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## Ways to Inspire the Next Generation of Skilled Workers

### Check the Facts

**3½ Million**  
manufacturing jobs will need to be filled over the next decade.

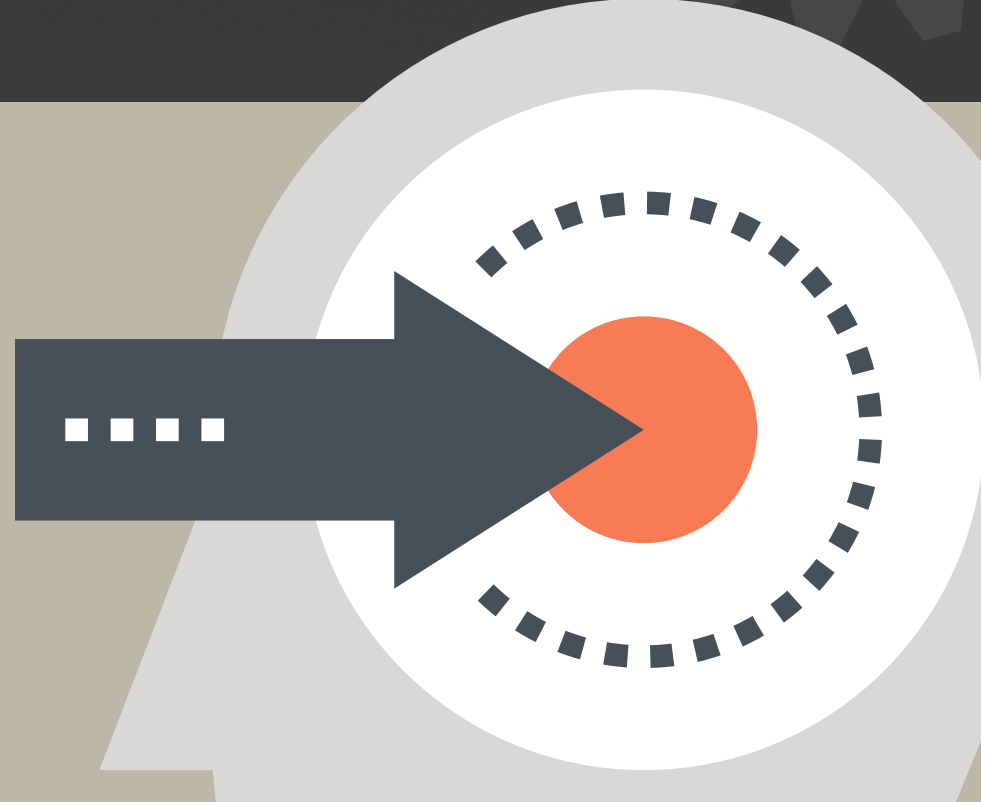
**2 Million**  
of these jobs may go unfilled due to the skills gap.

The skilled labor shortage presents challenges for manufacturers, but also opens the door for industry growth and for the next generation of workers looking for a rewarding career.

### How can we inspire the next generation?

#### CHANGE THE PERCEPTION

The manufacturing industry has changed significantly in the past 50 years, but its reputation has not. To generate interest, host trade demonstrations or lectures, attend career days at local schools, invite students to take a tour of your facilities, or exhibit at one of the nearly 3,000 Manufacturing Day events nationwide.



In a recent Deloitte study, Millennials ranked the manufacturing industry as their last preferred career destination, and only 3 out of 10 American parents would encourage their children to pursue a career in manufacturing.



#### FOCUS ON EDUCATION

Encouraging young students to consider researching a vocational education might lead to sparked interest. Skilled trade students still receive a quality education centered around indispensable technology-driven skills that will pave the way for a stable career, without the expense of a typical four-year degree.

#### EMPHASIZE THE BENEFITS

Technical jobs have a wide range of benefits - compensation, healthcare and retirement - that rival those of many entry-level white collar jobs. Today's manufacturing scheduling consistency also makes for a great work/life balance, a component that effectively resonates with the millennial generation.



According to the Economics and Statistics Administration, employee benefits at manufacturing jobs are worth 60% more in monetary terms than those at other jobs.

#### ENCOURAGE EMPLOYEES TO BE INDUSTRY AMBASSADORS

Your employees experience the life of a skilled worker first hand. By giving them the opportunity to host mentor and apprentice programs, they can single-handedly inspire the next generation's skilled labor force.



**"Growing a talented workforce helps ensure manufacturing will continue to be the bedrock of our economy and competitiveness."**

- Jay Timmons,  
President and CEO,  
The National Association of Manufacturers

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