

Workforce **K2GrA**

FitFirst  
THE FUTURE OF HIRING

# Using Science to Populate Students in Technology Programs

# Breakage is **EXPENSIVE**



## General Enrollment Comparisons

Gateway Technical	Lorain County	Dallas College
Total – 9,881	Total – 9,170	Total – 64,156
Grad Rate – 47%	Grad- 33% + Transfer- 15% = 48%	Grad- 36% + Transfer- 15% = 51%
1,142 Certificates/ 692 AAs	1,067 Certificates/ 1,356 AAs	4,373 Certificates/ 7,645 AAs
5,237 Stop Outs	4,769 Stop Outs	31,437 Stop Outs

[Institute of Educational Sciences](#) [National Center for Education Statistic](#)



# 41,443 Stop Outs from just 3 colleges

- How many of your Engineering/Technology programs are at capacity?
- How many programs are not running because of low/no enrollment?
- What is the unfilled job rate of manufacturers in your service area?

Industry could absorb 5-10x what we are producing

And yet...

~50% non-completion rates!

**What are we missing?**

# The current state of recruiting into Advanced Tech

What's working for you? What's not?

# The way we communicate opportunity could use an upgrade.

Not just a CC issue – employers are just as guilty

# JOBS WANTED

## IT - COMPUTERS

### HTML PROGRAMMER

We are looking for an experienced HTML / CSS developer who will be part of our team for digital conversion projects. Requirements: Excellent HTML5 / CSS3 skills; Practical experience with Angular; Cross-browser development experience; Strong knowledge in Bootstrap; Experience with preprocessors (SASS / LESS) and BEM methodology; Strong analytical and communication skills; Making an appointment for an interview by phone: 362-2623

### C # PROGRAMMER

The group of companies, a leader and an expert in its segment for the production of equipment for gas stations, in connection with dynamic development, invites the C # programmer to cooperate on an ongoing basis. Requirements for the candidate: Higher technical education in the field of "Information Technology"; Skills of a software developer for at least 2 years; Experience with C #; Knowledge of WPF, EF; Experience with MySQL, FB, MSSQL database. Able to work in a team for the result, positive

## PHP PROGRAMMER

Requirements: Experience in the specialty. Excellent knowledge of modern web technologies. The desire to learn new technologies and innovative programming techniques. The ability to read and edit someone else's code. Decent salary (depending on qualifications). Bonus for good work. Work in a cozy, spacious office. Work with large, interesting and significant projects. Teamwork of professionals. Friendly team. Opportunity for professional growth. Bonus for good work. Call us: 5542-5132

## BUSINESS

### CUSTOMER SERVICE

Requires an employee with experience as an economist both in production and in commercial companies. Work with documentation, reporting, HR management, paperwork. Send us your summary by email: banking@mail.com or phone: 5414-4805

### CALL CENTER MANAGER

The Call Center sells Windows Furniture Doors. We are looking for a content manager. If you are

## ADVERTISING MANAGER

We need a girl over 22 years old. Possesses qualities: sociability, responsibility, stress resistance, ability to work in multitasking mode. Call now: 6922-3451

## BUSINESS COURSES

The Business Training Center offers advanced training courses in popular specialties. Logistics, Accounting, Marketing, Labor legislation, Recruitment. Registration for courses by phone: 7857-2828. Call us now!!

## INFORMATION MANAGER

Responsibilities will include: receiving letters from candidates, consulting clients, monitoring applications. Requirements: PC skills, ability to work with e-mail. Grammatically correct speech. Communicability. Call us: 6922-3451

## ECONOMIST

The enterprise requires with higher education, accounting, at least experience in the sp. Experienced PC. Knowledge of EN. Initiative, responsibility.

## SERVICE MANAGER

The company is recruiting employees. Vacancy: Customer Service Manager. Requirements: Responsible person 25-45 years old with computer skills. You must be organized. Responsibilities: Working with new clients. For details, write to the post office: company@mail.com. All questions by phone: 1673-8237

## CUSTOMER SERVICE

Requires an employee with experience as an economist both in production and in commercial companies. Work with documentation, reporting, HR management, paperwork. Send us your summary by email: banking@mail.com or phone: 5414-4805

## PART-TIME JOB

## PIZZA DELIVERY COURIER

Permanent work requires couriers to deliver pizza around the city. Knowledge of the city and experience in posting is welcome. Responsibilities: Physical endurance, activity, punctuality and responsibility, fulfillment of duties and all assigned tasks, pleasant appearance, adequacy and decency. Details by phone: 4638-2828

## DOGSIITTER COURSES

Do you need a job? Do you like animals? Do you have some free hours per day? If you answered yes to these questions - call our Nanny courses for dogs. We will teach you to understand the nature of the pet. An individual approach to each pet, the secrets of a pleasant walk with the dog. Hair and claw care. After our courses you will become the perfect carer for your pet.

# The starting point?

**GIMBELS**

The Realization of an Ideal

**GIMBEL BROTHERS**

**YOUR COMPANY 2021**

**JOB! VACANCY!**

WE ARE HIRING!

- CHIEF MANAGER**
  - 1. High Education in UK
  - 2. At least high school graduate
  - 3. Knowledge of English
  - 4. Good leadership qualities
  - 5. Multitasking abilities
- ELIOT DESIGNER**
  - 1. High Education in UK
  - 2. At least high school graduate
  - 3. No prior work experience
  - 4. Good leadership qualities
  - 5. Multitasking abilities
- WIFE SALES GIRL**
  - 1. No Experience in UK
  - 2. At least high school graduate
  - 3. Good leadership qualities
  - 4. Good leadership qualities
  - 5. Multitasking abilities
- SLIPPER SPEED CLEANER**
  - 1. No Experience in UK
  - 2. At least high school graduate
  - 3. No prior work experience
  - 4. Good leadership qualities
  - 5. Multitasking abilities

OF COURSE WE NEED YOUR RESUME!

SEND US YOUR RESUME!

WALK-IN INTERVIEW

REACH US! | +604-444-44-44 | www.yourcompany.com

Your Company, Unit 100, Pungki Industrial Park, Melaka, Malaysia

## Mission Statement

The Office of the Registrar promotes student success through exceptional integrated enrollment services. Committed to access, opportunity, and transformation we serve the college community in a courteous, accurate, expeditious manner. Improving the client experience and College reputation through coordinated, customer-centric services that exceed expectations.

Questions about courses, classes, or status?

We have the answers. The Office of the Registrar at The City College is responsible for all student records – while you are enrolled and after you graduate. Please do not hesitate to contact us, we will be happy to assist you.





# What do these approaches have in common?

How do they make you feel?

# What is the price we are paying?

1. 27 Million Hidden Workers (STARs) Skilled Through Alternative Routes
2. 39 Million have attended college but have no degree
3. 40.2% of recent college grads are underemployed

And yet... Millions of unfilled jobs.

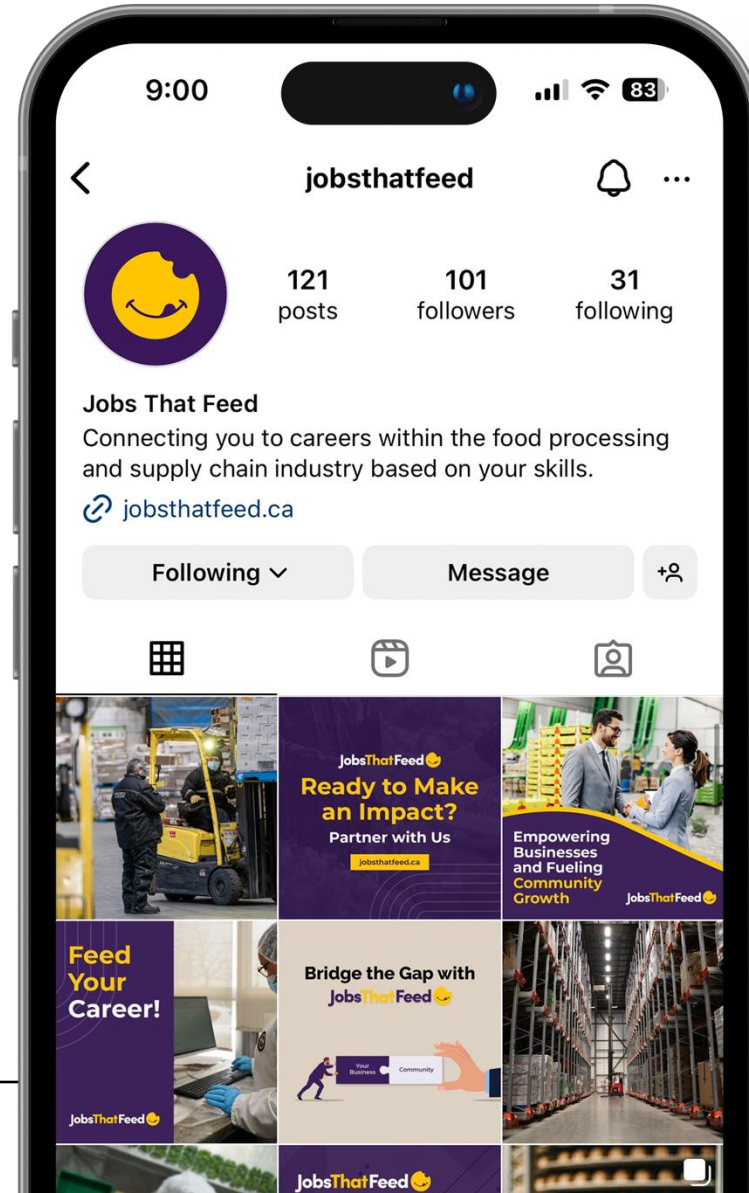
**How might we  
re-think this?**



# Flip the Focus. Then Flip the Message.

Two Examples to consider -

- Jobs That Feed – Food Processing & Distribution
- Blue Forge Alliance
- Dallas College



# Powerful Outcomes

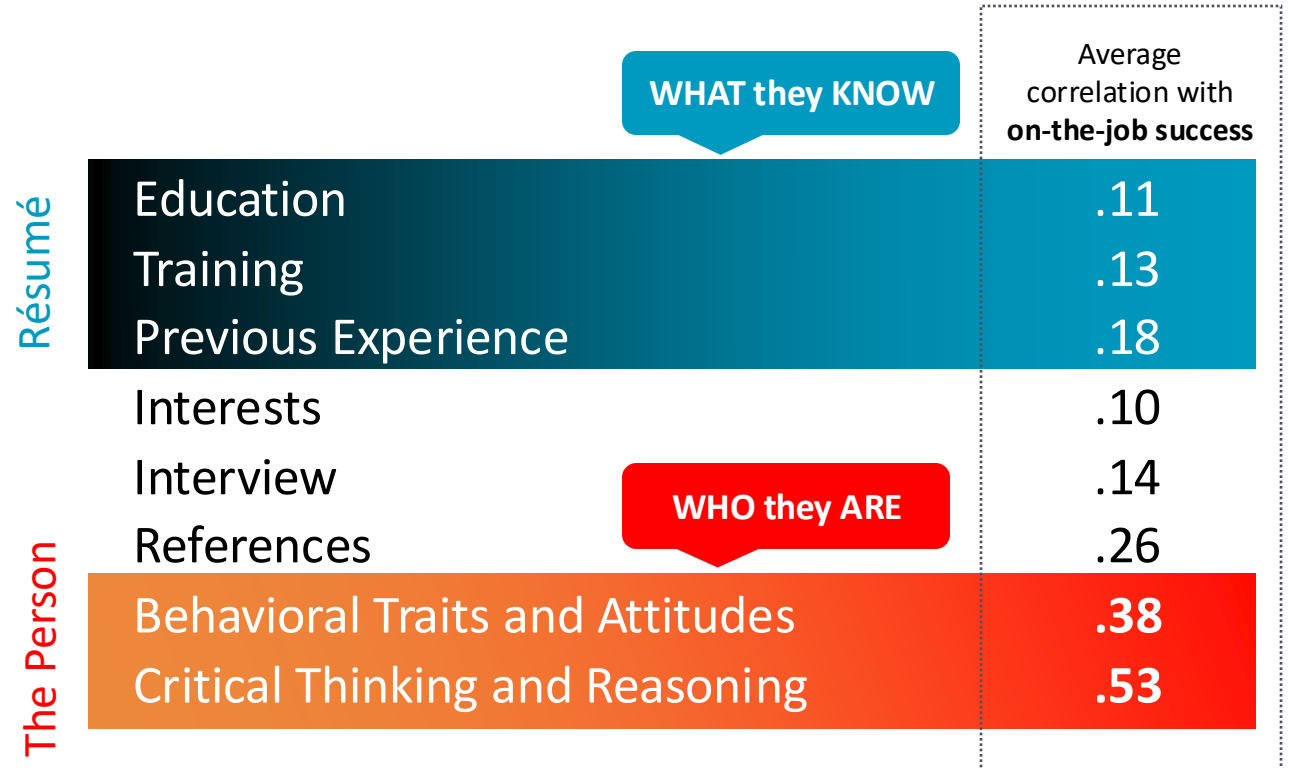


- 519 individuals applied for jobs within 4-week campaign
- 314 completed the online assessments when applying
- 5 were hired, and applicants are continuing to be processed

# Fueled by Simple but Fundamental Shifts in Thinking

- Start with a focus on the individual and their success
- Communicate differently, lean into the science
  - Adult conversation, balanced power – ‘let’s see if we are right for one another’
  - There are really attractive jobs
  - Entry-level isn’t forever
  - Show me my potential
  - See (and invest in) my potential
- Shared responsibility to nurture a talent pool for the industry

# Measuring what matters most.



**How is this person likely to embrace change?**

- Openness
- Creativity
- Adventurousness
- Teamworka

**How is this person likely to interact with others?**

- Agreeableness
- Sociability
- Cooperativeness
- Tact
- Influence
- Compassion



**How is this person likely to behave as a person?**

- Extraversion
- Intensity
- Control
- Decisiveness
- Autonomy
- Ambition

**How is this person likely to approach work?**

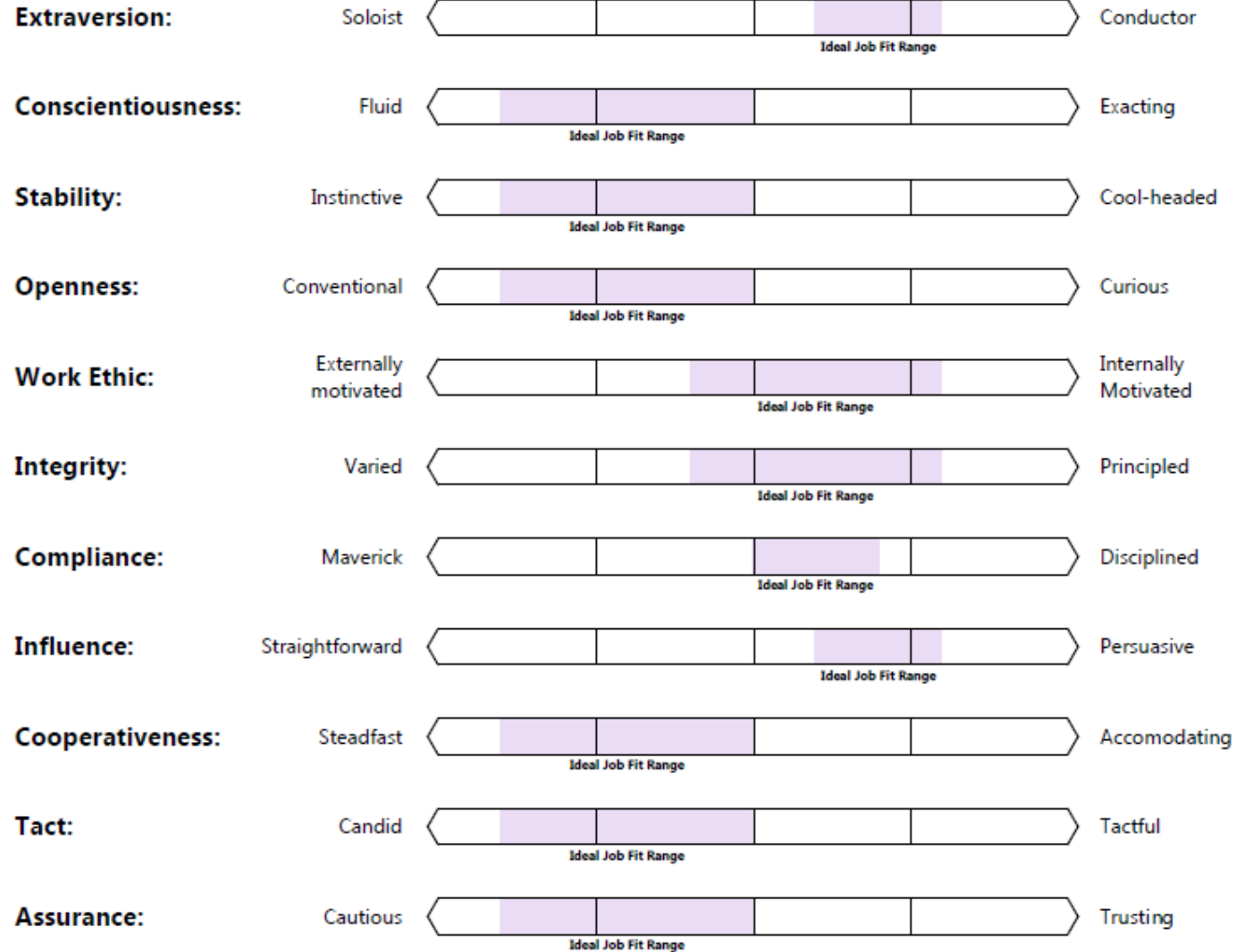
- Conscientiousness
- Acumen
- Assurance
- Work Ethic
- Integrity

**How is this person likely to weather adversity?**

- Stability
- Compliance
- Optimism
- Happiness



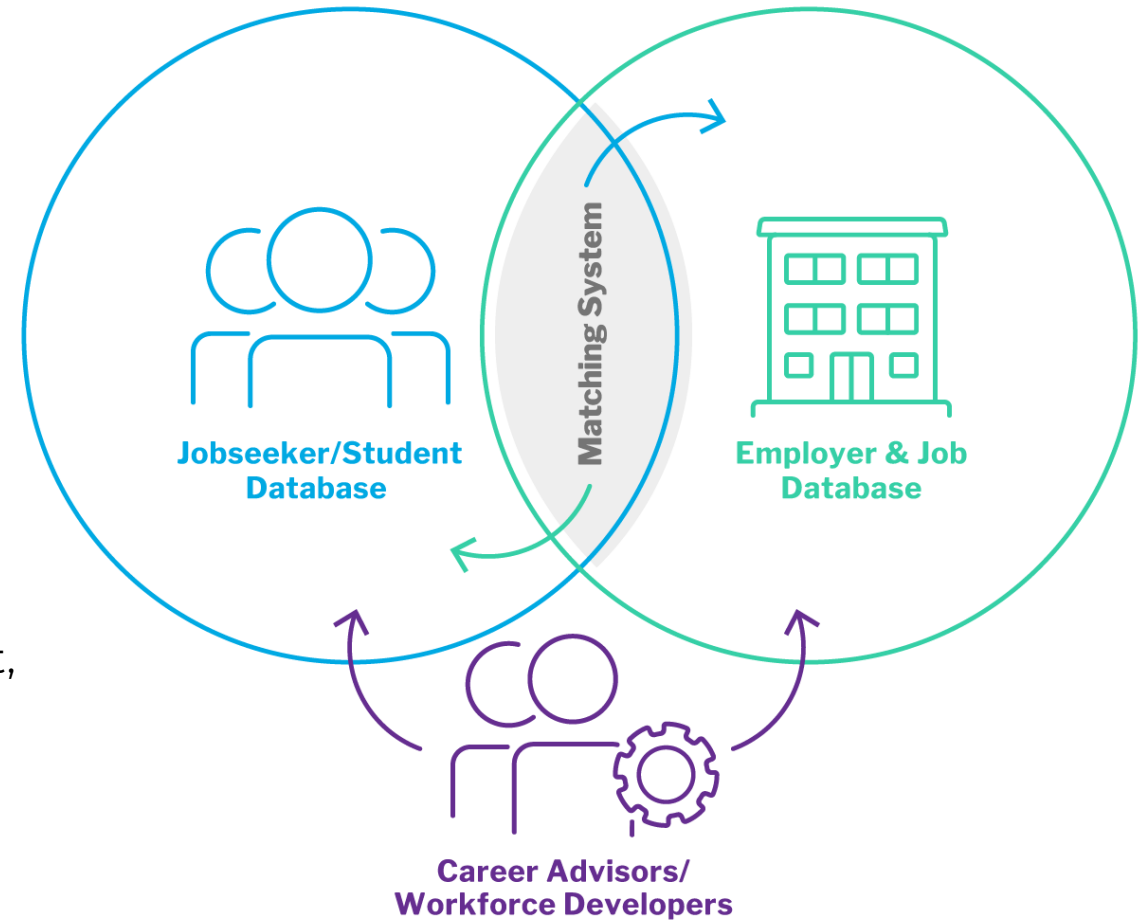
# Far greater depth of information



# Push and Pull

An Intensely **Person-Centric**  
Employment Ecosystem

But here's the shift: Match on **Compatibility** first,  
THEN filter for Knowledge, Skills and Experience



BLUEFORGE ALLIANCE

# The silent servants to the silent service

BlueForge Alliance is the non-profit integration partner of the U.S. Navy and its Submarine Industrial Base enabling initiatives that strengthen and sustain the maritime manufacturing sector.



## CAREER PATHS

# It takes millions of hands to build a giant

We need your help to continue building these unrivaled vessels — U.S. Naval submarines.  
So join us and embark on a journey of camaraderie and boundless human ingenuity.



100K

OPEN ROLES

15,000

SUPPLIERS

50

STATES

A testament to the countless  
people who help create them

The men and women who build U.S. Naval submarines hail from Virginia, Florida, California, Alaska, and all throughout this country. Visionaries shape its sleek hull, artisans meticulously craft its intricate machinery, and inspectors ensure its unwavering strength. Its creation exemplifies the unity of purpose and steadfast commitment and reminds us that everyone has a

# MARITIME MANUFACTURING COMBINES **STABILITY** AND **GREAT PAY** WITH FUTURE-FORWARD TECH AND **GROWTH** **POTENTIAL.**



## WHAT KIND OF CAREERS ARE WE TALKING ABOUT?

Careers in maritime manufacturing encompass everything from design and production to the assembly of various naval vessels and their components.



**ADDITIVE MANUFACTURING**  
FOR THE CREATORS



**CNC MACHINING**  
FOR THE SHAPERS



**NON-DESTRUCTIVE TESTING**  
FOR THE EXPERIMENTERS

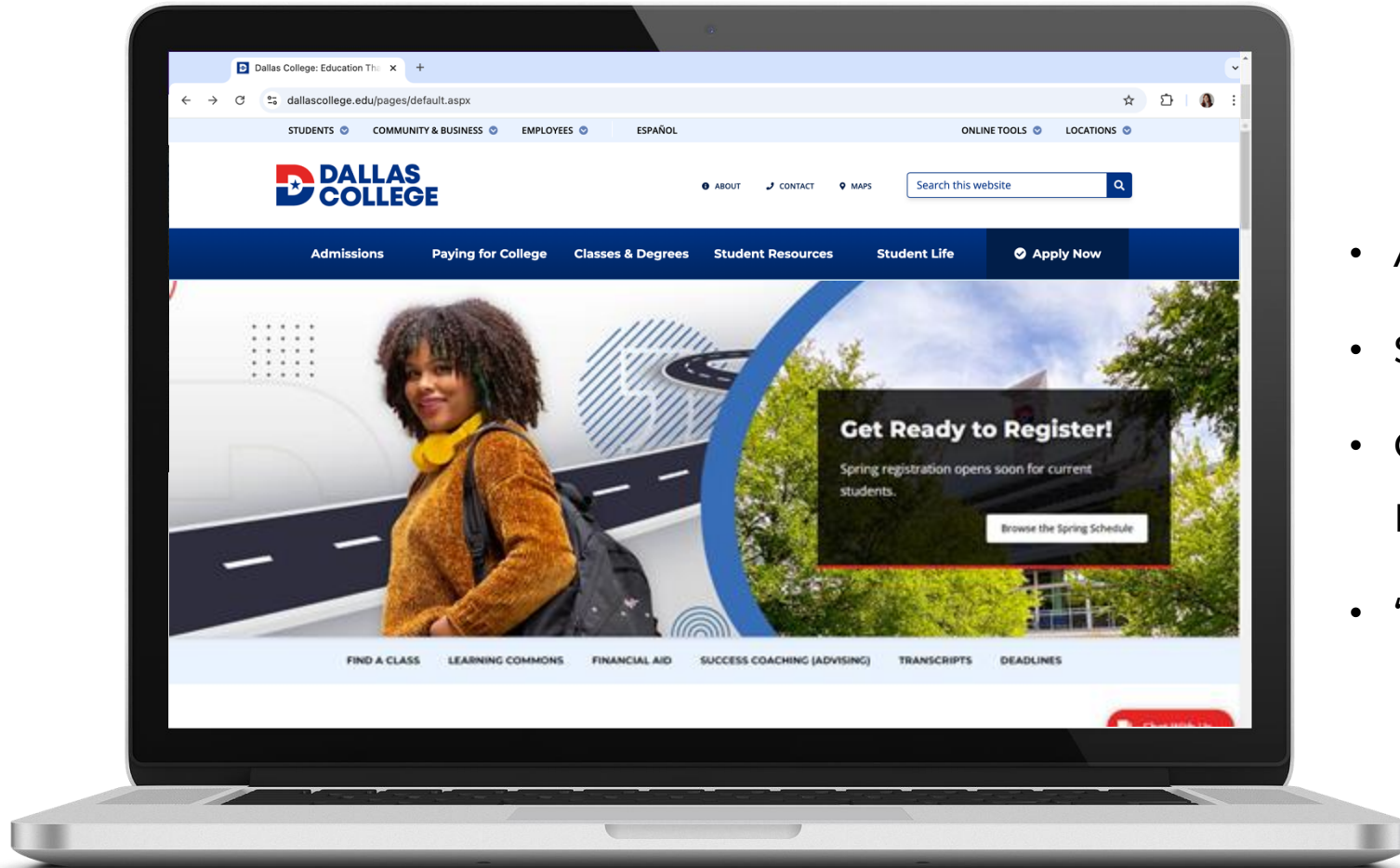


**QUALITY ASSURANCE**  
FOR THE CREATORS



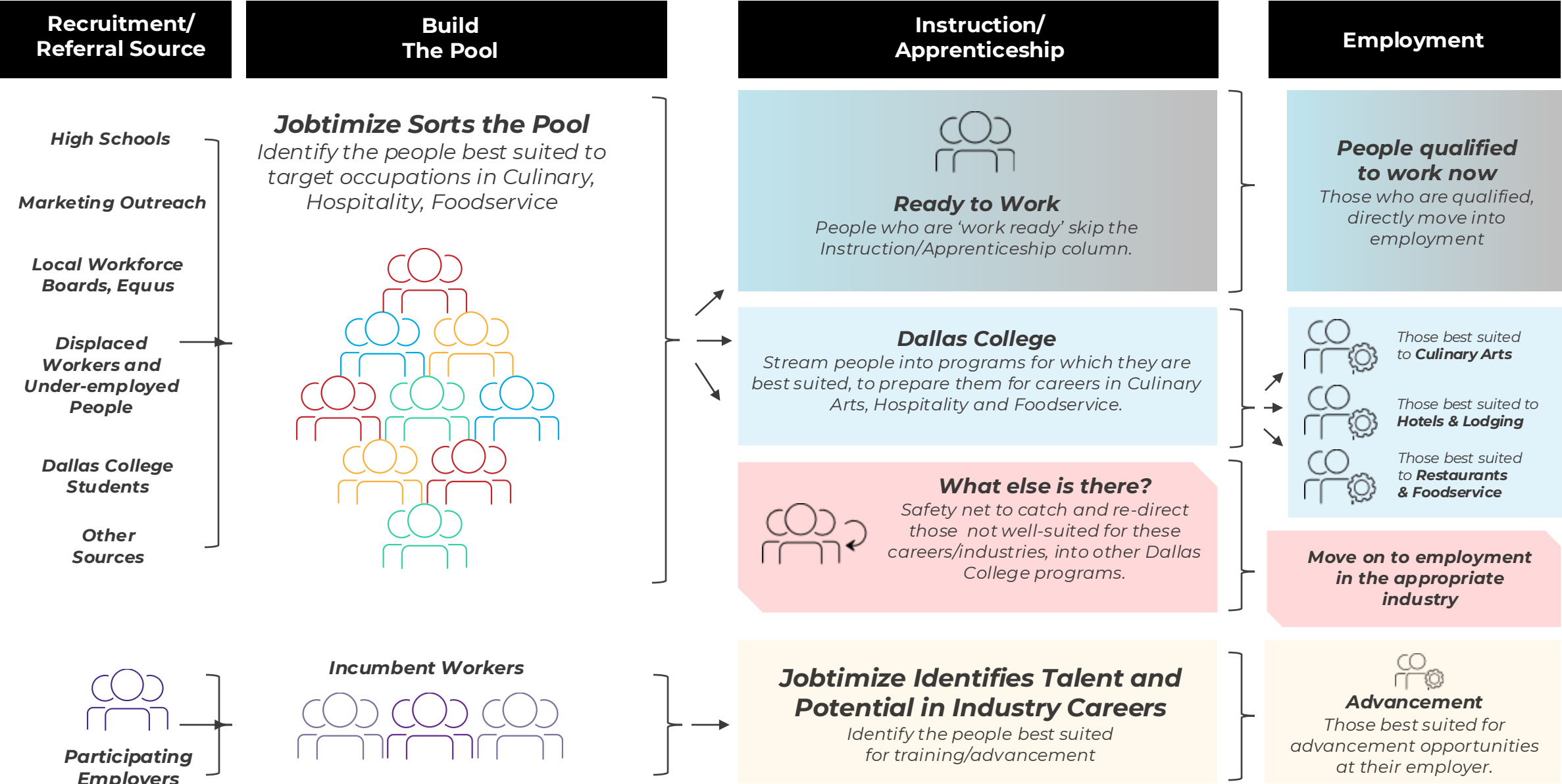
**WELDING**  
FOR THE MAKERS





- Admissions – Career Connected Learning
- School Districts – dual credit +
- Online Advising tool – Results linked to Programs
- “Let us be your Uber”

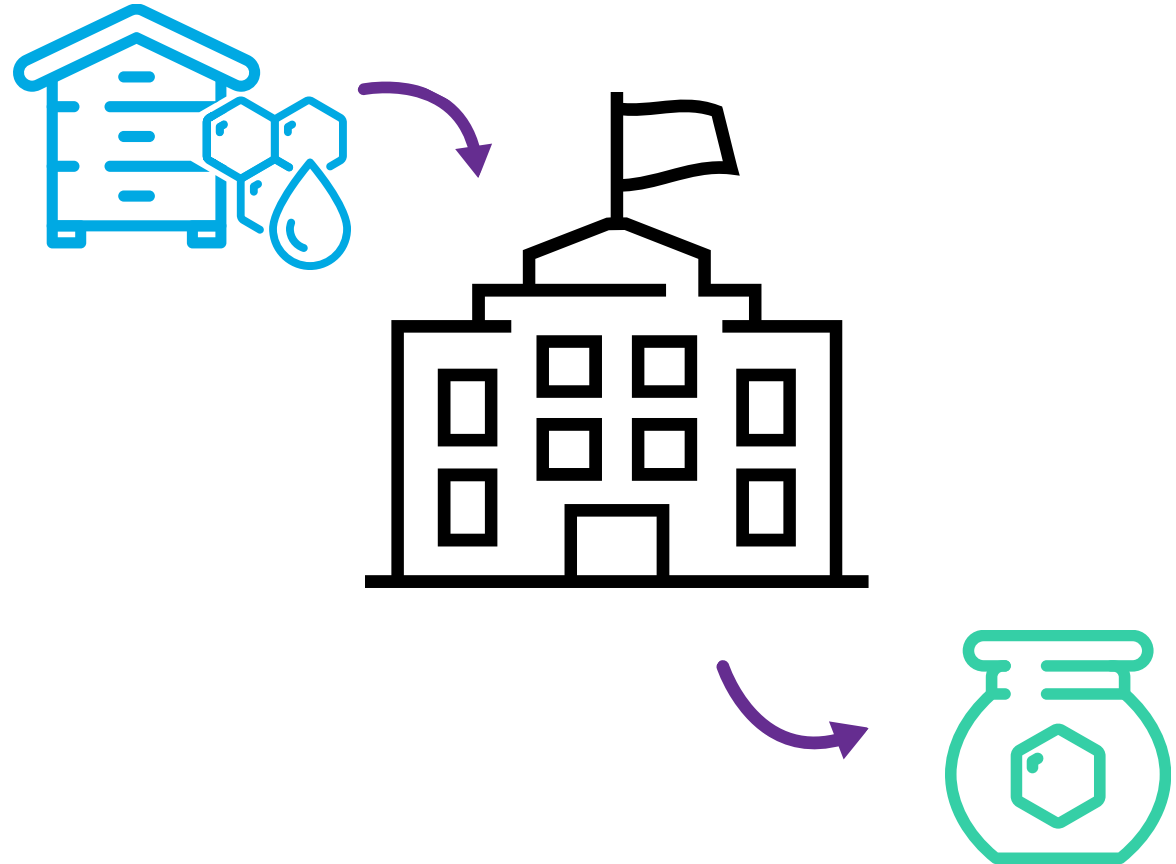
# Careers That Serve





# Positioning the College as the Convenor in the Local Community

- We have all the right pieces, just not always in the right sequence.
- Fix the sequencing; improve the signaling



# The Formula

- Marketing drives traffic. Reach people where they are.
- Employment communications done differently
- Intensely person-centric throughout – no endpoint
- Screen people in, not out.
- Eliminate friction. De-Risk for all concerned.
- Safety net to catch and redirect.

**No-one gets left behind.**



# We Are Tasked to Fill These Seats!

There are plenty of talented and motivated people who are a great fit for your program and for the careers that await them

- In other programs at your College
- In the surrounding community

**What do you commit to doing differently, and who do you need to enlist?**



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THE FUTURE OF HIRING



**FOLLOW UP  
WITH STEVE**

**Workforce K2GrA**

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**Any Questions?**

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