

DEIBA in Manufacturing: **Takeaways** from **Community Colleges**



Talent: Who are the historically marginalized?

Marginalized communities are those excluded from mainstream social, economic, educational, and/or cultural life.



The infographic consists of eight blue circles of varying sizes, each representing a different marginalized community. The circles are arranged in two rows. The top row contains four circles: 'Women' (largest), 'Communities of Color', 'People with Disabilities', and 'Justice-Connected'. The bottom row contains four circles: 'Rural', 'Immigrants', 'LGBTQ', and 'In Poverty'. Each circle has a white border and a yellow inner ring.

Women
50.5%

**Communities
of Color**
~40%

**People
with
Disabilities**
~26%

**Justice-
Connected**
~7%

Rural
~18%

Immigrants
~14%

LGBTQ
~7%

**In
Poverty**
~11%

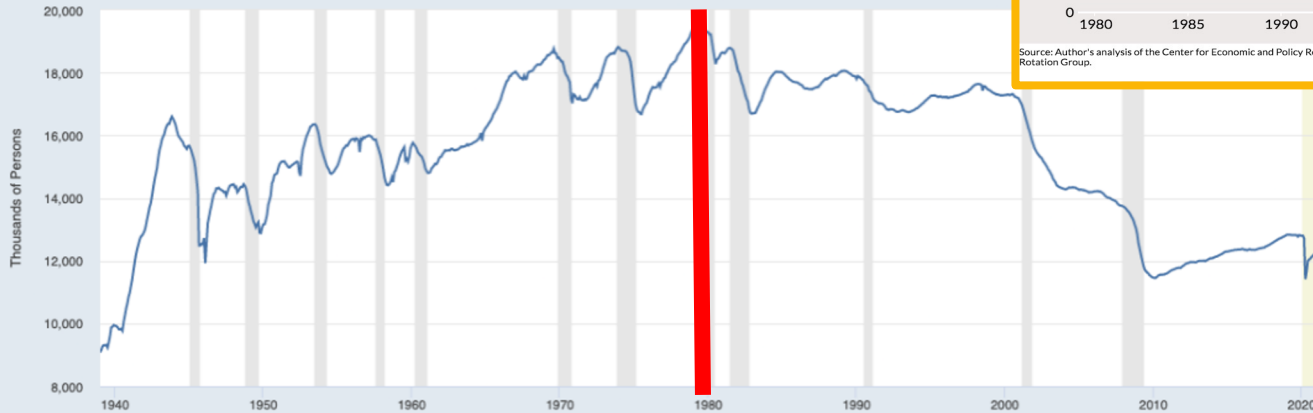
Vision Statement

To ensure our education, workforce development and labor markets provide historically marginalized individuals with **inclusive and integrated employment**, as well as **competitive compensation**.

Employment in Manufacturing:

- Total employees
- Employment by race

FRED — All Employees, Manufacturing

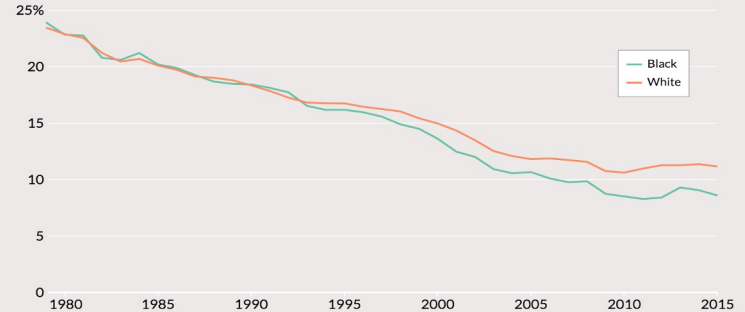


U.S. recessions are shaded; the most recent end date is undecided.

Source: U.S. Bureau of Labor Statistics

fred.stlouisfed.org

African Americans are less likely to work in manufacturing than white workers
Share of all workers employed in manufacturing, by race, 1979-2015



Source: Author's analysis of the Center for Economic and Policy Research's Uniform Extracts of the Current Population Survey's Outgoing Rotation Group.



Historical Branding of Manufacturing



THE CENTURY
FOUNDATION



Modern Branding of Manufacturing



NEW YEAR, NEW CAREER!

WE ARE HIRING!
**MANUFACTURING
POSITIONS**

1100 N. Toledo Blade Blvd., North Port, FL 34288



King Plastic Corporation

is HIRING!
Warehouse
Production
Corporate Office
Retail Store



Great Starting Pay
Benefits
Store Discount
Profit Sharing
Weekend Pay Bonus

Apply Online Today at
www.menards.com/careers
or In Person at
5138 Old Mill Plaza,
Eau Claire, WI 54703
Open weekdays 7AM - 5PM

Increasingly Inclusive Manufacturing Branding



OWENS CORNING

- ✓ Competitive Pay!
- ✓ Great Benefits!
- ✓ \$1,000 Sign On Bonus

Hiring for:
Production Technicians &
Maintenance Technicians – LME Required

Apply at: Jobs.OwensCorning.com



NOW HIRING

apply.smjobs.com JOB CODE 7512A

\$18+ Per Hour • Full & Part-Time • Shift Differential
Benefit Options • All Shifts Available • Weekly Paycheck

763-422-2581

staff management | **SMX**
A TRUCBLUE COMPANY

Best Practices for Racial Equity in Manufacturing: Lessons from I&I

1. Tailored **recruitment**
2. Culturally-informed & representative **instruction**
3. Student-centered **course design**
4. **Effective** wraparound services & mentorship
5. Racially-conscious **industry partnerships**
6. Good **jobs**

1) Tailored Recruitment

Princess Simpson: Fast Food Employee



Welder



What really got me into the manufacturing field was just seeing videos of it online... Another thing that helped me... was when the advisors [came] into my school.”

Paul Greer: AAS in MEMS



NASA or Intel



“Lorain has benefited my education by connecting me with faculty that truly care about my success. They taught me it’s not about how many year it take to get your degree. It’s about the wisdom and experience, the personal growth along the way, because those you can use for the rest of your life.

2) Culturally-Informed & Representative Instruction

Hiring Diverse
Faculty



Women in Industrial Production during World War II

1944 Survey by the Department of Labor Women's Bureau

75% of women intended to continue working in the postwar period

86% of women wanted their postwar jobs in the same industrial group as their wartime jobs

Source: U.S. Department of Labor, Women's Bureau

Women in Industry as a Percentage of All Production Workers	1940	1944	1946	1950
Iron and Steel	6.7%	22.3%	9.4%	5%
Automobiles*	5.7%	24.4%	8.9%	10%
Textile Mill Products	43.0%	51.4%	46.7%	43%
Apparel (clothing)	75.2%	78%	76.9%	76%

Source: U.S. Department of Labor, Bureau of Labor Statistics. All figures are for the month of October of the years indicated.

Girls Learning About Manufacturing (GLAM)

Bishop State Community College
Mobile, AL



MANUFACTURE
ALABAMA

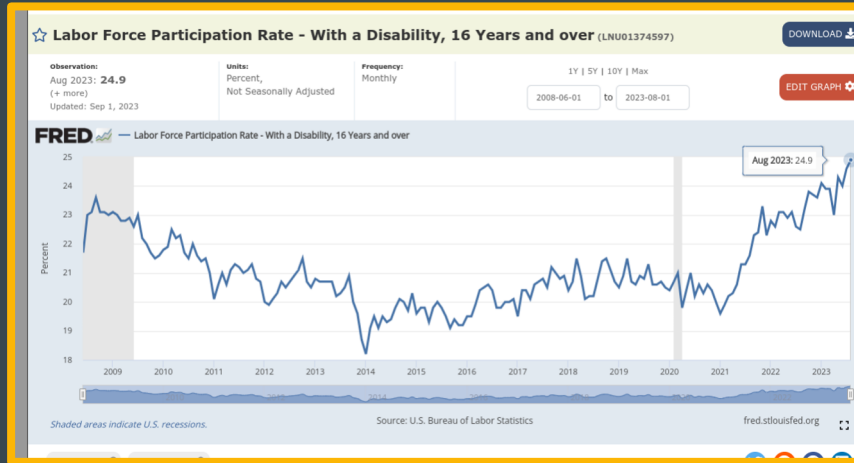


Women in Welding: Sierra College

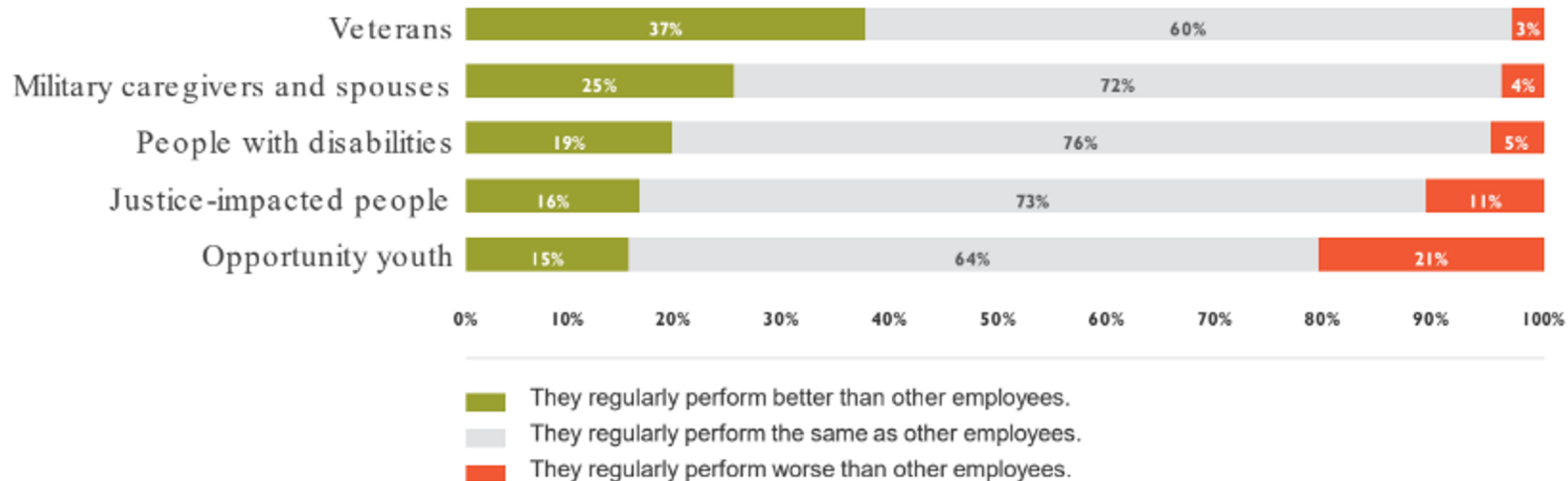


“I’m super happy that I chose this. But it has been pretty difficult because I’ve had a lot of people – my parents, family members, different mentors – I’ve had tell me I shouldn’t because I was a girl or because there are too many men, and there are too many things that could go wrong, or that I should go into something more feminine... It really spurred me on more. Having a woman role model in welding.”

Underrepresentation of Persons with a Disability in Manufacturing



8.8%



Uniquely Abled Academy

UAA Provides an educational structure and individualized support for those with Level 1 Autism to be CNC machinists.

- At Milwaukee Area Technical College, UAA is a cohort-style program where students spend 2 semesters taking classes and learning career readiness skills.
- Students earn a CNC Set Up and Operations Certificate
- Gain the foundational skills and knowledge that make them strong candidates for competitive hiring wages.

The UAA Student Experience

Soft Skills Training & Career Readiness Workshops

- Team Work
- Critical Thinking & Problem Solving
- Handling difficult conversations
- Communication in the Workplace
- Resume writing
- Interview preparation and practice
- Job Search help
- Self Reflection
- Mock Networking
- Self Advocacy & Leadership



- Employer Presentations to UAA Class
- Facility Tours at local manufacturing employers

Deborah Moore



Career Changer and Machinist at Siemens Energy



“Apprenticeships are for everyone. Being in school and learning on the job at Siemens Energy has built not only my technical skills but my confidence too.”

3) Student-Centered Course Design



Open House

North BR Industrial
TRAINING
Initiative

FREE TRAINING

Workforce training and development for careers as millwrights, welders, pipefitters & electricians.

January 19, 2022 | 6PM @ BRCC Acadian Campus
3250 N Acadian Thruway
Baton Rouge, LA 70805

Register @ mybrcc.edu/nbriti



THE WHY Since 2012



4) Effective Wraparound Services & Mentorship

Student Stories

Jesus

- ✓ High school senior
- ✓ Older siblings have DACA, he does not
- ✓ Completed pre-apprenticeship
- ✓ Offered apprenticeship
- Completed formal hiring application, denied due to documentation status
- Employer "cannot hire"
- ✓ Decided to pursue Supply Chain and Logistics AAS
- Met with attorney to talk through options

Miguel

- ✓ High school senior
- ✓ First generation college student
- ✓ Completed pre-apprenticeship
- ✓ Offered apprenticeship
- Completed formal hiring application, denied due to documentation status
- Employer has federal contracts that prohibit hiring
- Decided not to pursue college

Alberto

- ✓ 28-year-old current student
- ✓ DACAmented
- ✓ Interviewed for apprenticeship
- ✓ Company unsure how to hire, determined he could be subcontractor
- ✓ Hired through temp agency
- ✓ Completed 2-year apprenticeship and hired full time
- ✓ Earned Journeyworker credentials

(Names have been changed for privacy)

5) Racially-Conscious Industry Partnerships

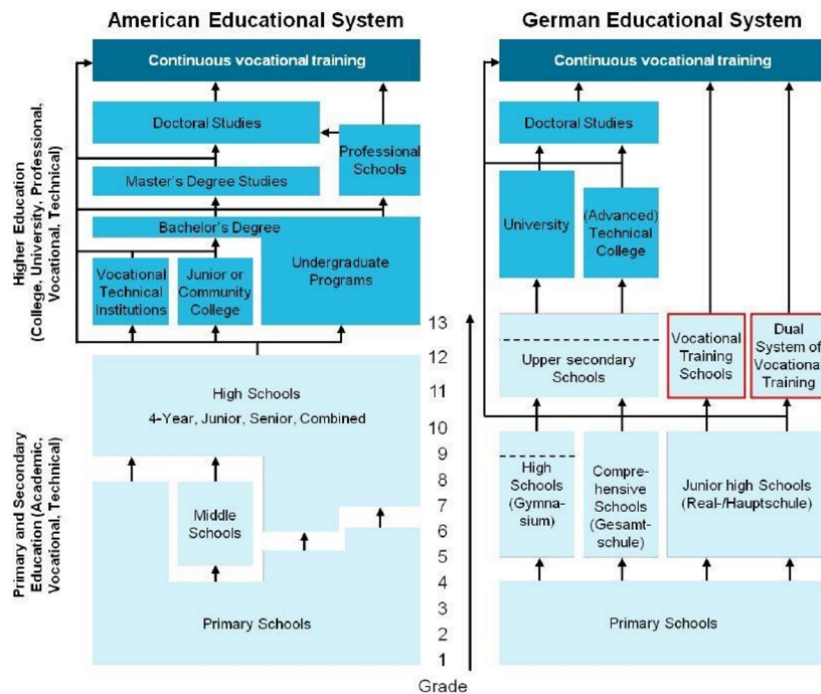


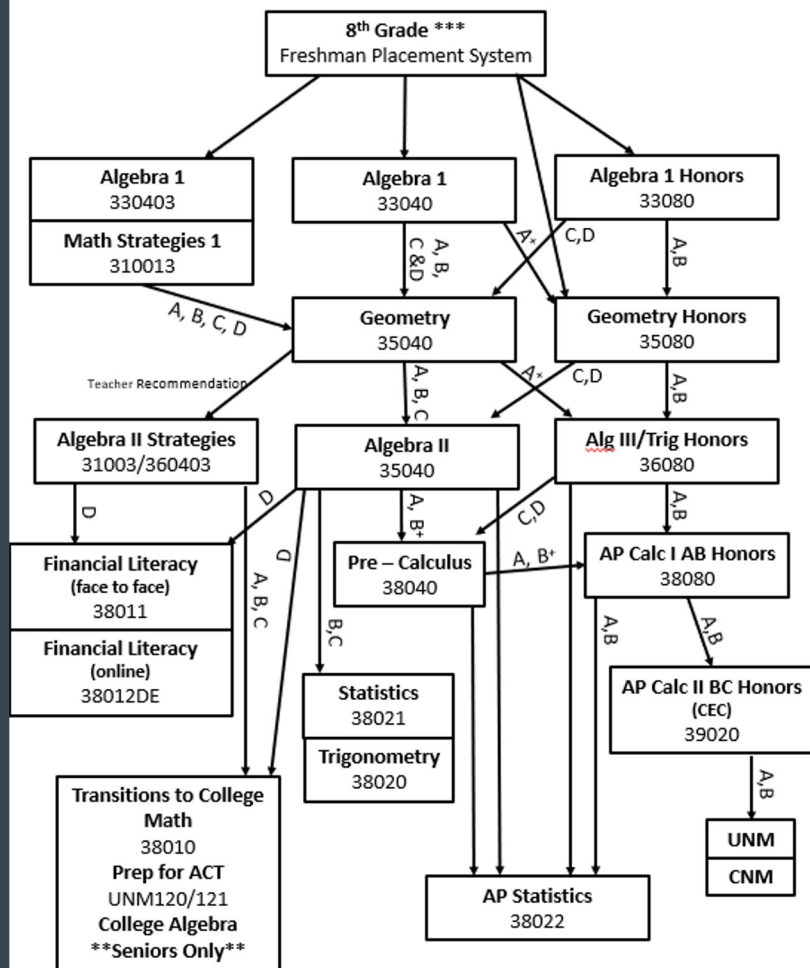
6) Good Jobs

Work with employers to ensure good jobs are pulling students into the labor market:

- Accommodation for “nontraditional” workers
 - Single mothers
 - Persons with disabilities, etc
- Upskilling opportunities & professional advancement
- Competitive, living wages

Learnings from Germany





Why does the German model work well?

~ Early Exposure ~

Students are exposed to their potential career as early as kindergarten (companies bring petting zoos). A student can intern at their future company at age 13 and formally begin at 16.

~ Parental and Community Involvement ~

75% of decision is influenced by family. Most apprentices are inspired by someone they know and works with them (father and son).

~ Collective buy in: student, government, unions, and industry ~

Chambers of business and industry effectively collaborate with the unions, industry, and students in the administration of the dual VET program.

Michelle's Journey



Thank you

...



Michelle Burris
Fellow, The Century Foundation
Burris@tcf.org

