



STANISLAUS 2030

# TALENT DEVELOPMENT STRATEGY & IMPLEMENTATION PLAN

## EXECUTIVE SUMMARY

Stanislaus 2030 released its **Manufacturing Strategic Workforce Plan**, which seeks to strengthen the local workforce by aligning education and training programs with the current and future needs of manufacturing. The region is in a manufacturing workforce crisis with 25% of workers near retirement, a widening skills gap, a lack of real-time responsiveness to industry needs, and a poor perception of manufacturing jobs.

## OUR PROCESS

This document summarizes Stanislaus 2030's Talent Development strategy for the manufacturing sector. It includes critical inputs provided by the Stanislaus 2030 Strategic Workforce Planning Team. Participants in the process included educational partners, public officials, and key regional business representatives. Process milestones and deliverables are outlined below:

<i>Manufacturing Sector Work Group</i>	<i>Manufacturing Competency Model</i>	<i>Forecasting Process</i>	<i>Map Workforce</i>
Align industry and education stakeholders in developing <b>actionable workforce and skills development strategies.</b>	Coordinate efforts to define a clear set of competencies for the manufacturing workforce to <b>guide training and development.</b>	Predict manufacturing workforce needs to <b>streamline the transition of skilled workers</b> from education to manufacturing roles.	Catalog the development of education providers' programs and key training offerings to <b>align with manufacturing industry requirements.</b>

## OUR OBJECTIVES



### Increase Job Applicants

Build a strong Manufacturing talent pipeline



### Reduce the Skills Gap

Elevate Manufacturing skills to improve job performance.



### Align Industry and Education

Ensure curriculum & training programs maintain relevancy.



### Improve Manufacturing Perception

Change mindsets of students, parents, and the community.

# 6 KEY STRATEGIES

The Manufacturing Strategic Workforce Planning Process yielded six priority strategies to achieve Stanislaus 2030's talent goals over the next two years. Here's an overview of the steps ahead and some context underscoring how critical this work is to the County's economic future.

## 1 Enhance Industry & Education Collaboration



- Identify & support a sector intermediary organization to sustain partnership.
- Implement a sabbatical program for educators to work alongside industry for an extended period of time.
- Conduct site visits for benchmarking and needs analysis purposes, with industry visiting education and vice versa.
- Develop career pathway maps to guide students and job seekers on required skills and qualifications for good jobs in manufacturing.

### GOAL

Establish a collaborative pull system between manufacturing businesses and educational institutions to continuously update and align curricula with current and future industry needs.

## UPSKILLING

Skills In demand for current manufacturing workers:

1. Technical Skills
2. Soft Skills
3. Critical Thinking
4. Process Management
5. Leadership Skills

## 2 Develop a Standard Curriculum for Local Manufacturing Companies



- Enhance education and training program curriculum with current and future manufacturing skills that are in demand for companies in our region based on localized Manufacturing Competency Model.
- Prioritize essential skills, including: technical, critical thinking, Lean manufacturing, technology, professional, personal development and soft skills.
- Host on-going curriculum development workshops with industry experts to ensure program relevance.

## 3 Create Fast Track Certificate Programs



- Launch certificate programs emphasizing highest demand professional & soft skills identified in the Manufacturing Competency Model.
- Implement a credentialing system that is recognized by local manufacturers and aligns with industry standards.
- Provide support services for students including career counseling and job placement assistance.
- Test cohort models to decrease time to certificate and/or credential.

### TOP 5 SKILLS

Lacking in new employees:

1. Professionalism
2. Team Player
3. Self-Motivation
4. Communication
5. Problem-Solving

# 6 KEY STRATEGIES (CONT.)

*"Local talent is our most valuable crop. A skilled workforce not only fuels our existing economy but has the potential to entice businesses to expand or relocate to our region, which sparks new growth and creates jobs."*

- Jody Hayes, Stanislaus County Chief Executive Officer

## 5 TOP

Manufacturing jobs in demand:

1. Maintenance Technician
2. Controls Technician
3. Machine Operator
4. Entry-Level Workers
5. Production Supervisor

## 4 Expand Internship & Apprenticeship Programs



- Scale apprenticeship programs that offer practical, on-the-job training in partnership with local manufacturers and education providers.
- Create a structured outline of apprenticeship pathways that lead to employment and career progression.
- Develop collaborative networks within the industry for ongoing apprentice guidance and support.
- Expand other innovative work-based learning approaches.

## 5 Establish a Regional Job Quality & Operational Excellence Program



- Establish practices to enable companies to assess the effectiveness of their internal workforce training and development programs.
- Identify opportunities to improve training and workforce development practices.
- Recognize manufacturing companies that demonstrate quality improvements over time.

## PURPOSE

To recognize and celebrate excellence in the manufacturing sector.

To share best practices and innovative solutions within the industry.

# 36%

of students and their parents do not find manufacturing careers appealing, often due to outdated perceptions of the industry.\*

## 6 Execute Manufacturing Rebranding Marketing Campaign



- Design marketing campaign to showcase innovation & technology in modern manufacturing as well as current and emerging job opportunities.
- Partner with local influencers & educators to spread awareness in schools and community centers.
- Organize manufacturing open houses and tours for students to experience the manufacturing environment firsthand.

\*Deloitte and The Manufacturing Institute. (2021). "Creating Pathways for Tomorrow's Workforce Today: Beyond Reskilling in Manufacturing." Deloitte Insights.

# NEAR-TERM NEXT STEPS

By the end of 2024, we aim to invest in building the capacity of and stand up the working groups that will lead the implementation of Stanislaus 2030 talent development strategies.



This work will set the stage for long-term impact and ongoing implementation in the years to come.

*“The employees of the future will need to know more, do more, and understand more, so it is critical that we work closely with our education partners to level up training programs to address this emerging skills gap.”*

- Matt Pedrick, GALLO Senior Director, Learning and Talent Development

## JOIN THE COLLABORATIVE

Whether you are a manufacturer seeking qualified employees, government official, workforce developer, funder, or community member, we invite you to participate in the future of this work. Here are some ways to do so:

- Read the full Manufacturing Strategic Workforce Plan at [stanislaus2030.com](https://www.stanislaus2030.com)
- Sign up for or newsletter while you're there to stay informed.
- Provide funding and/or support key proposals.
- Access the many existing and fantastic small business assets and supports we have today.