



CENTRAL ALABAMA
COMMUNITY COLLEGE

Building a World-class Recruitment and Training Program

Jeff Lynn - October 5, 2023





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Introduction

- Worked during college
- Extensive medical device manufacturing experience
- Utilized Georgia Quick Start customized training program
- Moved R&D from Germany to new location in North Atlanta
- Recruited by Georgia Quick Start
- Recruited by Governor Jindal administration to start new program
- Became Number #1 Workforce Program in the US (15 months)
- Recruited by Alabama Community College System
- Central Alabama Community College
- Disclaimer





Why Did Louisiana Create LED FastStart

- Site Selectors skipped over the State
- Number one concern - no skilled work force
- Negative reputation for being pro business
- Needed a major program to entice the Site Selectors to visit
- Needed to diversify the industry mix and help others expand
- 25+ years of outward migration
- Biggest export was well-educated graduates
- Results: Number 1 Workforce Development Program in the US (15months)
- Results: Record CAPEX and job growth to Louisiana
- Prospects started coming weekly for visits
- Recognized globally within 1.5 years





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Why create a customized training and recruitment team?

- Build on the current success of Delaware Prosperity Partnership
- Develop a complete Delaware solution for new and expanding companies
- Most successful states have a similar program
- Remove the companies risk away from their start up or expansion
- Use the program as a number one marketing strategy to lure and win projects
- Blow the clients away with a world-class team of experts
- Utilize the clients to sell your program
- Compete with aspirational states
- Strong partnership with Delaware Prosperity Partnership
- Strong partnership with EDO's and Chambers
- Marketing Marketing Marketing





What is a customized training recruitment team?

- A Team of Experts in all areas of the program
 - Industry experts – Advanced Mfg., IT, Aerospace, Pharma, etc.
 - Instructional designers – design, develop and deliver customized programs
 - Project managers – start-up experience, customer focus, quality, time mgmt.
 - Video photographers – TV News experience, customized, innovative
 - State of the art equipment – cameras, studios, editing, trainers
 - Digital media experts – animation/ web/ 3D/ - creative and fast
 - Publishing – Printing – professional print shop 24/7
 - Recruitment experts – experienced HR / operations
 - Technical experts – CTE – Quality – HRD – Regulatory – etc.
 - Need to compensate well





What is a customized training recruitment team?

- The team will have industry experience in a variety of sectors with proven results to support companies training and recruitment needs.
- This team is recruited from similar programs across the nation or unique companies that do this internally.
- The team will be able to deliver customized marketing, training programs, web site, videos, etc. within 24 – 48 hours.
- Create competitive process to recruit the best team





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What is the process?

- **Market**
- **Analyze**
- **Attract**
- **Evaluate**
- **Train**





What makes a customized training recruitment team?

- A proven Leader that has experience and proven results
- Team of Experts in all areas of the program
- An innovative team that can deliver 24/7
- Industry experts – speak the customers language
- Creative Solutions Team: writers, videos, digital, animation, publishing, etc.
- Hire experienced people that have the drive, passion and a sense of urgency
- Be innovative – no exceptions
- Always be in front of a prospect visit
- Tour prospects through your dept. and show them examples of your work





How does this program work – Example 1:

- Team meets with prospect visit to Delaware
- Company A selects Delaware to move a manufacturing plant from Oregon
- Team visits the Oregon plant to perform the Analysis phase
 - Document processes that will move to Delaware
 - Interview Production Engineering, Operations, HR, Quality, etc.
- Team creates Draft Training Plan for Company A
- Team develops customized recruitment and training programs for Company A
- Team hosts pre-employment training programs
- Team trains hired employees on processes and other items
- Repeat until Company hires X number of employees it agreed to hire
- Create Recruitment videos and show quality of life, etc.





How does this program work – Example 2:

- Team meets with prospect visit to Delaware
- Company B selects Delaware to build a new plant with a new product from R&D, no existing Plant: Pilot Operations in Germany – 1B in Capex and 800 jobs
- Team visits the Germany R&D facility starts the Analysis phase
 - Document processes that will move to Delaware
 - Interview R&D Engineering, Operations, Quality, etc.
- Team creates Draft Training Plan for Company B
- Team develops customized recruitment and training programs for Company B
- Team hosts pre-employment training programs
- Team trains hired employees on processes and other items
- Repeat until Company hires X number of employees it agreed to hire





Where should this program reside?

- Common locations
 - Economic Development – State level
 - Community Technical College
- Less Common:
 - Workforce Board
 - DOL
- LED FastStart was a Hybrid
 - Economic Development w/ MOU at the Community & Technical College
- Georgia Quick Start resides in the Technical College System
 - A division of the Technical College System





Where should this program reside?

- My thoughts:
- House program where the Team can work closely with K-12, 2 and 4 Year programs
- Hybrid is best
- Creates a bond between agencies
- Stay completely Focused on building this team
- If Training centers are built for large projects – build them on a campus
- Utilize accountability MOU's with Education
- Do not create a Pillar Organization





Key thoughts

- Make the program discretionary
- Qualify with adding a minimum of 15 well paying jobs
- Exceed expectations with the programs delivered
- Extreme sense of urgency
- Quality must be perfect
- Build that core project list to use for marketing
- Utilize partners for delivery of training locations
- Share programs with education
- Work on attainment rate
- Create Statewide Certification in Workforce Training
- Market Careers that do not require a 4-year degree





Work on Statewide Workforce Goals

- Attainment rates
- Marketing careers in Elementary, Middle and High School
- Increase STEM Camps for all Children
- Enhance high school pathways with easy articulation agreements
- Increase post secondary going rate
- Use Occupational Forecasting to focus funding to needed programs
- Create advanced cross-disciplined education team to challenge the norm
- Increase investments in Technical Education – Mechatronics, IT/ Cyber/ AI
- Focus programs to increase workforce participation rates
- Increase investments in 4 year Engineering and IT/ Cyber/ AI





NEXT STEPS:

- Develop Org Chart and determine where to house the program
- Develop a Budget to create this program
- Do a National search to find the proven leader
- Hire the best people with validated experience for each level
- Create Marketing blast across the Economic Development world
- 1st year create foundations of the program that can grow quickly
- Get some wins early and use them to Market
- Partner with K-12, 2 and 4 year Schools
- Create Incentives for 2 and 4 year schools to attract new CAPEX and Jobs



QUESTIONS?



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