

# **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