



Aim Hire Session Outline

October 15, 2024 | 3:55pm – 4:55pm

Columbus Hilton Downtown

Agenda:

Introductions – 5 min

Economic and Workforce Development: Landscape of Region Presentation – 10 min

- Economic development trends impacting talent and workforce demands
- The role of talent and workforce in economic development

Case Study Introduction – 5 min

- Case study and activity introduction
- Break into working groups

Case Study: Small Group Working Time – 25 min

Conclusion – up to 15 min

- Present out on small group discussions



Case Study:

DooDad Manufacturing Company has been in operation in your region for over 50 years and currently employs 500 people. The company was recently purchased by one of its competitors who has several other plants in the U.S. producing the same products. Due to increasing sales the company needs to add production capacity. The General Manager of the DooDad plant shares that his proposal to the new corporate office is to expand their current facility by 200,000 square feet and add 500 employees, which will bring their total employment to 1,000 employees. The expanded facility and manufacturing processes housed within will be highly automated.

The ability to attract, retain, develop, and grow the workforce to support their expanded operations is the company's top concern, as the DooDad plant is competing against a new sister plant in Tennessee that is known to already have a very developed workforce ecosystem. The GM also mentions that if he cannot present a viable plan to achieve their workforce needs, he can foresee the local DooDad plant being phased out of the corporate strategy in the next five years.

The company seeks to attract and retain a diverse workforce, with priorities on attracting and retaining underrepresented, underserved, and veteran populations. The staffing plan for the additional 500 employees is outlined below:

Position Group	Number Needed	Qualifications	Additional Notes
Management & Administrative	50	Various backgrounds. Degrees and experience in Accounting/Finance, Marketing, HR, etc.	The company feels confident in their ability to fill these roles.
Engineers	100	Bachelors degree in an engineering discipline required (Chemical, Mechanical, Electrical, Industrial).	Company will seek to hire a combination of experienced engineers and new college graduates.
Technicians	150	Associate degree in engineering technology preferred. Experience and/or training in robotics, industrial systems, mechanical and electrical systems and processes.	This position group represents the biggest concern for the company.
Operators	200	High school diploma or GED required. Experience in manufacturing preferred, but not required.	Company will provide all necessary training and onboarding for this position group.



Working Groups Assignment:

Design a regional strategy for assisting the company in meeting their workforce needs for a successful expansion by selecting one of the position groups below. If time allows, select a second position group.

Use the following considerations to guide your regional strategy:

- How will the region leverage existing workforce assets?
- How will the region leverage existing State of Ohio and Federal programs and funding streams?

Engineers

- Attracting experienced engineers from out-of-state
- Attracting new graduates (inside and outside Ohio)
- Increasing local pipeline/production of talent

Technicians

- Attracting experienced engineers from out-of-state
- Attracting new graduates (inside and outside Ohio)
- Increasing local pipeline/production of talent

Operators

- Attracting & supporting workers not currently participating in the workforce
- Attracting & supporting workers who are currently underemployed