



Mission Critical: How the Georgia Association Of Manufacturers is Combatting Workforce Challenges for Manufacturers

GAM

GEORGIA
ASSOCIATION *of*
MANUFACTURERS

Together We Make.

Visible.

Vocal.

Vital.

WHO WE ARE

Georgia's only trade association for manufacturers.

Representing 150 manufacturers, suppliers, and professional service firms.

Visible, vocal, and vital on matters concerning legislation, energy, and workforce.



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Together We Make.

**Workforce
Development**

A VOLATILE MARKET

In 2022, Georgia's manufacturing industry **employed 412,099** individuals, resulting in an eight (8) percent net growth. At the same time, the industry experienced a **55 percent increase in hires**, offset by a **32 percent increase in separations**.

These statistics indicate a **volatile market** for Georgia's manufacturers **to keep existing jobs filled**.

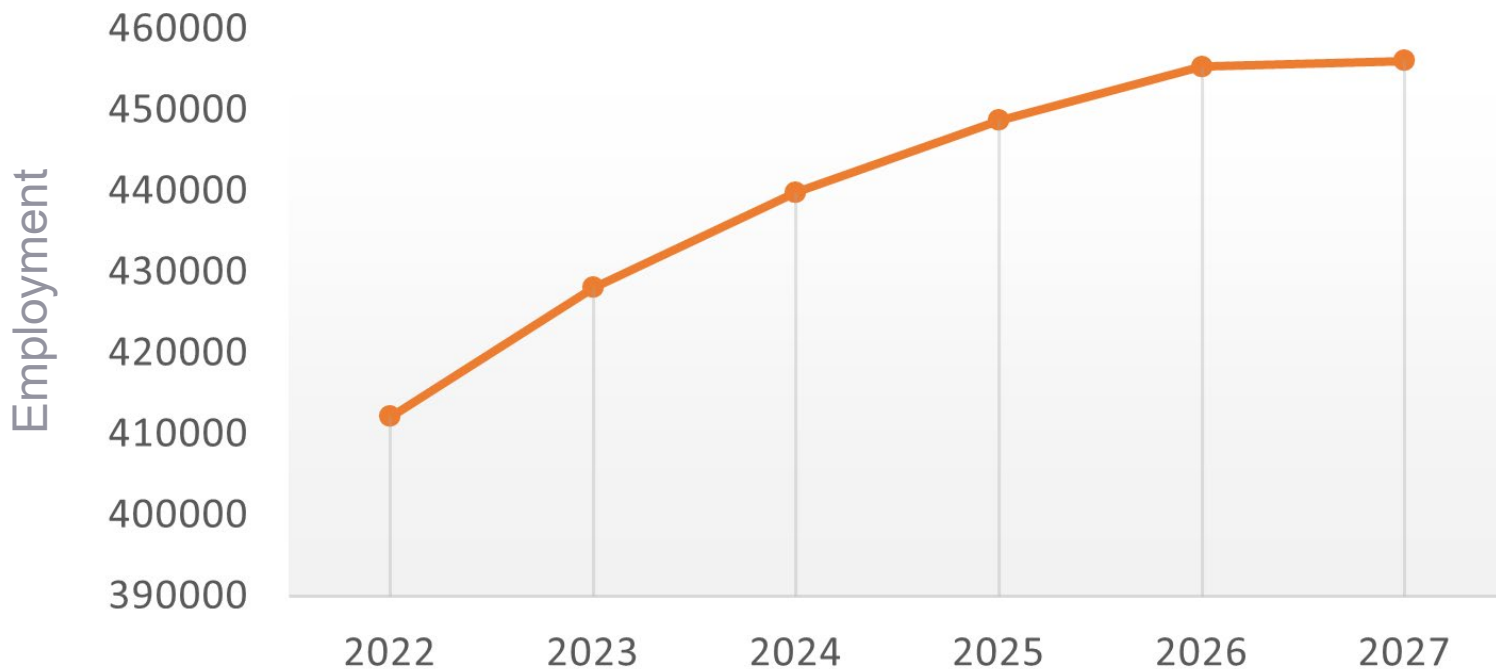
	2020	2021	2022
Employment	382,938	391,941	412,099
Hires	178,066	237,647	276,121
Separations	191,279	225,171	252,187

61%
Turnover



A GROWING DEMAND

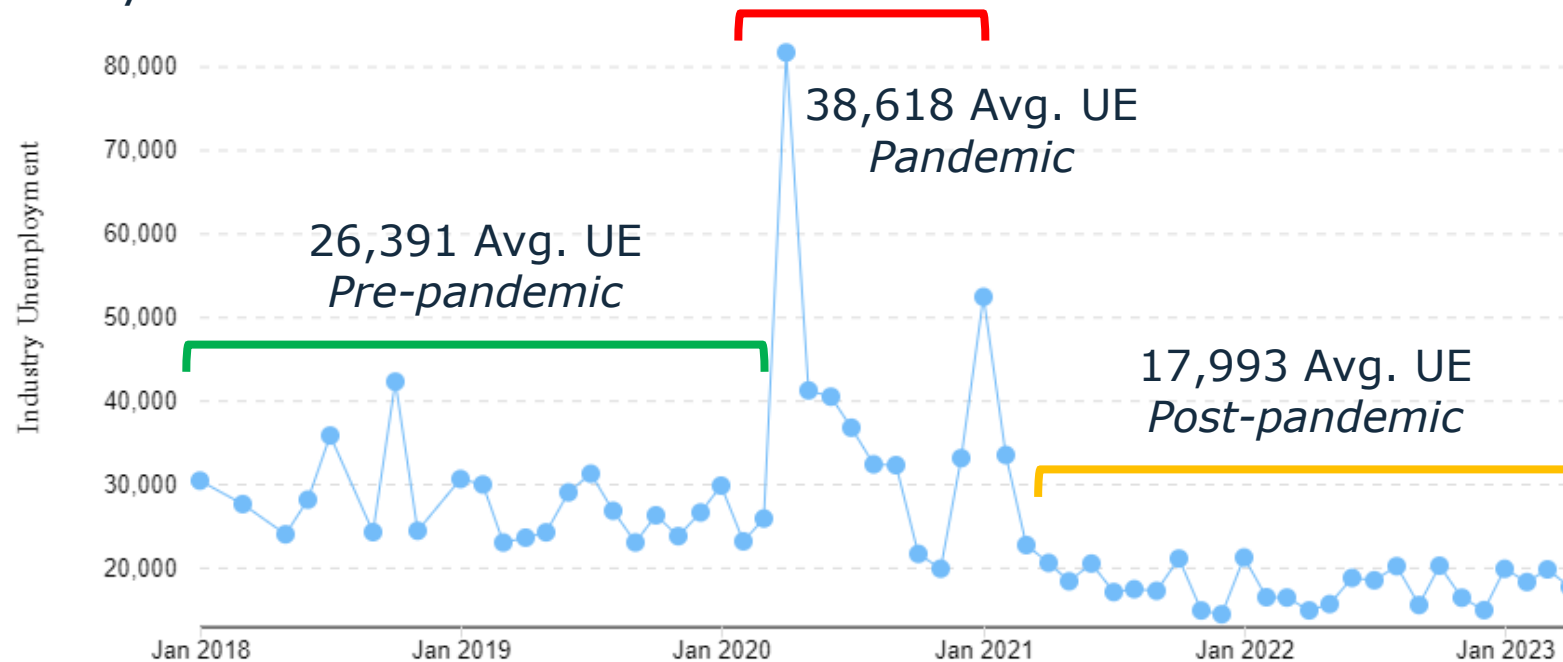
Georgia Manufacturing is expected to grow **another 11%** from 2022 through 2027.



Source: Lightcast™. (2022) Industry Snapshot Report: Manufacturing in Georgia.

A GROWING DEFICIT

However, the availability of unemployed manufacturing workers has **decreased by 42%** since January 2018.



Source: Lightcast™. (2022) Industry Snapshot Report: Manufacturing in Georgia.



LOOMING ATTRITION

Additionally, **103,442** manufacturing workers 55 and older are at risk of retiring soon.



	% of Jobs	Jobs
14-18	0.7%	2,776
19-24	7.4%	30,478
25-34	20.0%	82,255
35-44	22.8%	94,103
45-54	24.0%	99,045
55-64	20.2%	83,154
65+	4.9%	20,288

Source: Lightcast™. (2022) Industry Snapshot Report: Manufacturing in Georgia.



ROLLING UP OUR SLEEVES

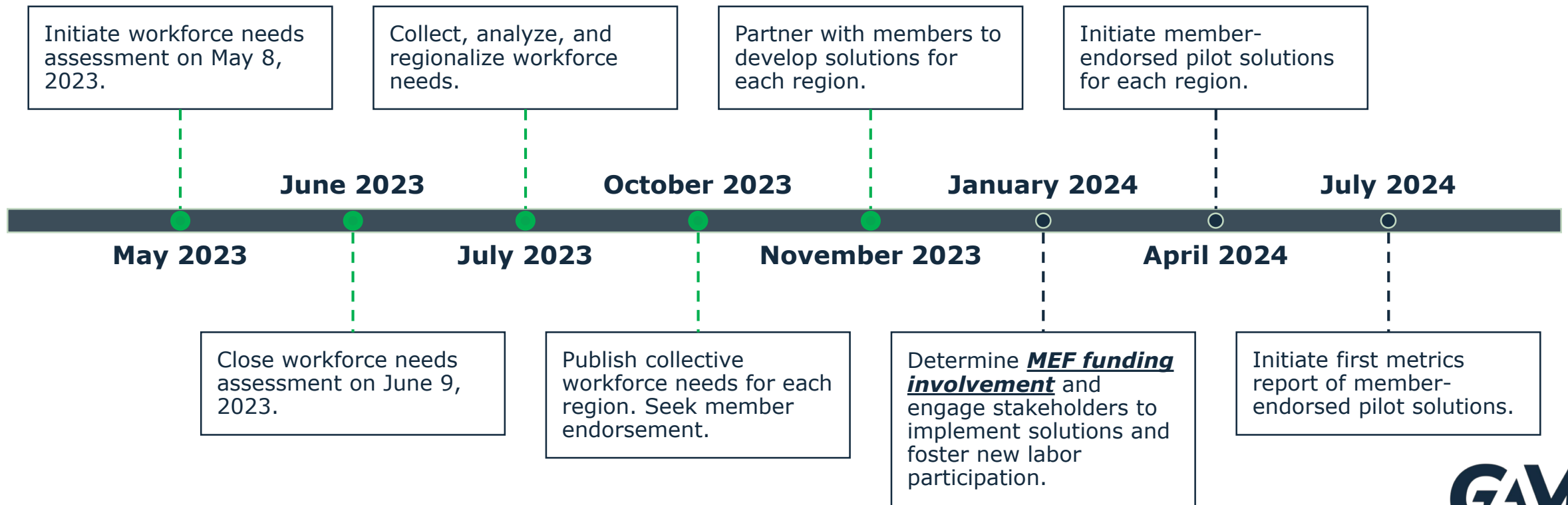
Implemented a workforce strategy with two approaches.

1. Develop initiatives addressing **immediate needs**.
2. Develop initiatives addressing **long-term, systematic needs**.

Goal: Foster a net increase in the availability of workers with manufacturing skills, both immediate and long-term.



OUR TIMELINE



INAUGURAL WORKFORCE NEEDS ASSESSMENT

Identify manufacturers' **immediate and collective needs**, the **skills and credentials required**, the **timeframe** in which these **needs must be met**, and the **untapped populations** they're willing to consider **for hire**.



Scan me!

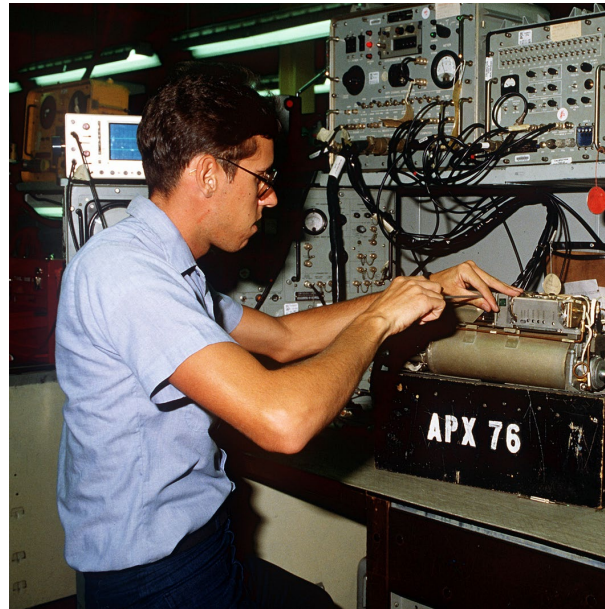


EXISTING NEEDS



Entry-Level Production

Ranked by **83%** as an occupation of focus



Multi-Craft Main. Tech.

Ranked by **58%** as an occupation of focus.



Industrial Mechanical Tech.

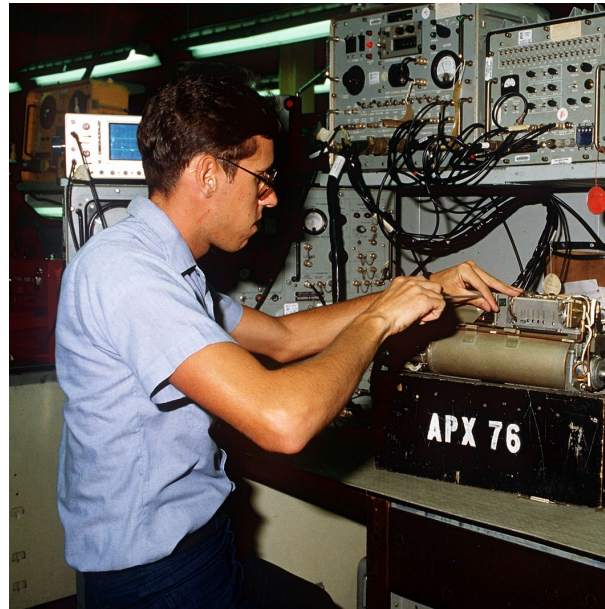
Ranked by **41%** as an occupation of focus.

IMMEDIATE ATTENTION REQUIRED



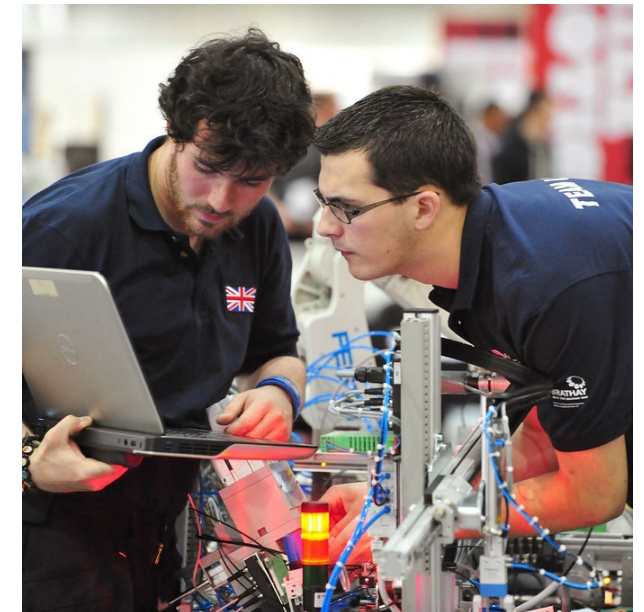
Entry-Level Production

Need to fill within 0-3 months.



Multi-Craft Main. Tech.

Need to fill within 0-3 months.



Industrial Mechanical Tech.

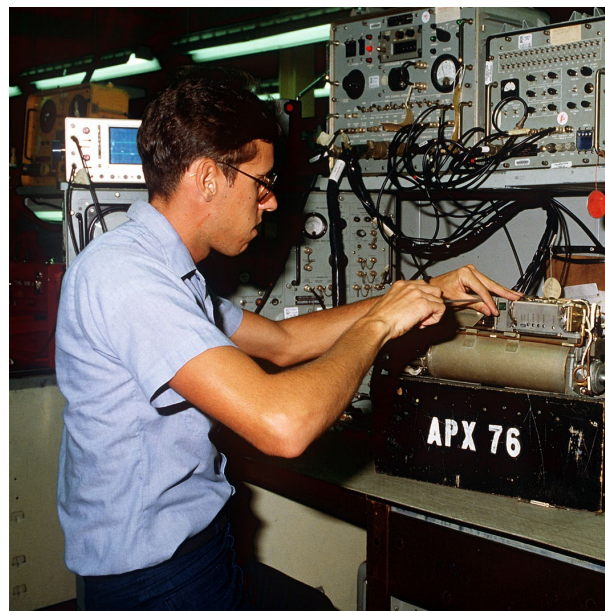
Need to fill within 0-3 months.

MORE THAN JOBS: CAREERS



Entry-Level Production

\$17.87 Median Hourly Wage



Multi-Craft Main. Tech.

\$23.20 Median Hourly Wage



Industrial Mechanical Tech.

\$23.20 Median Hourly Wage

Source: Lightcast™. (2022) Staffing Patterns: Manufacturing in Georgia.

Note: Multi-Craft Maintenance Technicians and Industrial Mechanical Technicians are categorized under the same two-digit SOC Major Code.

TRAINING SOLUTIONS

Manufacturers were asked if they would pay for non-credit training solutions addressing specified skills and credentials.

27% of respondents “definitely would.”

53% of respondents “probably would.”

19% of respondents “probably would not.”

1% of respondents “definitely would not.”



WORKFORCE BARRIERS

Manufacturers were asked to rank challenges they consider impediments to filling positions.

71% of respondents ranked **Transportation** as an impediment.

61% of respondents ranked **Childcare** as an impediment.

49% of respondents ranked Available, Affordable **Housing** as an impediment.

20% of respondents ranked **Government Subsidies** as an impediment.

17% of respondents ranked **Immigration** as an impediment.



UNTAPPED LABOR POPULATIONS



UNTAPPED LABOR POPULATIONS

Manufacturers were asked to select populations they were interested in hiring. *(Respondents were allowed to select multiple options.)*

97% are interested in hiring **high school seniors with no post-secondary plans.**

93% have an interest in **hiring veterans.**

79% have an interest in hiring **Adult Education students.**

61% are interested in hiring adults, ages 18 and older, **without a high school diploma.**

51% are interested in hiring individuals in **foster care or aging out.**

28% are interested in hiring **sponsored employees** from other countries (visa).



UNTAPPED LABOR POPULATIONS

Manufacturers were asked if they were open to second-chance hiring.

17% of respondents are "extremely interested."

23% of respondents are "very interested."

44% of respondents are "somewhat interested."

14% of respondents are "not so interested."

1% of respondents are "not at all interested."



UNTAPPED LABOR POPULATIONS

Manufacturers were asked if they would be willing to hire new employees with no experience and enroll them in the non-credit training solutions identified.

22% of respondents “definitely would.”

62% of respondents “probably would.”

16% of respondents “probably would not.”



REGIONALIZING



GAM REGIONS



- Region 1: Northwest Georgia
- Region 2: Northeast Georgia
- Region 3: Atlanta Metro
- Region 4: West Georgia
- Region 5: East Georgia
- Region 6: Central Georgia
- Region 7: Southwest Georgia
- Region 8: Southeast Georgia
- Region 9: Coastal Georgia



NEXT UP

November 2023

Develop member-
endorsed solutions for
each region



January 2024

Engage stakeholders to
implement solutions
and foster new labor
participation



April 2024

Initiate member-
endorsed solutions for
pilot regions



July 2024

Initiate first metrics
report for member-
endorsed pilot
solutions



PILOTING INNOVATION



Creating our Workforce



Minimizing Impediments



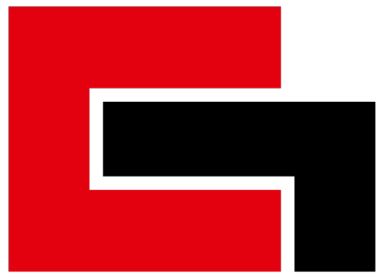
Second-Chance Toolkit



Manufacturing Awareness in
Georgians



PANEL DISCUSSION



GRENZEBACH

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TOYO TIRES[®]

PATRICK LENZ

PRESIDENT & COO

