



Final Project Report

1000 JOBS CAPAIGN FOR CHICAGOLAND MANUFACTURING	
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Overview

On October 17, 2014, World Business Chicago (WBC) and its collaborative partners launched a pilot, called the 1000 Jobs for Chicagoland Manufacturing campaign (1000 Jobs). The goal of the program is to match job seekers with employment opportunities, as well as gather and assess data to on the workforce development system in order to determine long-term improvements to prepare for the emergence of new advanced manufacturing skills. To accomplish this goal, the 1000 Jobs campaign provided grants to five community-based non-profits that offer both skill development and job placement services. Supported by WBC, these organizations work together to increase the number of underemployed and unemployed job seekers within the seven-county Chicago region secure employment in manufacturing and help to create a sustainable pipeline of skilled talent prepared for careers in manufacturing.

WBC created 1000 Jobs, to address needs specifically identified by manufacturers, the Advisory Council for Chicagoland Manufacturing, and its workforce partners to fill an estimated 30,000-50,000 open manufacturing jobs in the Chicagoland area. These entities recognized that, to match job seekers with these open positions and meet employers' hiring needs, they needed to better coordinate and enable today's myriad workforce programs to strengthen the system as a whole. Four guiding principles drive the vision for 1000 Jobs:

Demand-driven: Create a workforce training and placement system based on the demand generated by employers; i.e., setting up a process that meets the needs of industry.

Single point of contact: Coordinate the process of engaging with the workforce system, so that a manufacturer need not navigate through the immensely complex layers of workforce organizations, training providers, job boards, career coaches, and sources of funding.

Consistency across similar organizations: Move toward a more consistent set of criteria, evaluation metrics, credentials and résumé formats where possible (i.e., manufacturers agree to use a certain credential system to assess applicants, workforce partners agree to a certain skills list, and job postings could potentially be directed to an agreed-upon central platform).

Access to information: Develop a single database for manufacturing workforce related information such as jobs, job seekers, employers, training agencies, placement agencies, skills gap, college/university programs, etc.

Through analysis of the manufacturing workforce processes in place today, major themes emerged as drivers of the gap between supply and demand. The core work of 1000 Jobs was designed to address these themes by driving change in the following areas:

1. **Awareness:** Launch awareness and outreach campaign to raise the profile of manufacturing careers, increase number of job candidates, and introduce advanced manufacturing.
2. **Capacity:** Increase the capacity of existing workforce organizations to match candidates to jobs and training programs by adding resources and pooling information among multiple organizations.
3. **Coordination:** Drive collaboration among stakeholders to make the workforce system more manageable for job seekers, employers, and workforce trainers and more efficiently match candidates to open manufacturing positions.

Results

As of 12/31/15, the 5 Account Executives:

Placed 324 people into manufacturing careers

Placed 148 into training programs

Maintained a 90% retention rate for placements into careers

In the first year, placements by host organization were as follows:

Organization	Y1 Placements ^{1 2}
Manufacturing Works	98.5 placements
Bethel New Life	13.5 placements
Safer Foundation	145 placements
OAI, Inc.	35 placements
Industrial Council of Nearwest Chicago (ICNC)	70 placements

Using data from the point in time, a rubric was developed to evaluate the year 1 performance of 1000 Jobs host organizations and make recommendations regarding year two contract. In addition, host organization leadership was interviewed to gain greater insight into their performance and feedback on their experience participating in 1000 Jobs.

Host Organization Performance

Four metrics were identified as most important in evaluating performance and then weighted based on significance:

Metrics	% Weighted
Job Placements	50%
Shared Placements ³	25%
Job Orders Aggregated	15%
Resumes Sent to Employers	10%

Based on these weighted results, it was recommended that year two contracts be extended to ICNC, Manufacturing Works, OAI, Inc., and Safer Foundation. Bethel New Life and 1000 Jobs came to the mutual conclusion that the program was not a fit for their organization and they have chosen not to participate in year two.

Year One Capacity Strengths

Weekly Account Executive Meetings – Account Executives identified a desire to collaborate in-person more often to regular share resumes, job openings, and best practices. In response, Account Executives meet for half a day each week to share information and make employment matches.

Pre Screening Events – Bringing Account Executives together to combine their strengths at these events have been successful at attracting job seekers who are specifically interested in a career in manufacturing and has been successful at driving placements.

¹ Placement totals have been adjusted so no double counting of shared placements occurs. If placements are shared by 2 employees, they are counted by Account Executive as 0.5.

² At the end of year 1, a few placements originally attributed to account executives were removed after realizing they were double counted or not verified. These numbers reflect the placement numbers after those corrections were made.

³ Collaborative placements made by more than one Account Executive