



Manufacturing Session 2 Recap

February 2021

Manufacturing | Prioritized Solutions for Session #2

We focused the discussion on the following solutions:

| Solution | Goal |
|---------------------------------|--|
| Career Exposure Opportunities | Expand hands-on career exposure opportunities (i.e., job shadows, apprenticeships) to attract candidates who lack exposure to the sector and associated job opportunities |
| Multimedia Promotional Campaign | Launch a multimedia campaign to promote awareness of, and educate about, manufacturing positions - including emphasis on representation, manufacturing industry culture, networking opportunities, and entry points |
| Consolidated Resource Directory | Create an inclusive, detailed resource directory to guide individuals seeking employment in manufacturing occupations along the application process/requirements/timeline, along with resources for wraparound/support services, support structures and networking opportunities |



Solution 1 Steps: Career Exposure Opportunities

1. **Cultivate partnerships between S/W schools, CBOs (with career pathway programs), and local manufacturing companies to host “Manufacturing Fairs” and/or “Job Treks” to inspire interest in careers in manufacturing**
 - Keep in mind difference in job readiness between HS students and young adults
 - Getting parents involved: changing the narrative, so that families may be able to have a more productive conversation about manufacturing and perception of the field
 - Creating opportunities for students who are interested in going directly into workforce
 - Investing in the Workforce: educating potential candidates on what long-term career pathways may look like, as opposed to a short-term job
2. **Host “Chicago Manufacturing Month” in October to raise awareness about career opportunities in the sector**
 - Educational institutions, CBOs, community orgs, etc. all need to have a stake/be involved in facilitating and putting this together
 - Example: Daley College 2019 Manufacturing Day (10 schools, 10 companies, 250 students)
 - Taking best practices of Manufacturing Month and leveraging into various events/opportunities throughout the year as well
3. **Expand number of/capacity of manufacturing apprenticeship programs (e.g., additional employers to adopt apprenticeship model and/or increase number of apprentices within existing programs)**
4. **Expand and promote bridge program enrollment**
5. **Increase the number of culturally and technically competent instructors and counsellors in the manufacturing workspace**
 - This step is crucial to all the other steps – important to note during timeline creation
 - Not necessarily just instructors/counsellors, but also across all stakeholders in the sector



Solution 1: Roles, Responsibilities and Metrics

Roles & Responsibilities

| Stakeholder | Lead | Support |
|--------------------------|------|--|
| CCWP | | x |
| City Government | x | |
| Workforce Partners | | x |
| Employers | | x |
| Educational Institutions | | Outreach across educational institutions, with CPS/CCC |
| Other | | <ul style="list-style-type: none"> Public/private oversight board made up of employers, educational institutions, trade/industry orgs, workforce partners Engage and support stakeholders as event hosts |

Metrics

- Metrics to **track progress** developing and implementing the solution:
 - Number of employers, educational institutions, and workforce partners engaged
 - Number of exposure events scheduled
 - Attendance at career exposure events (Manufacturing fairs, job treks, etc.)
- Metrics to track success in **achieving the solution's goal?**
 - At least 10-50% (final TBD) increase in enrollment in Manufacturing training programs (i.e., at CCC)
 - At least 10-50% (final TBD) increase in number of women and diverse candidates applying for manufacturing positions
 - At least 10-50% (final TBD) increase in retention of women and diverse candidates in manufacturing positions (up to one year)
 - Establish baseline of current enrollment in all programs and unfilled seats
 - Landscape analysis to gain sense of the program providers
- Do any of the steps that we identified **require their own metrics?**
 - [Step 2] Number of organizations participating in Manufacturing Month
 - [Step 2] Attendance at Manufacturing Month events (virtually or in-person)



Solution 2 Steps: Multimedia Promotional Campaign

- 1. Partner with local advertising/marketing firm, Chicago Artists, to create promotional materials (or media strategy more broadly) – important to consider engaging local artist, keeping the campaign culturally relevant, and leveraging influencer networks**
 - Culturally relevant: thinking about groups, i.e., women, returning citizens, retired/semi-retired people
 - Keep in mind person-to-person interaction
- 2. Identify target audiences and different promotional platforms (e.g., billboards, CTA ads, newspaper ads, Instagram, Facebook, YouTube, Twitter, etc.) through focus groups and market research**
 - Focus on opportunity youth – 16- to 24-year-olds: how can we direct resources to this group?
 - Leveraging best practices from “Dream It Do It” campaign – i.e., messaging or outreach through Chicago Bears airtime, etc.
 - Outreach organizations (community based, community centers) – leveraging connections here
- 3. Engage spokespeople in target occupations to support campaigns (i.e., employers with whom workforce partners have relationships, current employers with established networks)**
- 4. Include consolidated resource directory and links to career exposure events in promotional campaign materials to connect candidates with more information, with QR codes on non-virtual campaign materials (e.g., billboards, newspaper ads, CTA ads)**



Solution 2: Roles, Responsibilities and Metrics

Roles & Responsibilities

| Stakeholder | Lead | Support |
|--------------------------|------|--|
| CCWP | | x |
| City Government | x | |
| Workforce Partners | | x |
| Employers | | Providing communication of opportunities at a regular cadence to keep up to date |
| Educational Institutions | | x |
| Other | | <ul style="list-style-type: none"> Local artists - create commissioned art to include in promotional materials Local marketing/ advertising firms – produce marketing/ advertising strategy, market research Focus group for best practices |

Metrics

- Metrics to **track progress** developing and implementing the solution:
 - Variety and number of components in the campaign (number of billboards, number of social media posts, number of cross-promotions, number of podcast ads)
 - Campaign saturation or frequency of messaging
 - Volume of promotion/ad traffic, click rates, views, and trends of these data points over time
- Metrics to track success in **achieving the solution's goal?**
 - Volume of applicants indicating they heard of opening through the promotion (e.g., "how did you hear about us?")
 - At least 10-50% increase in enrollment in Manufacturing training programs (i.e., at CCC)
 - At least 10-50% increase in number of women and diverse candidates applying for manufacturing positions
- Do any of the steps that we identified **require their own metrics?**
 - [Step 1] Number of artists from S/W side commissioned in the campaign



Solution 3 Steps: Consolidated Resource Directory

- 1. Map existing resources, guides, and professional networks (i.e., Career Connect, Career Pathways) for manufacturing occupations (via online survey)**
 - Austin Coming Together using NowPow; CBO Collective and Heartland Alliance using jobpath
 - City to research national best practices to better understand how to coordinate all different inventories/databases being created
 - IWIB – start process to develop starting point for manufacturers but leverage same concept for job seekers/students/CBOs?
 - Careerpathways.net, Career Connect exist as well – how to make the list of resources simpler to navigate?
- 2. Assess gaps in existing resources and guides to identify improvement and expansion opportunities**
 - How to navigate the existing resources to avoid being overwhelmed?
 - Can provide case managers to help direct individuals to the proper resources (labor intensive)
 - Survey tool/diagnostic for individuals – matching them to appropriate opportunities/next steps
- 3. Map out occupation-specific pathways and resources to support along pathways**
- 4. Identify target users and promote resource directory**
- 5. Refine or update content, as needed**



Solution 3: Roles, Responsibilities and Metrics

Roles & Responsibilities

| Stakeholder | Lead | Support |
|--------------------------|------|---|
| CCWP | | x |
| City Government | x | |
| Workforce Partners | | x |
| Employers | | x |
| Educational Institutions | | x |
| Other | | <ul style="list-style-type: none">• Community-based organizations (faith, SBDC, chambers of commerce, industry groups, trade organizations)• Promote usage of directory to community members, congregations, members, etc. |

Metrics

- Metrics to **track progress** developing and implementing the solution:
 - 90% of known organizations surveyed about landscape of existing services
 - 60% response rate from organizations surveyed about landscape of existing services
 - Volume of directory site traffic, click rates, views and trends of these data points over time
- Metrics to track success in **achieving the solution's goal?**
 - At least 10-50% (final TBD) increase in enrollment in Manufacturing training programs (i.e., at CCC)
 - At least 10-50% (final TBD) increase in number of women and diverse candidates applying for manufacturing positions
- Do any of the steps that we identified **require their own metrics?**
 - [Step 4] Number of focus groups conducted/individuals surveyed to identify target audience
 - [Step 5] User feedback/ratings on directory content