

The Next Employers

**What is needed to support
transition of the workforce**

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MAGNET

The mission of MAGNET, the Manufacturing Advocacy & Growth Network, is to support, educate and champion manufacturing with the goal of transforming the Northern Ohio economy into a powerful, global player.

- Through consulting services, assists manufacturers in adopting innovative manufacturing strategies and techniques productivity improvement, global access (sourcing and markets), and product innovation.
- Provide a focal point for working with regional educational institutions to provide a comprehensive set of offerings meeting the needs of manufacturing companies.
- Manage a business incubator
- Conduct special projects for government agencies such as the Dept. of Defense, Dept. of Labor, Dept. of Energy, Dept. of Housing and Urban Development and Dept. of Commerce.

The MAGNET Education Initiative aims to address the image and skills gap issues that face the manufacturing industry in Northeast Ohio.

- Connect the supply (education and training institutions, public workforce system) and demand (employer) sides of the workforce equation. It also partners with a variety of like-minded community organizations.
- Current initiatives include:
 - [Northeast Ohio Dream It Do It](#)
 - [Manufacturing Ambassador Program](#)

Workers for the Next Economy

- Smaller companies will be the source of jobs in the coming years.
- “Green” industries and other emerging clusters are expected to be the drivers of the Next Economy
- Educated/trained workers needed – replacement & new jobs
- Innovation and startups– will continue to build these new ecosystem

How do the workforce needs of small, agile, entrepreneurial “green” employers differ from those of more established employers?

- Compared to ‘established’ of the past, new employers are seeking a more flexible, multi-tasking, knowledgeable, skilled worker from front-line to management
- Actually, not much different from what today’s ‘established’ employers are seeking

What's different about the type of employee who wants to work for these companies?

- Typically will be younger generation
- May not be seeking a life-time job with that company, but career building
- Looking for opportunity, training, flexibility

What type of person are the companies themselves trying to attract?

- Entrepreneurs think they want mirrors of themselves (but shouldn't)
- Many don't have a solid idea of how to define the jobs and duties
- Looking for 'experience'. Don't have resources (time and money) to train

What's the Solution?

- Proactive involvement from Workforce and Education community
 - Help define jobs, skills and competencies
 - Help market the opportunities to potential workforce
 - Listen, develop programs to close skill gaps
- Company/workforce partnerships
 - Participation in course content development
 - Internships/co-ops/job shadowing
 - Experiential project opportunities