

SURVEY REVEALS

RECRUITMENT METHODS

USED BY MANUFACTURERS

Representatives from U.S. manufacturing companies drew back the curtain and gave a glimpse into the challenges they face and the recruitment methods manufacturers use.



86% of manufacturers find it challenging to fill open positions



BIGGEST CHALLENGES manufacturers face with hiring

Percent of Manufacturers Agreed

70% Lack of appeal to younger generations

57% Perception of manufacturing jobs

48% Not enough skilled workers

44% Competition with other manufacturers

36% Difficulty reaching talent

36% Aging workforce

26% Workers switching to other industries/markets

Methods Used to Recruit

Percent of Manufacturers Using Strategy



74% Social Media



57% Apprenticeships and/or Internships



58% Referral Program



10% Ads in Manufacturing Publications/Journals



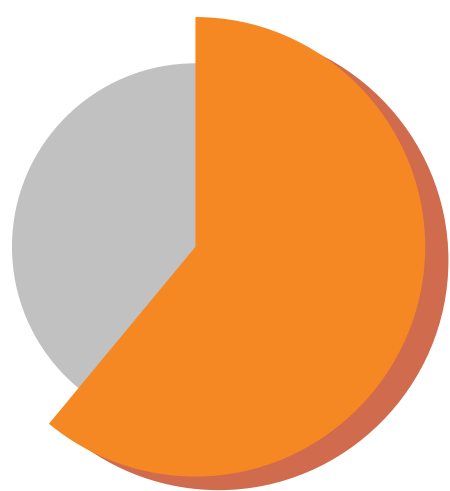
71% Job Boards



26% Industry Trade Shows



50% School Job Fairs



61% of manufacturers incorporate specific strategies to recruit a **MORE DIVERSE WORKFORCE** (gender, race, age, etc.)

Initiatives Used to Attract a MORE DIVERSE WORKFORCE

- ▶ Training
- ▶ Calling local high schools and tech colleges
- ▶ Maintain Affirmative Action and Equal Opportunity Employment Plan
- ▶ Different social media channels
- ▶ Split shifts
- ▶ Childcare
- ▶ Job fairs
- ▶ Green initiatives
- ▶ Partnering with non-profits for under-represented groups
- ▶ Communicate in multiple languages.
- ▶ Women in trade initiatives



Retention Strategies Used

Percent of Manufacturers Using Strategy



Generous 401K program **77%**



Additional PTO **33%**



Specialty Training **51%**



Referral bonuses **45%**



Company Events **66%**



Mentorship **37%**



Incentive Pay/Extras **48%**



Learning/Educational Opportunities **64%**