



# Manufacturing Session 2 Recap

February 2021



# Manufacturing | Prioritized Solutions for Session #2

We focused the discussion on the following solutions:

Solution	Goal
<b>Career Exposure Opportunities</b>	Expand hands-on career exposure opportunities (i.e., job shadows, apprenticeships) to attract candidates who lack exposure to the sector and associated job opportunities
<b>Multimedia Promotional Campaign</b>	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
<b>Consolidated Resource Directory</b>	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 <ul style="list-style-type: none"><li>• Public/private oversight board made up of employers, educational institutions, trade/industry orgs, workforce partners</li><li>• Engage and support stakeholders as event hosts</li></ul>
Other		

### Metrics

- a. 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.)
- b. 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
- c. 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"><li>• Local artists - create commissioned art to include in promotional materials</li><li>• Local marketing/ advertising firms – produce marketing/ advertising strategy, market research</li><li>• Focus group for best practices</li></ul>

### Metrics

- a. 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
- b. 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
- c. 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"><li>Community-based organizations (faith, SBDC, chambers of commerce, industry groups, trade organizations)</li><li>Promote usage of directory to community members, congregations, members, etc.</li></ul>

### 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