



# Pennsylvania Workforce Pipeline Project Talent Acquisition & Retention Training Workshop

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# Mission



The Philadelphia Region Workforce Pipeline PILOT Project TEAM will energize and engage the greater Philadelphia Region economy by creating and sustaining a maritime and defense industrial base focused workforce pipeline that enables **EMPLOYERS** to re-capitalize their workforce through recruiting, hiring, training, and retaining skilled workforce members with critical trade skills for 1-year as productive and engaged new employees.





# PA Pipeline Master Scorecard



As of 29 OCT 2021  
**28/87 & 21/683+**

Employer Participants					
Company (Size)	Hire Commitment	Company (Size)	Hire Commitment	Company (Size)	Hire Commitment
Philly Shipyard (Large)	10	QED Systems (Small)	1	Lehigh Heavy Forge (Med)	5
Rhoads (Med)	5	DC Fabricators (Med)	4	Curtiss-Wright (Small)	1
L3 Harris – Philly (Med)	3	Phily Ship Repair (Med)	2	Everson Tesla Inc. (Med)	2
Philadelphia Gear (Small)	5	Fairmount Automation Inc. (Small)	2	Staver Hydraulics (Small)	1
Kingsbury (Med)	4	Metals USA (Med)	5	Bridesburg (Med)	1
NSWC (Large)	12	Johnson Controls (Med)	3	York Precision Machining (Small)	1
Greiner Industries (Med)	1	PCC (Large)	1	Jenkins Machine (Small)	3
NAVSUP (Med)	2	PRL, Inc (Med)	6	L3 Harris – Camden (Med)	1
Advanced Cooling (Med)	1	Billet Industries (Small)	1	Lehigh Valley Plastics (Small)	1
Parts Life	2				
<b>Total (Companies/Hires)</b>					<b>28/87</b>

CTE Participants					
Organization	Available Hires	Organization	Available Hires	Organization	Available Hires
ATDM	72	Randolph Career Academy	10	Lehigh Carbon CC	85
Bucks County CC	52	Benjamin Franklin HS	8	Lehigh Career & Technical Institute	60
CC of Philadelphia	20	Jules Mastbaum HS	22	Northampton CC	30
Delaware County CC	84	Thomas A. Edison HS	14	Cumberland-Perry Vo-Tech	20
Thaddeus Stevens	80	Swenson HS	17	Lancaster County Career & Tech	TBD
Williamson College	0	New Oxford HS	TBD	Welding Training & Testing Inst	90
Father Judge HS	42	York School of Technology	2	Bethlehem Area Vocational Technical School	TBD
<b>Total (CTE/Grads):</b>					<b>21/683+</b>

- Philly Region
  - South-Central Region
  - East-Central Region

Facilitators: ACIBC, Curtiss-Wright, Manufacturers' Association, Manufacturers Resource Center Marine Machining Association, NDIA, Philadelphia Youth Network, Philly Shipyard Commissioner, Philly Works, Project MFG, SIBC, JEVS and York County Alliance for Learning

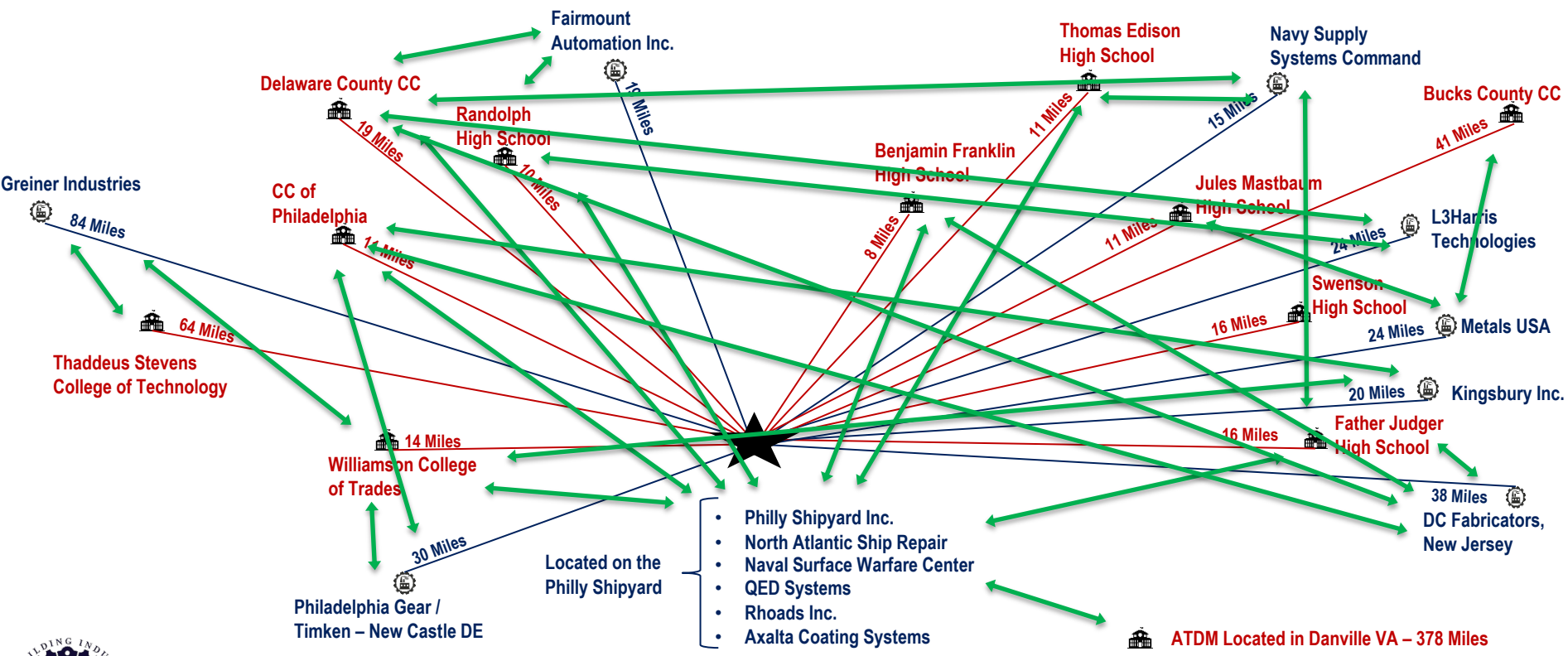




# Philadelphia Region Workforce Pilot Participants Map



## Employers & CTE Program Ecosystem





# Agenda



- 9:00** Welcome & Pledge of Allegiance
- 9:10** Introduction, Training Overview & Learning Objectives:
- Principles of High-Performance Teams
  - Defining the Talent Acquisition and Retention System & Key Performance Metrics
  - Homework Review (Define your Current Talent Acquisition and Retention System)
  - Developing your Future Talent Acquisition and Retention System
- 11:00** Break/Lunch
- 11:30** Identifying, Selecting, and Developing Talent Pipelines
- + Community Colleges: Peggy Dugan, Community College of Philadelphia
  - + Technical High Schools: Melodee Jackson, Philadelphia City Schools
  - + Accessing Workforce Development Resources: H. Pat Clancy, Philly Works
  - + Harnessing the Potential of the Emerging Workforce: Festo Okidi, Philadelphia Youth Network
- 2:00** Overview of L3Harris Technologies Business and Talent Acquisition Program
- 2:30** PA/Philly Region Pipeline Pilot Project Update and Next Steps to 27 January 22





# Size Matters



**a. Small:**

- 1) Single Site
- 2) Under 50 people
- 3) Hires ~ 10 people/year
- 4) Hires on an as-needed basis

**b. Medium:**

- 1) Single Site
- 2) Between 51 – 300 people
- 3) Hires 10 – 50 people/year
- 4) Episodically hires as needed

**c. Large:**

- 1) Single Site or Multiple Sites
- 2) Between 301 – 1,000 people
- 3) Hires 51 – 200 people/year
- 4) Has a consistent/predictable Annual Hiring and Retention Forecast (monthly)

**d. Enterprise:**

- 1) Single or Multiple Sites
- 2) Over 1,000 people
- 3) Hires over 200 people/year
- 4) Has a consistent/predictable Annual Hiring and Retention Forecast (monthly)





# ***The Talent Acquisition & Retention System***

*Start: Generation of a Labor Requirement*

*End: Productive and Engaged Teammate at 1<sup>st</sup> Year Anniversary*

***Recruiting  
Trying Out  
Making the Team***

**3,700/4,200**





**We help Leaders who WANT to Lead;  
Lead a High Performance Team...**

**We Give You the Courage to Lead!**







**My Name is \_\_\_\_\_**

**I am a Leader  
My Team Plays to Win!**







# World Class Talent Acquisition and Retention Systems

## The Revolution

**Traditional: Procurement Model  
(Passive and Employer Focused)**

**to a**

**High Performers: Sales Model  
(Active and Candidate Focused)**





# Why Can't We Recruit, Hire, and Retain GOOD people today?





# Why are some Companies able to Recruit, Hire, and Retain GOOD people?





# The Definition of Insanity



**On a scale of 1-10 with 10 being Perfect how would you describe the performance of your Current TA&R System?**



**Introductions**

# Teammate

## ~~The Employee Experience~~







# Hire for Fit – Train for Skill

## The U.S. Military Example

3/4 Youths between the Ages of 17-21 are  
NOT Qualified





# Building Pipelines

Perfect  
1 Recruit = 1 Life Long Engaged and Productive Teammate

Generate Labor Req's

- Adult Education
- Temp Agencies
- Community Colleges
- College Transfers
- High Schools
- Other Companies
- Current Employees
- State Employment Offices
- Military

Orient, Screen & Identify Candidates

Interview, Assess Fit & Skills

Common Skills Training

1st Job Skills Development

Increase Cost

Hiring Decision/  
1st Day

Decrease Cost

Pre-1st Day – HR Lead

Post 1st Day – Operations Lead

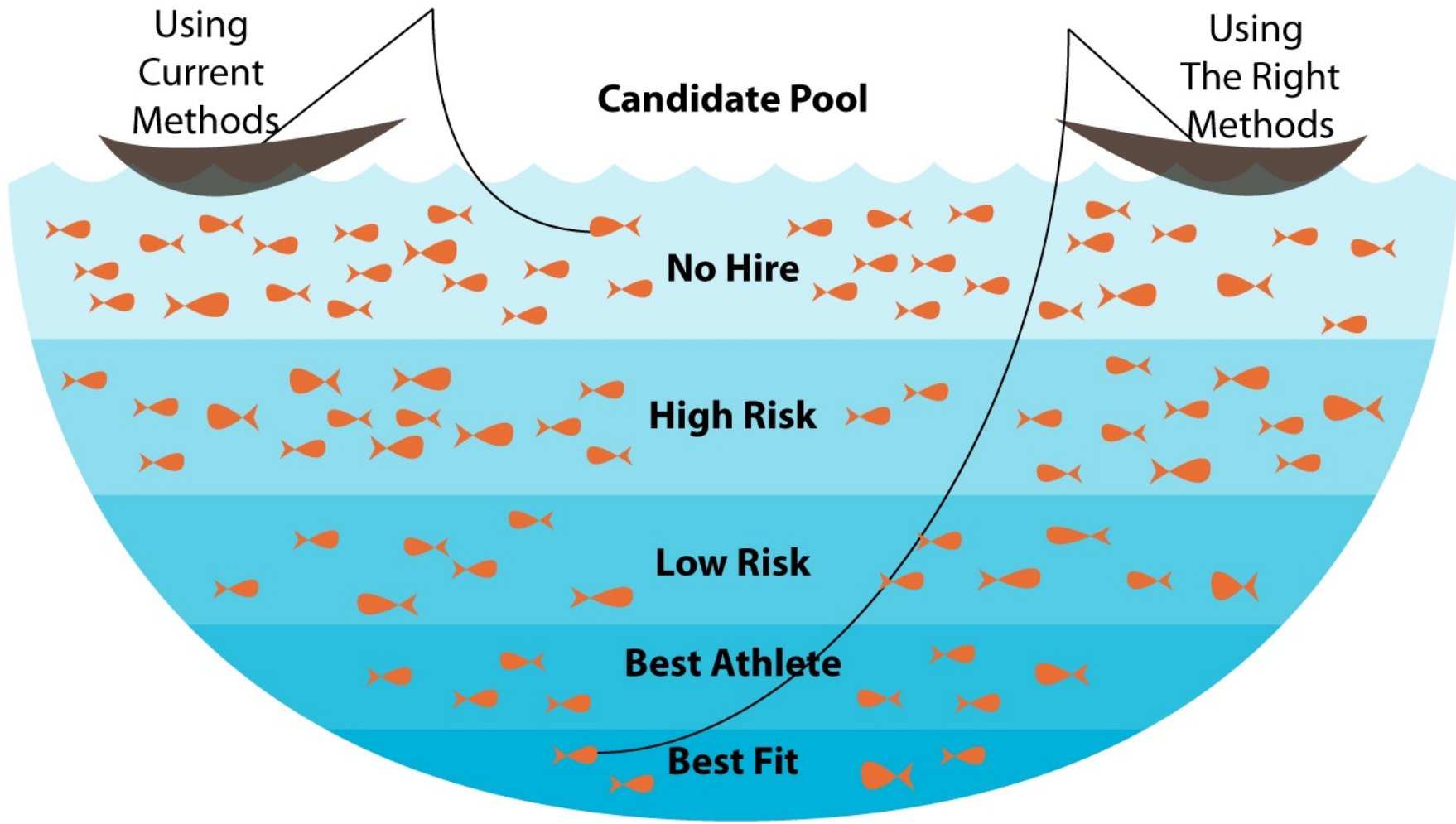


# Army Basketball Team 1975-1976





# Where are you “fishing”?





# Why Duke?



Video





# Business is a Team Sport



- **Think Hard: Are we organized for success and doing the right things?**
  - Right Plays
  - Right Rules
  - Right Positions
  
- **Work Hard: Are we executing the plays?**
  - Putting the right people with the right skills in the game to run the plays
  - Motivating them to produce and Win!
  
- **Talk: Communicate**
  - Everything is constantly changing
  - Providing Aggressive Leadership





# Cambridge Engineering Chesterfield, MO

Video





# Post-COVID Trends and Observations



- **“Tribal Knowledge” vs. “Data Driven” Decision Making**
- **Whiplash Effect drives break in Trust**
- **Overtime Out of Control**
- **Over Reliance on Temporary Workforce**
- **Increased Demand for Workforce**
  - **More External Opportunities**
  - **Voluntary Retirements due to Aging of the Workforce**
  - **“Retired on the Job” driving Labor Costs Up and stifling High Potential Advancement with decreasing productivity and engagement**
  - **Lack of People related data and analysis causing Employer**
    - **Arrogance or Ignorance**
- **Significant Increase in Customer Demands**
- **More Projects than Time, People, and Resources Available**
- **Senior Leadership Tactical focus creating Leader “Compression”**
- **“Heroic Efforts” creating exhausted, de-moralized, and under performing Heartbeat Leaders**







**Who is the Heartbeat of your Business?**

**Have we created an environment where they can Win?**



**What do we do everyday to help them Win?**

# Team Engagement Requires Trust

- **Leaders will provide:**

- Clear direction
- Appropriate Resources
- Expert Advice
- Feedback and Coaching
- Growth Opportunities
- Reward and Praise
- Fair Treatment

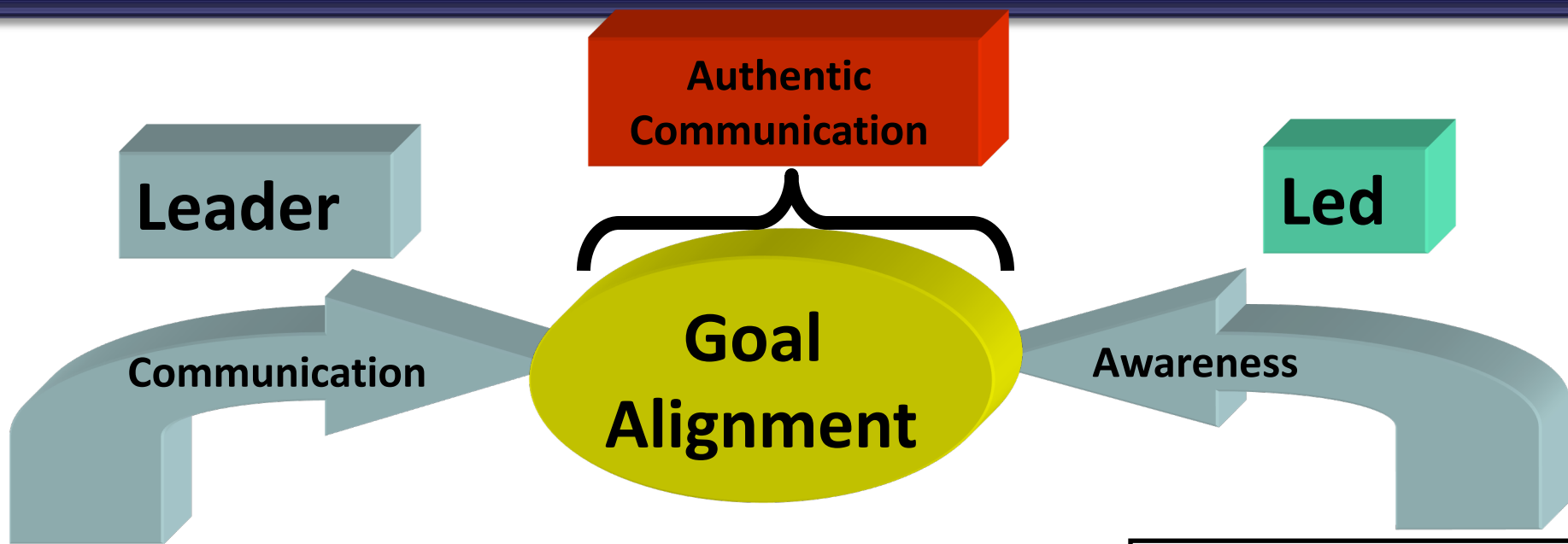
- **Led will:**

- Treat the company like their own
- Hold each other accountable for doing the right thing
- Give early warning of problems
- Have the courage to ask questions



# Is Trust Earned or Given?





## Organizational Goals

- Cost
- Schedule
- Quality
- Safety

## Individual Goals

- Compensation
- Opportunities
- Responsibility
- Work Environment
- Recognition

**Can only occur when there is a conversation between the Leader and the Led about the Led!**



# Tool

## Leader to Led (L2) Power 9 Guide





# L2 Power 9 Guide



- 1. I am your Leader clarity**
- 2. I Trust You**
- 3. You understand what we do and how we make money**
- 4. You know what to do at work everyday**
- 5. You have the materials, tools, and equipment to do your work correctly**
- 6. You know how to do the work correctly the first time**
- 7. You know your role, the roles of your teammates and how you work together as a team**
- 8. My team and I know the score and we play to win everyday**
- 9. My leader cares about me as a person and wants to help me be successful**





**If you can answer all 9 what do you have?**







# TRUST





# Signs of Engaged Relationships Builders

- High Trust
- Low Task Definition Needs
- High Relationship Needs
- Psychologically committed to the company
- Consistent levels of High Performance
- Innovative and a drive for efficiency
- Intentionally build supportive relationships
- Clear about role outcomes expected
- Passionate, high energy, and enthusiastic
- Never run out of things to do
- Loyal to workgroup and company
- Broaden what they do and build on it
- Positive constructive criticism





# Signs of Actively Disengaged Relationships Cutters

- Low Trust
- High Task Definition Needs
- Low Relationship Needs
- Physically present but psychologically absent
- “What can I take” rather than “what can I give”
- Share unhappiness about work with peers
- “I’m OK but everyone else is not”
- Service prevention rather than service provision
- Not productive but always has excuses
- Inability to move from problem to solution
- Normal reaction starts with resistance
- Low commitment to company
- Might sabotage or manipulate solutions
- Isolation, low trust





# Signs of Dis-Engaged Relationships Maintainers

- Meeting the Basics
- Confusion or inability to act with confidence
- Low risk response
- No real sense of achievement
- Making up their own game
- Not always committed
- Show negativity but not underground
- Situationally Engaged

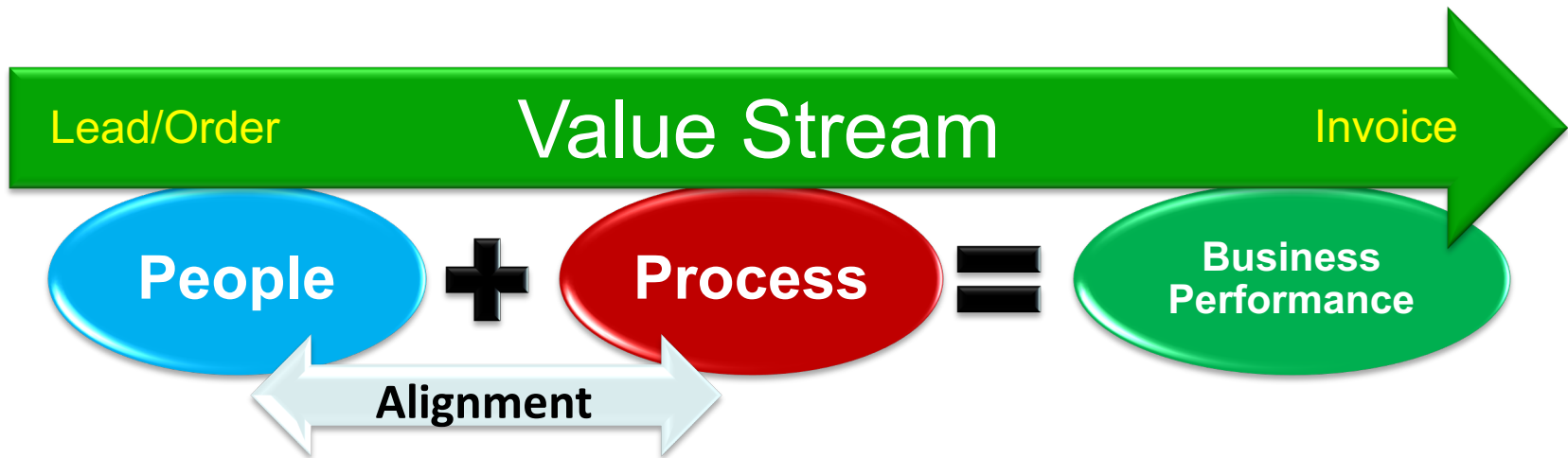




# The Business Case



# Big Picture Thinking





2021



**\$150 Million**  
(Total Revenue)

**\$90 Million**  
(Total Cost of Materials)

**\$40 Million**  
(Total Cost of Labor)





2021/2022



**\$150/\$170 Million**  
(Total Revenue)

**\$90/\$95 Million**  
(Total Cost of Materials)

**\$40/\$\_\_\_\_\_ Million**  
(Total Cost of Labor)







# Actual Example



**2019/2020/2021 In Progress/2022 Projected**

**\$43/\$182/\$227/\$235 Million**

(Total Revenue)

**\$35/\$169/\$195/\$192 Million**

(Total Cost of Materials)

**\$8/\$24/\$36/\$34 Million**

(Total Cost of Labor)

**163/172/177/186**

Headcount

**2020 EBITDA: \$11.3M/6.2%**

**vs. Plan of \$14.3M/6.1%**





# Dream Team Hypothesis



If we align the organization and improve leader behaviors then we will increase team engagement and improve business performance.

Exercise





# Alignment:

1. Every teammate understands what we do and how we make money. (Business 101)

SD

D

A

SA

2. We are an aligned, self-disciplining team from the Plant Management to the 1<sup>st</sup> Line Supervisors where we know our responsibilities and the responsibilities of our teammates. (Roles and Responsibilities)

SD

D

A

SA





# Leadership:

3. What percentage of your current leadership structure fall in the following categories (Current Leaders – Current Responsibility Performance Improvement)

High Performing (Consistent Best Leaders) \_\_\_\_%

Developmental (Moving in the Right Direction) \_\_\_\_%

Dysfunctional (Should not be in the position) \_\_\_\_%

4. We have a solid “Bench” of future leaders who are ready to step into leadership positions with minimal preparation and low risk to business performance? (Future Leader Identification, Training, and Development System)

SD

D

A

SA





# Team Engagement:

5. The Engagement Distribution of our organization is: (Team Engagement Improvement System)

Engaged (Go To Teammates)	___%
Disengaged (Getting a paycheck)	___%
Actively Disengaged (Doing positive harm)	___%

6. Our Talent Acquisition and Retention System process produces New Teammates who are delivered to their first supervisor ready to become Engaged?

SD

D

A

SA





# Business Performance:

## (Return on Investment: Process or People)

7. Our Team knows the score and what they have to do everyday to Win

SD

D

A

SA

8. How good can you be? If you ran a perfect plant how much better could you be in terms of increased productivity and earnings?

\_\_\_\_\_ %





# The Mechanics





# On Boarding Goals

## Jim Collins

- **Right People On the Bus**
- **Wrong People Off the Bus**
- **Right People in the Right Seats and Matched with the Right Leaders**







# Generating the Need to Hire...

- **New or Expanded Work**
  - Business Plan/Customer Relationship
  - FFP, T&M, Cost Plus
  - Period of Performance
  - Confidence in Future Work Demand
  - Skills Required
- **Replace Departures**
- **Specific Technical Need**
- **“Best Athlete”**





# Options



- **Use Current Team**
- **Outsource (T&M or Turnkey)**
- **Negotiate Delivery Schedule**
- **Hire Experienced– Plug and Play**
- **1099 (Retired)**
- **Temp Agency Services**
- **Recruiting Process Outsourcing**
- **....**
- **Direct Hire a New Person**





# Talent Acquisition & Retention Key Stakeholders

- **Customer:**
  - 1<sup>st</sup> Line Supervisors
- **Facilitator(s):**
  - ***Hiring Managers***
  - HR
  - Recruiting
  - Compensation
  - Executive Leadership Team
- **New Teammates**





# What do Hiring Managers want?





# What do Hiring Managers want?

An 18-year-old with 20 years of experience who can “plug in” and immediately begin production work and pay them \$10/hour





# *Common Vision of the End State*

Core Metrics:

Engaged Teammate at 1<sup>st</sup> Year Anniversary

Increase Workforce Productivity

Increase Business Performance





# Building Talent Pipelines

## Process Metrics:

- Decrease Cost of Hiring
- Reduce Attrition (pre- and post- hiring)
- Reduce Hiring Cycle Time
- Improve New Hire Integration
- Improve New Hire Job Performance
- Decrease New Hire Time to Competency

Perfect: 1 Recruit = 1 Life Long Engaged and Productive Teammate





# Building Pipelines

Perfect  
1 Recruit = 1 Life Long Engaged and Productive Teammate

- Adult Education
- Temp Agencies
- Community Colleges
- College Transfers
- High Schools
- Other Companies
- Current Employees
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- Military

Generate Labor Req's

Recruiting Hiring On-Boarding Retention

Orient, Screen & Identify Candidates

Interview, Assess Fit & Skills

Common Skills Training

1st Job Skills Development

Increase Cost

Hiring Decision/  
1st Day

Decrease Cost

Pre-1st Day – HR Lead

Post 1st Day – Operations Lead







# Recruiting Tools



## Sources:

- **Current Employee Referrals (A): 29%**
- Social Media, Web Site, via Realistic Job Preview (P): 35%
- Recruiting Agencies (A): 11%
- Print Want Ads (P): 8%
- Rehires (A): 6%
- College Recruiting (A): 5%
- Career Fairs (A): 4%
- Walk Ins (P): 2%

(A): Active

(P): Passive





# 10 TA&R Metrics



1. **Time to Fill: Job Opens to Accepted Offer**
2. **Time to Hire: Job Req Approved to 1<sup>st</sup> Day**
3. **Source of Hire: Pipeline and how did they find out about the job**
4. **1<sup>st</sup> Year Attrition: Good & Bad**
5. **Quality of Hire: Subjective Assessment (e.g. Hiring Manager Perspective)**
6. **Interview to Start Ratio: # Interviews to # 1<sup>st</sup> Day Start**
7. **Offer Acceptance Rate: # Offers to # Accepted**
8. **Cost to Fill: \$\$ to 1<sup>st</sup> Day/Hire**
9. **Time to Productivity: 1<sup>st</sup> Day to ability to perform 1<sup>st</sup> job at a similar level of supervisor as others**
10. **Candidate Net Promoter Score:**  
“How likely is it would recommend {BRAND} to a friend or a colleague?” (1-10)





# The Post COVID Nightmare Scenario

**“I am leaving and within 4 months after that  
my two best friends are coming with me.”**

**Love— Your best people...**





# Think about the best New Hire you have made in the last year?

What made them so good?

Where did they come from?

How do we find more like them?





# Why are your best people leaving?

Does not matter





# Why did your best people decide to start looking?

Matters





# Why do your Best Teammates decide to stay or leave?





# **#1 They see no future**

- Career Path**
- Job Security**

# **#2 Relationship with their immediate Leader**







# Why are your best people staying?

## Matters a LOT





# Who Before What

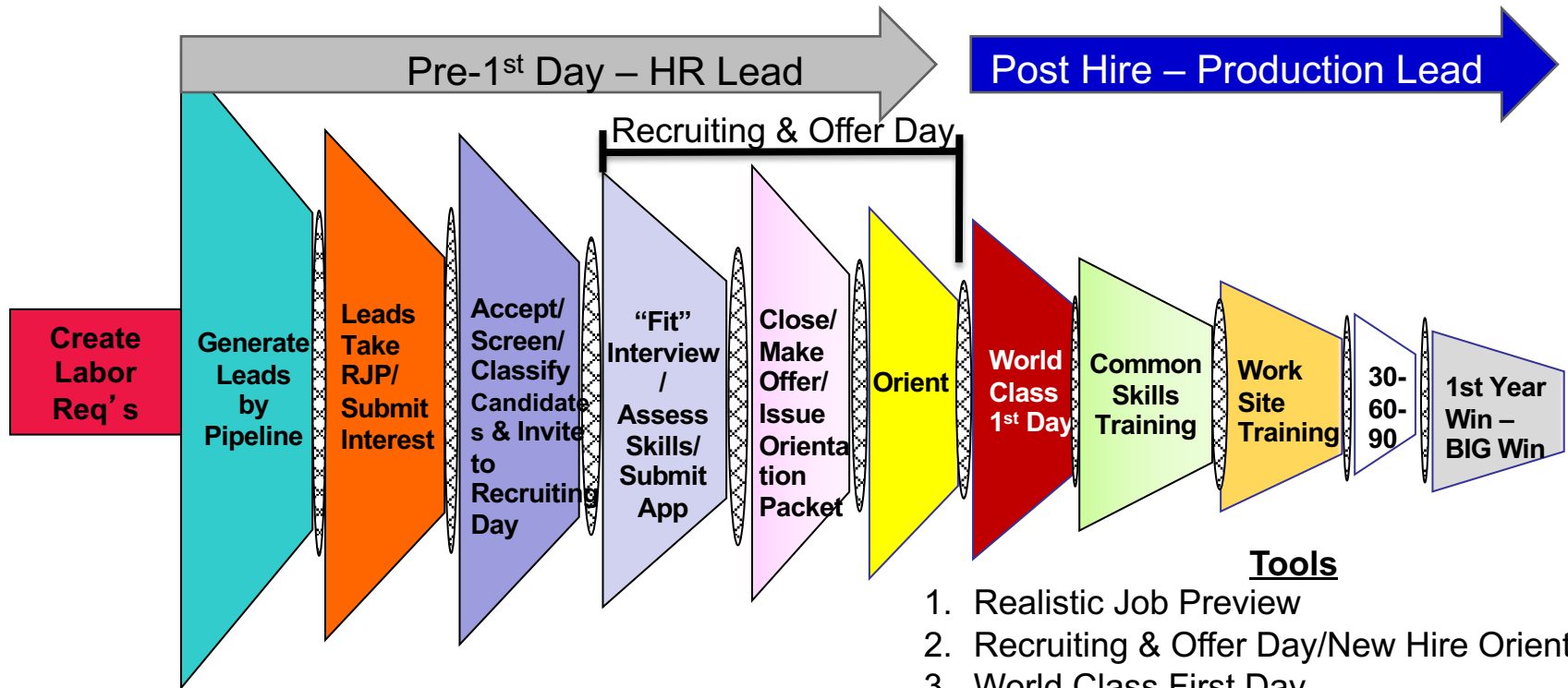
“Talent Acquisition and Retention is all about Changing Leader and New Talent Behaviors”



# Competitive Talent Acquisition & Retention System



Perfect  
1 Recruit = 1 Life Long Engaged and Productive Teammate



### Tools

1. Realistic Job Preview
2. Recruiting & Offer Day/New Hire Orientation
3. World Class First Day
4. Fairlead Common Skills Training
5. BU Common Skills Training
6. Leader Training
7. 30-60-90 & 1 Year Tracking System
8. Data Driven Program Management System





# TA&R Tools

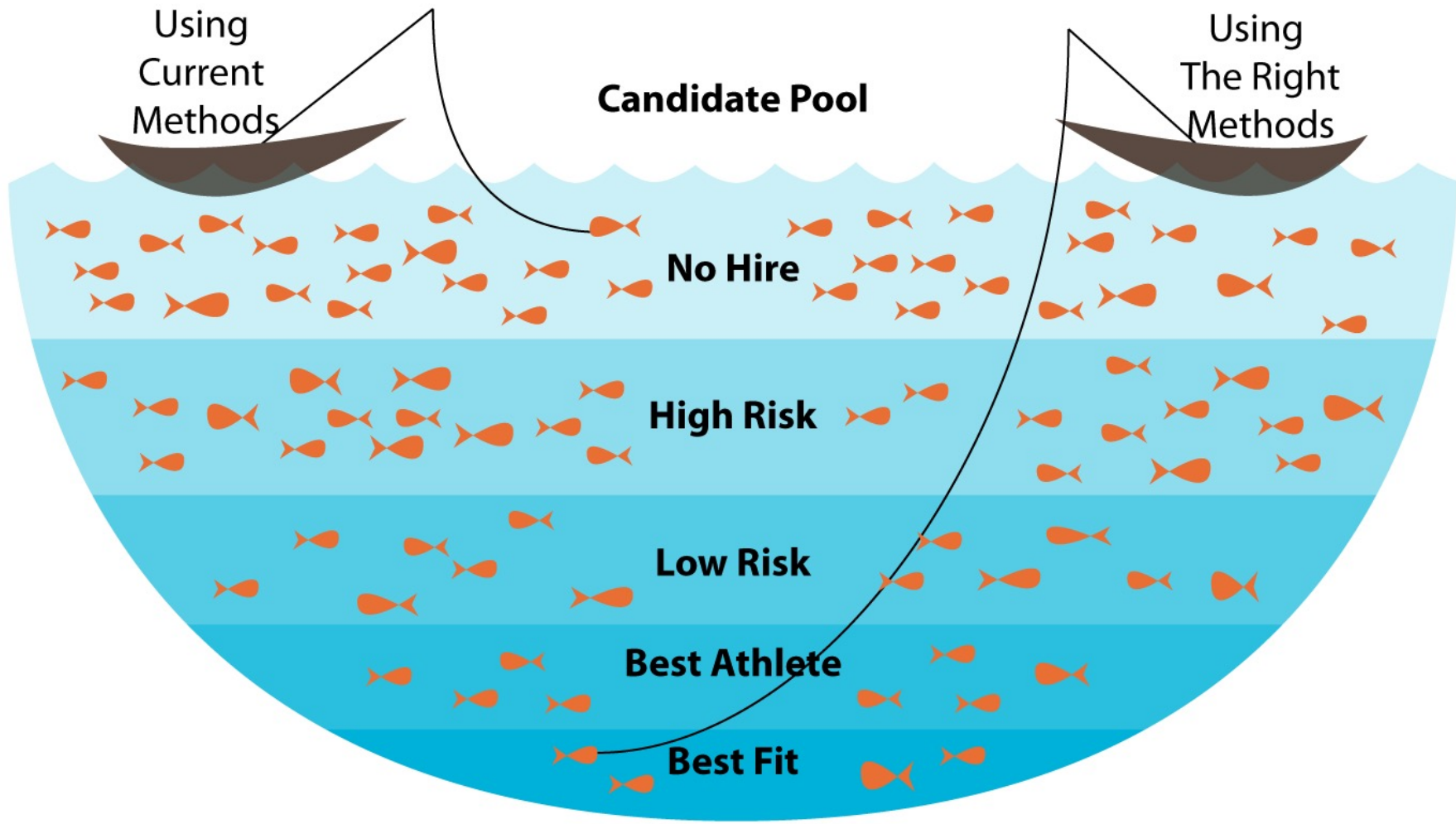


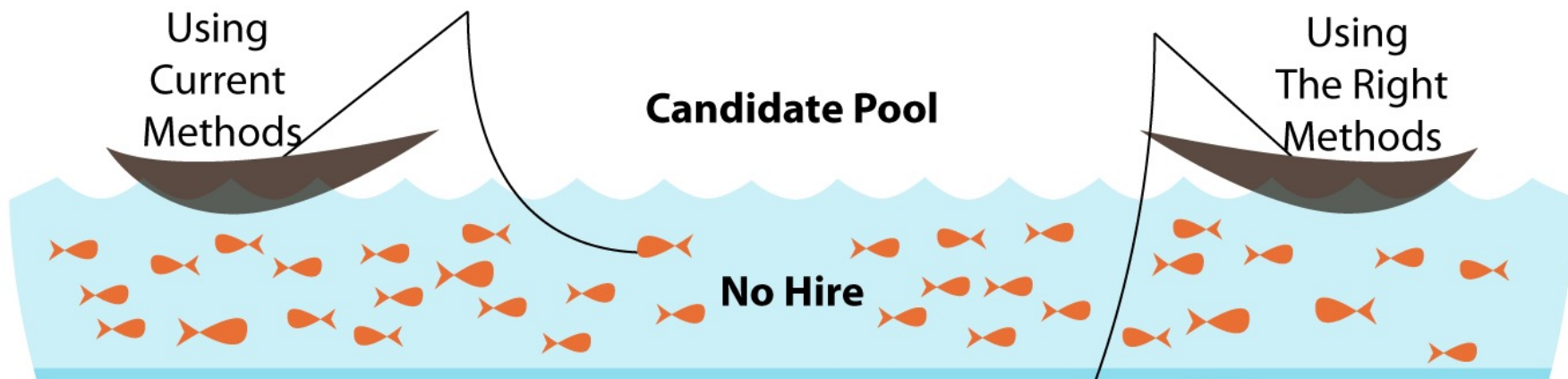
- 1. Realistic Job Preview**
- 2. Recruiting & Offer Day/New Hire Orientation**
- 3. World Class First Day**
- 4. Fairlead Common Skills Training**
- 5. BU Common Skills Training**
- 6. Leader Training**
- 7. 30-60-90 & 1 Year Tracking System**
- 8. Data Driven Program Management System**





# Where are you “fishing”?





**Fish in the Right Part of the Pond  
With the Right Bait**

**Realistic Job Preview**

The Talent Acquisition and Retention Program is designed to specifically target individuals that are the best fit, not to just increase the number of candidates.



## Realistic Job Preview

### Table of Contents

1. Message from the Plant Manager
2. History of Ball Corporation
3. Core Values
4. Company Mission
5. Plant Process Tour - Ball Williamsburg
6. A Culture of Safety
7. Plant Work Environment
8. Shift Schedules and Work Hours
9. Pre-Qualifying Questions
10. Position Description - Operator
11. Position Description - Electrical Technician
12. Position Description - Maintenance Mechanic
13. Position Description - Material Handler
14. Career Paths - Production Dept.
15. Career Paths - Engineering Dept.
16. Career Paths - Quality
17. Career Paths - Warehouse
18. Compensation and Benefits
19. Message from an Operator
20. Message from an Electrical Technician
21. Message from a Maintenance Mechanic
22. Message from a Material Handler
23. The Hiring Process: Step-by-Step
24. Employment Application (If Job Openings Exist)

<http://realisticjobpreview.com/mar-bal/>



# Recruiting & Offer Day Agenda

- 8:30 – Plant Manager Welcome
- 8:45 – Agenda and General Information
- 8:50 – Mar-Bal Ohio Overview
- 9:20 – Roles and Responsibilities
- 9:50 – Break
- 10:00 – Safety Awareness
- 10:30 – HR Policies/Information
- 11:00 – Lunch (Provided)
- 11:40 – Work Area Tours
- 12:30 – Work Area Assessments
- 1:00 – Lunch
- 2:00 – Interviews & Offers







# New Teammate Orientation

***Goal: Create a “world class” first day.***

- **New Teammate Leaves after first day thinking:**
  - **Wow! These guys really know what they are doing.**
  - **I’ve talked to the Plant Manager and my Leader.**
  - **I understand the Expectations**
  - **I understand what we do here and how I fit in.**
  - **I know the how to work safely. OSHA Training. (Plant Focused)**
  - **I know what I need to do to be successful in this company.**
  - **I have PPE, a badge, and a locker with my name on it.**
  - **I know I will get paid.**
  - **I know what I need to do tomorrow.**
  - **Let’s go to work!**





# World Class 1<sup>st</sup> Day Agenda

- 8:30 – HR Welcome
- 8:45 – Agenda / General Information / Turn in HR Packet
- 8:50 – HR Packet Completion
- 10:00 – Break
- 10:10 – Safety Training part I
- 11:30 – QA orientation / First Line Quality Control training
- 12:30 – Lunch
- 1:00 – Work Area Orientation / Supervisor / Team Introductions
  - Safety Training Part II / Hazard Communications
  - Clock – in / clock –out orientation
  - Task In / Task Out (IQMS) Orientation
- 2:00 – Common Skills Training / Safety Training Documents Completion
- 3:45 – Task Out / Clock Out





# Common Skills Training



- **Trainer implements the tailored Individual Development Plan developed at the Interview and Skills Assessment**
- **3<sup>rd</sup> Shift with Training Focus and Trained Leader**
- **Learner Based Training Lesson Outline:**
  1. **Production Terms and Language**
  2. **Business 101 and How we keep score**
  3. **Use of Personal Protective Equipment (PPE)**
  4. **How to read the Work Instructions**
  5. **How to do Time**
  6. **Use of Tools and De-flashing**
  7. **Basic operations and maintenance of machines**
  8. **Quality Assurance**





# Cell Training



***Goal: Seamlessly integrate new Hire into the production line and reduce “Time to Competency”***

## Sequence List:

1. New Teammate meets with Supervisors/ Lead person and has expectation discussion
2. New Teammate “matched” to another Engaged Teammate as Navigator
3. Supervisor/Lead person uses Skills Development Record to develop Cell Training Program
4. Supervisors use 30-60-90 day Feedback System to assess performance and update skills development record.
5. New Teammate and Supervisor conduct a Goal Alignment session and agree on initial Career Path and Production Skills Training Plan.

**1<sup>st</sup> Job  
Skills  
Development**





# Management System



***Goal: Develop Data Driven Systems to Manage the Process***

Features:

- 5<sup>th</sup> Metric Scorecard
- Monthly Reports and Management Meetings
- Specific Metrics Reported:
  - Cycle Time (Responsiveness)
  - Touch Time (Cost)
  - In Process Flow
  - Turnover
  - Absenteeism
- Measures Head Count to Production
- Predictive Measures Focus





# Results





# Program Results January – August

Current State		Pilot Program	
# of Possible Hires	76	# of Possible Hires during Pilot	33
# That Left	62	# That Left	13
# Hired	14	# Hired	20
Attrition Rate	81%	Attrition Rate	39%
Hired to Lost Ratio	5:1	Hired to Lost Ratio	2:1

**Total ROI for the 6 Class Pilot Program  
\$210,589**





# Applicant Flow as of December 31



## Process Attrition

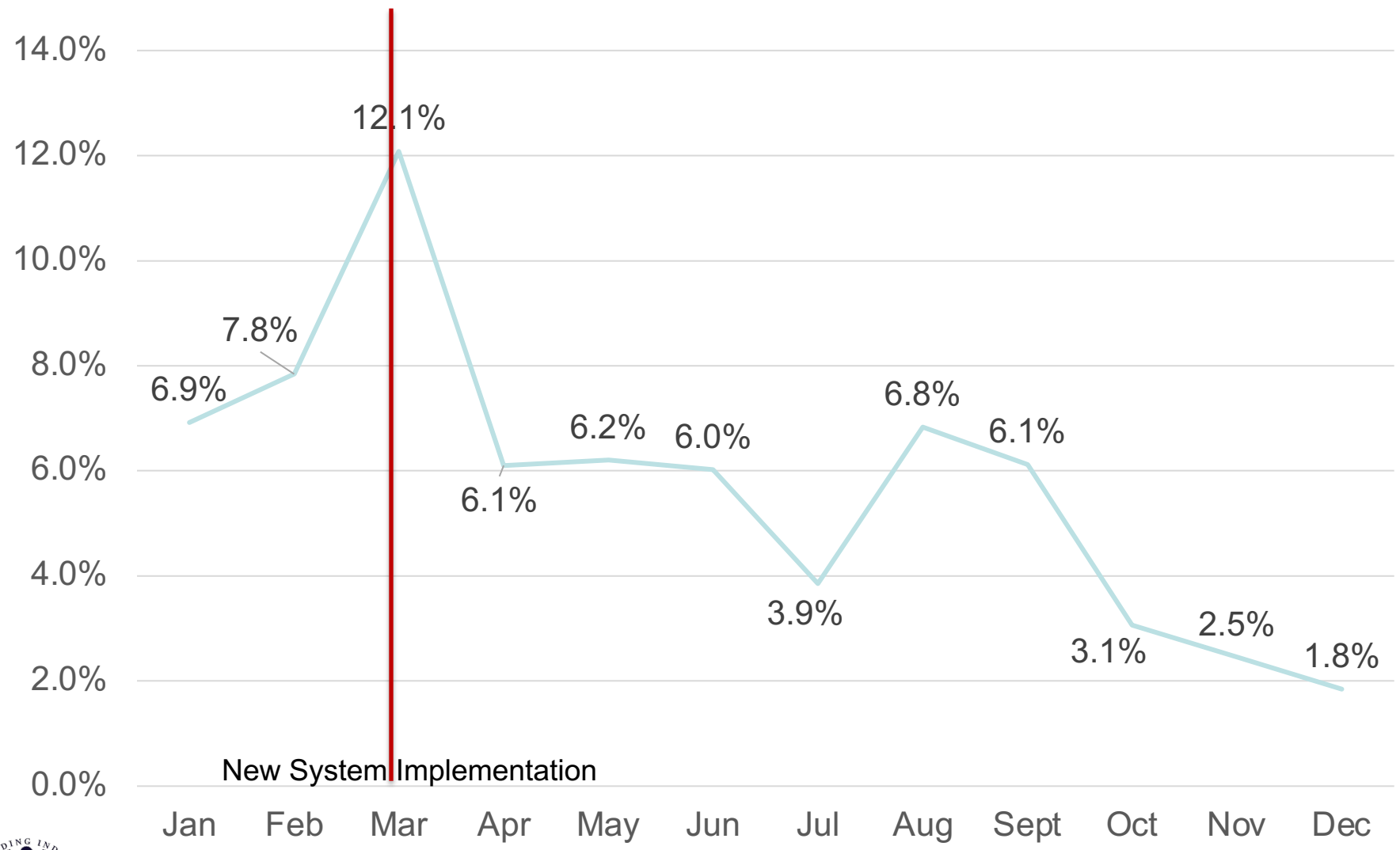
	July	Aug	Dec	
# Visited RJP	501	595	971	
# of Apps Received	134	147	223	-748
# Invited to Recruiting Day	112	122	164	-59
# Attended Recruiting Day	74	81	130	-34
# Offered Employment	74	81	102	-14
# Accepted Offer	61	75	89	-13
# Attended World Class First Day	61	75	89	0







# Monthly Attrition Trends





# Results



## Increased Productivity

- Equivalent units per hour improved by 9.8% for the year vs. prior year
- Accomplished with a 14% increase in equivalent unit volume

## Reduced Direct Labor Costs

- **59,484** less hours worked vs. prior year (with increased volume), resulting in a savings of **\$760K**
- **15,092** less overtime hours worked vs. prior year, saving **\$96K** in premium wage





# Total Savings Results



<b>Attrition costs</b>	<b>\$281K</b>
<b>Contract labor</b>	<b>\$282K</b>
<b>Direct Labor</b>	<b><u>\$856K</u></b>
<b>Savings</b>	<b>\$1.419M</b>
<b>Investment</b>	<b><u>\$505K</u></b>
<b>Net Savings</b>	<b>\$914K</b>
<b>R.O.I.</b>	<b>181%</b>





**...and the entire Project  
from a Cold Start to  
Transition took 7 months**





# The Definition of Insanity





# Break





# Building Pipelines

Perfect  
1 Recruit = 1 Life Long Engaged and Productive Teammate

- Adult Education
- Temp Agencies
- Community Colleges
- College Transfers
- High Schools
- Other Companies
- Current Employees
- State Employment Offices
- Military

Generate Labor Req's

Orient, Screen & Identify Candidates

Interview, Assess Fit & Skills

Common Skills Training

1st Job Skills Development

Increase Cost

Hiring Decision/  
1st Day

Decrease Cost

Pre-1st Day – HR Lead

Post 1st Day – Operations Lead





# Pipeline Evaluation Criteria



Pipeline	Volume	Quality	Availability	Distance	Risk	Up-Side	Competitiveness
Employee Referrals	High	Yellow	Year Round	Green	Yellow	Yellow	Green
ODU		Green	May/Dec/PT	Yellow	Green	Green	Red
CNU		Green	May/Dec/PT	Green	Green	Green	Red
ECPI	>50	Green	Year Round/PT	Yellow	Green	Green	Yellow
TNCC	500+	Green	May/Aug/Dec/PT	Green	Green	Green	Green
TCC	>50	Green	May/Aug/Dec/PT	Yellow	Green	Green	Green
PDCCC		Green	May/Dec	Yellow	Yellow	Green	Green
Military	500+	Green	Year Round	Green	Green	Green	Green
CTE/STEM	>50	Yellow	June	Green	Yellow	Green	Green
On-Site Job Fair	High	Red	Year Round	Green	Red	Yellow	Green
VEC	Varies	Red	Year Round	Green	Red	Yellow	Green







# Community College & Partnerships

**Ms. Peggy Dugan**

**Community College of Philadelphia**

**Collegiate Consortium for Workforce and Economic Development**





**Bucks** County Community College, **Camden** County College, Community College of **Philadelphia**, **Delaware** County Community College, **Montgomery** County Community College & **Drexel University**.

- Established 1994 - 501(c)(3) Organization
- These **six** colleges serve approximately **92,000** students.
- 4,000 faculty/ subject matter experts
- 470 certificates, associate's, bachelor's, master's and doctoral programs
- 60 sites throughout the region

# Regional Approach

**Under Current Single-College Training Model, Many Businesses Out-of-Reach**

*Map of Philadelphia-Area Counties*



**Challenge: Business has a specialized need**

Colleges constrained based on institutional specialty

**Challenge: Business has a large need**

Colleges limited by their instructional, administrative, and space capacity

**Challenge: Business has multiple needs in multiple locations**

Colleges are not able to serve single employers in multiple counties

✘ Business doesn't receive training

✘ Community colleges don't get partnership

# Our Impact

(examples):

- **Philly Shipyard** (2001)
- **Naval Foundry & Propeller Center**(2005)
- **Naval Facilities** (2008)
- **Boeing Helicopters** (1999)
- **Public Utility** (2014)
- **Public Transit** (2017)
- **Maritime** (2014)

- Welding & Machining
- Welding & Machining
- Skilled Trades & Welding
- Composite & Sheet Metal
- Gas Distribution Mechanic
- Electronics
- Forklift, Yard Horse, Crane, Safety



**Citizens Bank®**  
Philadelphia Regional  
Maritime Training Center



**Maritime  
Center of Excellence**

**4,000  
Faculty/  
SMEs**

**60  
Regional  
Locations**

**500+ Academic  
Credentials**

**92,000  
Students  
Enrolled**

**COLLEGIATE  
CONSORTIUM**  
FOR WORKFORCE + ECONOMIC DEVELOPMENT

## Why Partner with a Community College?

- **Find Your Next Employee**
- Teach at a College
- **Get Customized Training**
- Access to Grants
- **Earn College Credit for Prior Learning**
- Share your Subject Matter Experts
- **Establish a Scholarship**





# Technical High Schools

**Ms. Melodee Jackson**

**Philadelphia City Schools**





**WHERE IS CTE?** There are over **120** CTE programs currently offered in over **30** high schools in the District.

**For this partnership we will focus on the following programs**

Carpentry **23**

Jules Mastbaum High School  
Swenson Arts and Technical High School

Electrical and Power Transmission Installation **29**

Jules Mastbaum High School  
Swenson Arts and Technical High School  
Thomas A. Edison HS/John C. Fareira Skills Center

Precision Machine Tool Technology **3**

Benjamin Franklin High School

Construction Technologies **6**

A. Philip Randolph Career Academy

Facility and Property Maintenance **4**

Benjamin Franklin High School  
Murrell Dobbins Technical High School

Welding Technology **47**

A. Philip Randolph Career Academy  
Benjamin Franklin High School  
Jules Mastbaum High School  
Thomas A. Edison/John C. Fareira Skill Center



**WHY CTE?** High school students involved in CTE are more engaged, perform better and graduate at higher rates.

- Taking one CTE class for every two academic classes minimizes the risk of students dropping out of high school.
- The average high school graduation rate for students concentrating in CTE programs is 93 percent, compared to an average national freshman graduation rate of 80 percent.
- 91 percent of high school graduates who earned 2-3 CTE credits enrolled in college.





## Do You Have A Critical Shipbuilding Skills Curriculum With Students?

The School District of Philadelphia follows the Pennsylvania Department Of Education's Task List. Task Lists are an instructional tool used to measure the technical competency of a CTE student by the completion of 12th grade.

Skills taught in the SDP CTE Programs Include:

- Welding
  - 300 Welding, Drawing, And Weld Symbol Interpretation
  - 400 Visual Examination, Inspection, And Testing
  - 500 Shielded Metal Arc Welding (Smaw)
  - 600 Gas Metal Arc Welding (Gmaw)
  - 700 Flux Cored Arc Welding (Fcaw)
  - 800 Gas Tungsten Arc Welding (Gtaw) Of 4000 Series



**Will you allow for substantive engagement with Employers to allow recruiting, hiring, and on-boarding activities during the school day?**

Yes. Employers that match with the various District programs/schools will be able to meet students and teachers to discuss program employment expectations. As a component of the recruitment process the CTE teachers/staff will review employer criteria to match students accordingly. Upon identification students will prepare for onboarding.

**Are you willing to make adjustments to your curriculum to meet employers new hire requirements?**

Adjustments to the tasks list are only made through state approval process:

Task lists are reviewed by the Bureau of Career and Technical Education (BCTE).

All instructors of the CIP Code are asked to review the task list via an online survey.

Survey results and task lists are reviewed by BCTE and final revisions are made.

However, through Occupational Advisory Committees (OACs) employers can make suggestions to enhance curriculum, equipment and facilities via meetings twice a year. Additionally, the creation of supplemental materials such as sample employment test or



**Will you allow Philly Pipeline Project Program Management access to Student/Candidate performance information?**

**Absolutely!**



# Accessing Workforce Development Resources

**Pat Clancy**

**Philly Works**





## **PHILADELPHIA WORKS BUSINESS ENGAGEMENT SERVICES**

***H. Pat Clancy  
President & CEO***

# We Are the Workforce Development Board for the City of Philadelphia

- Philadelphia Works receives funding for the following, benefiting both employers and career seekers alike:
  - Employment
  - Business Services
  - Training Activities
  - Philadelphia Works acts as the fiscal agent for these funds
  - We align our investments with the City of Philadelphia
- Philadelphia Works funds are supported by:
  - Federal, State, Local and Privately Raised Employment & Training Funds

## Philadelphia Works Business Engagement Team

We offer ***employers  
cost-reimbursement  
training solutions***  
that are aligned  
with industry needs.



# Training Assistance Programs

- On-The-Job Training (OJT)
- Customized Job Training (CJT)
- Incumbent Worker Training (IWT)
- Pre-Apprenticeship and Apprenticeship Programs
- Layoff Aversion



## On-The-Job (OJT) Training

- Assists employers with the cost of hiring and training new employees
  - Employers can train new employees at their place of business and receive a cost-reimbursement of gross wages during training.

## Customized Job Training (CJT)

- Classroom-based training services that assist eligible employers to train employees in specific job-related skills to obtain and maintain employment. Philadelphia Works, Inc., provides cost-reimbursement toward the cost of training.
  - Employers cost may be in-kind and Philadelphia Works will provide grants up to 50% cost-reimbursement of the eligible costs for training new employees.

# Incumbent Worker Training (IWT)

**IWT is intended for workers with the following:**

- Established work history with their current employer
- Possess the knowledge, skills, and abilities needed to complete their present job responsibilities
  - To remain in their position, to advance in the company, or to avoid a layoff, the employees now need additional training.

To qualify as an incumbent worker, the individual must:

- Have an established employment history with the employer for **6** months or more

# Pre-Apprenticeship Programs

- **Pre-apprenticeships** are designed to prepare workers for the minimum requirements for entry into an established **apprenticeship program**.
- **Pre-apprenticeships** can be designed for specific populations:
  - High school students
  - Opportunity youth (who are out of school and out of work),
  - Women In Nontraditional Careers (WINC)
  - Minorities
  - Veterans
  - Mature Career Seekers
  - Returning Citizens

# Apprenticeship Programs

## Apprenticeship

A combination of on-the-job training (OJT) and related classroom instruction under the supervision of a journey-level craft person or trade professional in which workers learn the practical and theoretical aspects of a highly skilled occupation.

Philadelphia Works provides the technical support to assist employers with establishing an Apprenticeship program.

- Established Apprenticeship programs can receive cost-reimbursement to assist in training employees

# Qualifications for Training Programs

Employers must meet the following qualifications:

- Federal Employer Identification Number (FEIN)
- Job Description
- Training Plan
- Workman's Compensation Certificate of Insurance
- Located in Philadelphia region
- Full-time position (30 hours per week)
- A minimum wage of \$15.00 per hour

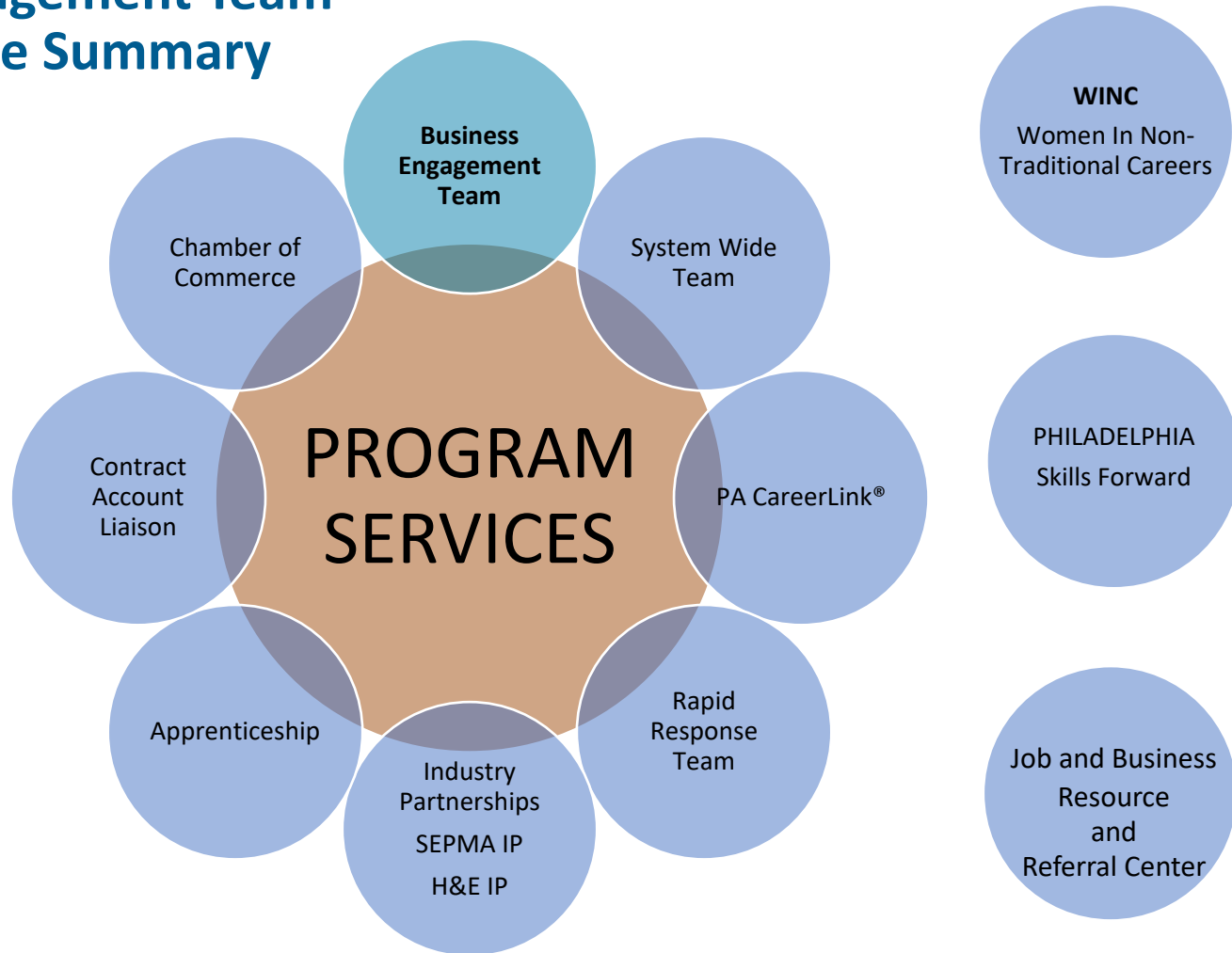


**Provides employers with the best workforce available and the resources to maintain a successful workplace. Services include:**

- **Philadelphia Works oversees the operations of 4 CareerLink centers and 1 satellite office in Philadelphia**

- Self-service access to an online candidate pool
- Staff assistance through Business Services Representatives
- Free listing of job openings and job fair assistance
- Source and screen qualified career seekers

# Philadelphia Works Business Engagement Team Talent Pipeline Summary



# Q&A

## Connect!



<https://www.facebook.com/philaworks/>



<https://twitter.com/Philaworks>



<https://www.linkedin.com/company/philadelphia-works/>



<https://www.youtube.com/watch?v=6z0G7dpXTMY>

### Administrative Offices

**Phone:** 215-963-2100 **Fax:** 215-567-7171

**Website:** [www.philaworks.org](http://www.philaworks.org) **Email:** [info@philaworks.org](mailto:info@philaworks.org)





# Harnessing the Potential of the Emerging Workforce

**Festo Okidi**

**Philadelphia Youth Network**





# Philadelphia Youth Network

**Festo Okidi**  
**Director, Partnerships for Employment Pathways**





# Our Vision

To alleviate poverty and promote equity  
through education and employment.



## From a Young Philadelphian

My dream is to become a doctor. The first summer, I interviewed with Cancer Treatment Centers of America and loved it so much that I continued to work there for three summers. I've been able to witness amazing surgeries that save lives and the beautiful side of medicine which has inspired me.

Ninawone Zarwie  
*PYN Summer Jobs Participant*  
2017, 2018, 2019


# The Potential We See

## OUR YOUNG PEOPLE ARE FULL OF TALENT

### YOUNG PEOPLE WANT TO WORK

 More than **10,000 young people** apply for employment opportunities in summer alone.

### THEIR DIVERSE EXPERIENCES ARE WANTED AND VALUED IN THE WORKPLACE

 Job seekers consider workplace diversity an important factor when considering opportunities, and more employees want their workplace to do more to increase diversity.

### WHEN GIVEN AN OPPORTUNITY, THEY RISE TO THE OCCASION – AND THRIVE

 Those who work in high school earn 20% more in the 6-9 years that follow.


### PRACTICE CRITICAL SKILLS AND MINDSETS

 More than **85 program partners** participated in program learning and development activities

### PAIRING INCOME WITH FINANCIAL LITERACY TRAINING

 **84%** of participants learned about banking through WorkReady

### MEET CARING ADULTS WHO CAN HELP NAVIGATE THE WORLD OF WORK AND OPEN DOORS TO THE FUTURE

 **92%** of participants felt more prepared to set career goals and overcome challenges

## GAINING MOMENTUM

TOGETHR WITH OUR PARTNERS, MORE THAN WE HAVE PROVIDED MORE THAN 225,000 OPPORTUNITIES TO YOUNG PEOPLE SINCE 1999



# REIMAGING YOUTH EMPLOYMENT

In Philadelphia, we were able to quickly respond in an unprecedented time for one very important reason: **we already had a strong and flexible system in place to support youth employment.**

Even before the pandemic hit, we were already focused on helping young people learn and build skills, while increasing equitable access.



New and varied program offerings



A larger network of service providers



Supports to increase youth access and equity



Trainings to enhance the quality of programs

# REIMAGINING YOUTH EMPLOYMENT

## PREPARING FOR THE FUTURE OF WORK

Preparing young people for the future of work is going to be critical to our economic recovery. **The pandemic has accelerated our shift; the future of work is now.** Automation and technology were already influencing the economic needs and employer expectations for perspective employees.

As we respond to the disruption the pandemic created, our understanding of the work paradigm has changed forever.

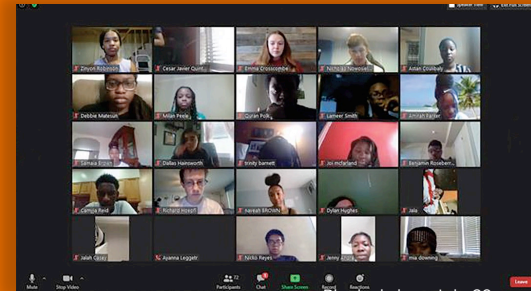


Photo taken July 28, 2020

# PROGRAM HIGHLIGHTS

In 2019-20, PYN and partners provided **15,698** opportunities for young Philadelphians

**6,110**

youth participated in WorkReady Summer opportunities

**605**

youth participated in employment programs during the school year

**522**

year-round opportunities in E<sup>3</sup> Power Centers before the transition from 3 neighborhood-based centers to a citywide approach



# PROGRAM HIGHLIGHTS

The interests and needs of young people are unique, so our programs must be diverse.

**167**

unique programs  
were operated

**85**

provider partners  
offering programs

**98%**

of providers remained  
committed to offering  
programs after our pivot to  
include digital experiences

# WHAT WE ARE LEARNING



**The workforce of “yesterday” is gone.** At PYN, post-pandemic work has changed and grown the way we accomplish goals.



Moving to virtual and mobile options will take time. **Gen-Z spends 4.25 hours/day on phones.**<sup>2</sup>



Experts predict economic loss will **erase a decade of progress for reconnection to school/work**, especially for young workers.<sup>1</sup>



**Competition for talent** has increased, at least in the short term. This could impact program retention.



**Our consumers –young people– have changed**, and their needs and expectations have amplified.



Last summer, **PYN paid over \$4.6M in youth wages/incentives**, but struggling families continue to increase demand for services.

1. A Decade Undone, Measure of America, 2020  
2. Putting a Finger on Our Phone Obsession, Dscout, 2016

## WHAT SHOULD YOU DO?

- Clear ended-goals
- Support ongoing youth development
- Invest in supervisor and mentor training
- Difficult situations-Have a plan!
- Experience-Structure & orientation
- Feedback & Acknowledgement





# Thanks!

## Any questions?

Email us at [fokidi@pyninc.org](mailto:fokidi@pyninc.org)

Phone [267-216-5890](tel:267-216-5890)





# Branding your Company for the Future

**Garrick Weaver**

**HR Manager, Rhoads Industries**





**RHOADS**

INDUSTRIES

SINCE 1896 *Rhoads* FAMILY OWNED

**Garrick Weaver**

Human Resources  
Generalist and  
Human Capital  
Manager



# HOW WE GOT HERE

Rhoads Industries was an early partner assisting in the regional launch of the Navy Pipeline Project





# What do you hope to learn from this session today?







# What do you hope to learn from this session today?





# Q&A throughout... ask questions as they come up





# Talent Recruitment and Retention

## GOAL: Basics of Recruitment Branding

### Job Request

Need 5 welders by October  
15<sup>th</sup>

### Job Branding Marketing

How do I build a plan to get the word  
out about who we are and what who  
are looking to hire now and in the  
future?





# DEFINITIONS

**Recruitment Advertising**  
**Recruitment Marketing**

Post and Pray  
The process of building and communicating organization's Employer Brand and Employee Value Proposition to attract and hire top talent.

**Recruitment marketing begins with understanding the difference between outbound and inbound.**

***Outbound marketing*** is when you directly reach out to potential candidates through tactics such as posting a job description, running a paid advertisement, or working with a third-party recruiter.

***Inbound marketing*** is when you create content that draws candidates to your organization by aligning it with their interests and making it easily accessible online, especially on social media.





# How many of you have AAP requirements?

An Affirmative Action Plan (AAP) is a tool used by management to create equal employment opportunities for all applicants and existing employees. To remain in compliance with U.S. federal regulations, all contractors doing business with the U.S. Federal government who meet certain employment and contract levels are required to have such a program.





# The difference between Recruiting and Recruitment Marketing

*Advertising a job versus marketing an employer*

**Recruiting** attracts talent to jobs. One job is advertised across job boards.



**Recruitment Marketing** attracts talent to employers. An array of content is marketed through recruiting channels.



Rally Recruitment Marketing



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# RECRUITMENT BRANDING



UP TO 75% OF JOB SEEKERS LOOK ONLINE  
AS PART OF THEIR APPLICATION PROCESS  
(WEBSITE, SOCIAL MEDIA, ETC.)



MOST JOBSEEKERS ARE THE TARGETED  
POPULATION WE ARE TRYING TO REACH...  
SO WE NEED TO BE PREPARED





# STEPS TO BUILD A RECRUITMENT MARKETING PROGRAM

Establish team, define roles and set goals

Identify target candidates

Define employee value proposition- ask incumbents

Identify all communication channels

Create your inbound content

Make content mobile friendly and easily accessible

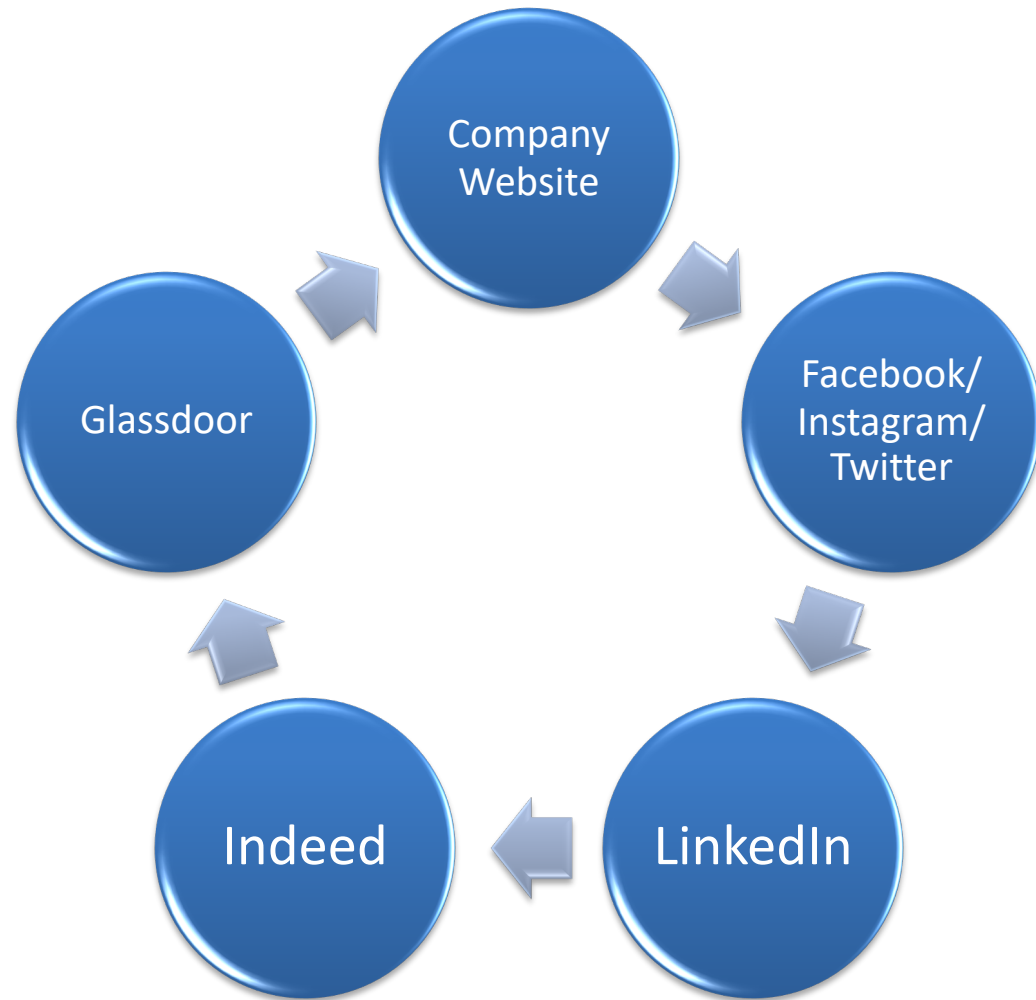
Develop right mix out outbound and inbound







# CRAFT COMPANIES ONLINE PRESENCE





# EXAMPLE: Millennium Group

## Twitter Company Profile

← **The Millennium Group**  
1,452 Tweets

**The Millennium Group**  
@TMGOutsourcing

The Millennium Group is Where Service Matters - [youtu.be/WyrOLRPHD7k](https://youtu.be/WyrOLRPHD7k) - North America's leading on-site Office Services Outsourcing Solution.

📍 North America 🌐 [TMGOfficeServices.com](https://TMGOfficeServices.com) 📅 Joined October 2010

129 Following 119 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

**The Millennium Group** @TMGOutsourcing · Oct 4  
Happy Monday from everyone at #TMG! Join us in starting the week off with a positive attitude and some inspiration!  
[#HappyMonday](#) [#MotivationalMonday](#) [#TMG](#) [#WhereServiceMatters](#) [#MBE](#) [#WBE](#) [#MWBE](#)





# MILLENNIUM GROUP- INDEED

- Date Posted ▾
- Remote ▾
- Salary Estimate ▾
- Job Type ▾
- Location ▾
- Company ▾
- Experience Level ▾

Upload your resume - Let employers find you

TMG jobs in Virginia

Sort by: **relevance** - date

Page 1 of 26 jobs

new

**Human Resources Recruiter**  
 TMG Construction Corporation  
 Leesburg, VA 20175

**\$75,000 - \$85,000 a year**

➤ Easily apply

- The Human Resources Recruiter is primarily responsible for supporting the development, implementation and execution of recruiting strategies that meet the...

Active 3 days ago

new

**Office Services Associate**  
 The Millennium Group 2.8 ★  
 McLean, VA 22102

**\$16 an hour**

➤ Easily apply

- Mail and package retrieval and distribution

**Office Services Associate**  
 The Millennium Group ★★★★★ 197 reviews  
 McLean, VA 22102  
 \$16 an hour - Full-time

[Apply Now](#)

**Resume insights**  
 Your resume might be **missing** qualifications, based on

**Experience & Skills**

? **Supervising experience**

Ensure your resume details are correct before applying

[Upd](#)

**Job details**

**Salary**  
\$16 an hour

**Job Type**  
Full-time





# INDEED EMPLOYER PAGE



**The Millennium Group**

60 😊 | 2.8 ★★☆☆☆

**Follow**

Get weekly updates, new jobs, and reviews

**Snapshot**

Why Join Us

197  
Reviews

335  
Salaries

1  
Photos

477  
Jobs

30  
Q&A

Interviews

The Millennium Group Careers and Employment

## Work happiness

Scores based on about 61 responses to Indeed's survey on work happiness

[About work happiness](#)

**60** 😊 **Work Happiness Score**  
Average

Do people feel happy at work most of the time?

**68** **Achievement**  
Average

Do people feel they are achieving most of their goals at work?

**65** **Purpose**  
Average

Do people feel their work has a clear sense of purpose?

[See full report](#)

## About the company



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# INDEED EMPLOYER PAGE

Snapshot

**Why Join Us**

197  
Reviews

335  
Salaries

1  
Photos

47  
Jobs

## About The Millennium Group

The Millennium Group (TMG), Where Service Matters is a Minority Women-Owned Business Enterprise. Improved management systems, cost savings, streamlined processes, and building strong lasting relationships have been themes throughout The Millennium Group's history. Founded by Dermot and Leticia Murphy in 1984, TMG stands as North America's premier provider of Integrated Office & Facilities Management, Mail and Print Services Outsourcing solutions for organizations across all industries. Originally known as Tri-State Management Services (TSMS), Dermot and Leticia developed a company to meet the printing, mailing and fulfillment needs of New York's local financial institutions. Tri-State Management Services established a strong client following with its experienced personnel and expertise in distribution systems, leading to an agreement for the implementation of office services management within one of the nation's largest telecommunications companies' multi property portfolio in 1989. – [less](#)



[See all 1 The Millennium Group photo](#)








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20 results



**The Millennium Group, Where Service Matters**  
Facilities Services • Tinton Falls, NJ  
3.3K followers

The **Millennium Group** is a widely recognized premier provider of on-site document management and distribution services outsourcing to business enterprises...

 1 person from your school was hired here

 553 jobs

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Integrated Office and Facilities Management, Mail and Print Services Outsourcing  
Facilities Services • Tinton Falls, NJ • 3,278 followers

1 person from your school works here • 267 employees

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**About**

The Millennium Group is a widely recognized premier provider of on-site document management and distribution services outsourcing to business enterprises across the U.S. and Canada. Experts drive down operating costs while optimizing service delivery in Mail, Shipping, Receiving, Warehousing, Centralized and Distributed Print, Records and Scanning Management, Reception, and related Administrative support. Operating its own digital print and document fulfillment centers gives The Millennium Group a unique capability to provide hybrid (on-site and off-site) solutions to limit exposure, mitigate risk, and achieve cost savings. One finds The Millennium Group's success in industry leaders from insurance, pharmaceutical, technology, retail, financial services and the investment banking sectors, to legal, education, healthcare, media, non-profit and also government agencies. We achieve measurable results with continually trained professionals, a robust technology platform, and best operating practices. Visit us at [www.TMGOOfficeServices.com](http://www.TMGOOfficeServices.com)

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106 Apple Street, 101D Tinton Falls, NJ 07724

- TMG has refined the art of optimization, let our proven expertise and customized strategies raise your operations to a new echelon of excellence.
- The Millennium Group is a premier provider of facilities and document management outsourcing solutions. The Millennium Group's service offerings inclu... [See More](#)

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**The Millennium Group**  
October 4 at 11:30 AM · 🌐

Happy Monday from everyone at #TMGI Join us in starting the week off with a positive attitude and some inspiration!  
#HappyMonday #MotivationalMonday #TMG #WhereServiceMatters #MBE #WBE #MWBE



**THE MILLENNIUM GROUP**  
581 reviews

**The Millennium Group**  
@TMGOutsourcing · Business Consultant

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**Recommendations & Reviews**

Most Helpful ▾

★ **2.7 out of 5** Ⓜ  
Based on the opinion of 7 people

**Sherm Williams** 🗣️ doesn't recommend The Millennium Group.  
January 1, 2020 · 🌐  
Terminating three days before Christmas, Shame on Human Resource Department. No



# YOUTUBE



the millennium group



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The Millennium Group - Where Service Matters

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# GOOGLE YOUR BUSINESS



## Rhoads Industries

76,545 PEOPLE FOUND YOU ON GOOGLE

185

asked for directions

-9.3% FROM AUGUST 2021

159

visited your website

16% FROM AUGUST 2021

27

called you

35% FROM AUGUST 2021



Stand out to customers with a post about your business.

[CREATE A POST](#)



## WHAT CUSTOMERS ARE SAYING ABOUT YOU

Congrats, **Rhoads Industries** has a **4.4** star rating on Google

Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook...





# ONLINE REVIEWS

### 3.0 ..... Nothing

☆☆☆☆☆

Processing Associate, Lockbox (Former Employee) - King of Prussia, PA - January 23, 2020

**Indeed Featured review**  
The most useful review selected by Indeed

Was not happy there. I didn't feel like I belonged. The supervisor picked who he liked, and that did not include me. The management lacked overall experience.

Was this review helpful?

Report Share

### 3.0 ..... Great entry level job for office services but awful pay and benefits.

☆☆☆☆☆

Mail Clerk (Former Employee) - Tampa, FL - October 4, 2021

This is the perfect job for anyone who wants to get their feet wet into the corporate office setting or for someone who is about to retire. The client I worked for were always very friendly, accommodating, and an overall fantastic company! The Millennium Group as my previous employer; however needs work on multiple issues. The pay and benefits are below average, management have horrible communication and work ethic, and a few of my coworkers were unpleasant. Especially during the pandemic.

✓ **Pros**

Flexible schedule, client is great working with, and easy work load.

✗ **Cons**

Pay, benefits, management.

Was this review helpful?

Do you respond?

How do you respond?

What will you do with the information?

Do you ask staff to provide reviews?

*Feedback is a gift... Don't take it personally*





# IDENTIFYING YOUR CULTURE

- 1 • Assemble multi department team
- 2 • Brainstorm goal of recruitment campaign
- 3 • Identify what is your company sell
- 4 • Find pictures and images that speak to your company





# FINALLY

- Remember Recruitment Marketing won't have traditional success. It's about branding
- Define what success looks like in your company
- It's ok to start small
- Involve your employees
  - Pizza goes a long way to get information
  - No Marketing team? Ask people across the company to help manage Social Media
- Be Consistent
- Set a regular schedule to review all recruitment branding content pictures and websites





# Checklist



- Gather cross section of team members from across the company
- Establish your short-and long-term goals
- Gather input from staff on value proposition of working at your company
- Secure all social media sites
  - LinkedIn
  - Indeed
  - Facebook
  - Google
  - GlassDoor
  - Instagram
  - Twitter
- Collect photos to share
- Place your standard messaging on various sites
- Assign team members to regularly review content
- Discuss and determine philosophy on reviews
- Create dashboard showing activity on each site
  - Likes
  - Views
  - Shares
- Develop format to review and share data.





# QUESTIONS



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# Path Forward



- Understand the realities of your specific challenges
- If needed, gauge your Organizations willingness to change
- Request an On-Site Assessment and Customized Workshop
- Leverage our Services to support as needed





# Philly Pilot Major Milestone Overview



- ~~27 MAY 2021: Philadelphia Region Workforce Pilot Kick Off Meeting~~
- ~~15 SEP 2021: Philadelphia Region Workforce Pilot Employer/CTE Program “Matching” Program Review~~
- **27 JAN 2022: Mid-Year Philadelphia Region Workforce Pilot Program Review**
- **20 APR 2022: Philadelphia Region Workforce Pilot Program Review  
Employers announce New Teammate selections/Contingent Offer acceptances**
- **24 MAY 2022: Philadelphia Region Workforce Pilot “Signing Day”**
- **22 JUN 2022: Pennsylvania Workforce Pipeline Project 2022 – 2024 Kick Off Meeting**









**My Name is \_\_\_\_\_**

**I am a Leader  
My Team Plays to Win!**

