ✓ Sub-Assembly
- ✓ Fulfillment
- ✓ eCommerce
- ✓ and more...

**MidHudsonWorks.org | 845.471.3820  
Poughkeepsie New York**



## All we do is work. Workplace law.

Affirmative Action Compliance and OFCCP Defense • Class Actions and Complex Litigation • Collegiate and Professional Sports • Corporate Diversity Counseling • Corporate Governance and Internal Investigations • Disability, Leave and Health Management • Employee Benefits • General Employment Litigation • Government Relations • Health Law and Transactions • Immigration • International Employment Issues • Labor and Preventive Practices • Non-Competes and Protection Against Unfair Competition • Privacy, e-Communication and Data Security • Wage and Hour • White Collar and Government Enforcement • Workplace Safety and Health • Workplace Training

**jacksonlewis.**

With 800 attorneys in major locations throughout the U.S. and Puerto Rico, Jackson Lewis provides the resources to address every aspect of the employer-employee relationship.



Thomas McDonough  
44 South Broadway • 14th Floor  
White Plains, NY 10601  
(914) 872-8060  
[Thomas.McDonough@jacksonlewis.com](mailto:Thomas.McDonough@jacksonlewis.com)  
[www.jacksonlewis.com](http://www.jacksonlewis.com)

©2017 JACKSON LEWIS P.C. | ATTORNEY ADVERTISING