

## Attracting the Non-Traditional Workforce Population

**Mark your calendar for this  
60-minute webinar**

**DATE: Thursday, June 25, 2020**

**TIME: 10 – 11 a.m.**

In a collaboration among 10 employers and 11 workforce development agencies in Cuyahoga County, the Workforce Connect Manufacturing Sector Partnership facilitated the development of a new entry-level certificate program to attract non-traditional and under-represented workforce candidates to the manufacturing industry.

The initial cohort was recruited from Cuyahoga Co. residents re-entering the workforce after time in the corrections system.

Ten manufacturing companies developed standardized entry-level hiring requirements. Two organizations, Towards Employment and the Precision Metalforming Association, then worked together to create an innovative certificate program that integrates work-readiness behaviors, entry-level technical training, and hands-on activities led by the manufacturers. Competencies are validated against checklists post-placement.

Using creative funding components, 11 workforce development organizations led the unique recruitment activities which exceeded application goals. Paid student training is underway, featuring distribution of Chromebooks and hotspots and COVID-19-safe classroom practices.

During this session you will hear from the manufacturing and community partners that designed and implemented the program -- in the midst of the COVID-19 pandemic.

**Register to learn how this regional sector partnership is helping to build the manufacturing talent pipeline!**

### Who should attend?

- ✓ Manufacturers interested in developing a pipeline of skilled workers
- ✓ Members of industry sector partnerships
- ✓ Workforce and education professionals
- ✓ Economic development professionals

**Registration fee** (for an unlimited number of participants at one phone/computer location)

1. OMA Members: **\$19**
2. Non-OMA Members: **\$19**

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**QUESTIONS? Call (800) 662-4463**

### Your Presenters

**Debbi Perkul, Executive Director of Workforce Partnerships, MAGNET.**

Debbi is a workforce development strategist with experience in both the corporate and nonprofit worlds. Debbi co-leads Workforce Connect, the Manufacturing Sector Partnership for Cuyahoga County. In this role, she builds collaboration among industry, nonprofits, and education to close the talent gap in manufacturing. Prior to MAGNET, Debbi spent over eight years at University Hospitals in Cleveland where she developed, designed, and implemented a system-wide workforce development strategy. She has also worked as executive director for a small workforce development nonprofit. She holds a master's degree in education and is an alumnus of Leadership Cleveland.

**Jill Rizika, Executive Director, Towards Employment.**

Jill is responsible for the overall operations of a \$5.4 million non-profit agency with 55 staff which delivers employment services for low-income Greater Clevelanders, and helps local businesses fill their staffing needs. The agency helps over 2,000 individuals every year prepare for a job, find a job, keep a job, or advance in



## LEARNING EVENT — **WORKFORCE**

a career. Among her achievements, she strengthened programming to meet the employment needs of individuals with a criminal background, doubling the number of people placed in jobs on an annual basis. She has overseen the implementation of a model program that connects residents of economically distressed neighborhoods to anchor employer jobs. In 2015, Towards Employment launched a social enterprise, Bloom Artisan Bakery & Café, creating jobs and training opportunities for Towards Employment graduates. In 2014, Ms. Rizika was recognized as a White House “Champion of Change” for her work on creating employment opportunities for individuals involved in the criminal justice system. She has a B.A. degree from Dartmouth College and a master’s degree in Public and International Affairs from the Woodrow Wilson School at Princeton University.

**Adam Snyder, Managing Director, Workforce Connect Manufacturing Sector Partnership.** Adam joined MAGNET in 2019 to lead Workforce Connect, the Manufacturing Sector Partnership for Cuyahoga County. Adam came to the team from his role as president of Artwall, a local manufacturer of art for major ecommerce retailers. Since graduating from Case Western Reserve University (CWRU) with a Bachelor of

Science, Mechanical Engineering degree in 2002 and Master of Engineering Management degree in 2003, Adam has managed a plastics manufacturing site, a regional consulting firm, and a marketing firm/contact center. Adam serves on a number of boards including CWRU, privately held manufacturing companies in Northeast Ohio, and ACCESS – a homeless shelter for women and children in Akron.

**Lee Watson, President and CEO, Alloy Engineering.**

Lee is a seasoned manufacturing executive who has extensive experience in engineer-and-manufacture to order businesses. Alloy Engineering services diverse industries that require large alloy fabrications that can deliver maximum process up-time in hot and/or highly corrosive environments. Lee’s experience includes metal forming (casting, precision machining, sheet metal, fabrication, and welding), plastic/wax (injection, thermoforming, extrusion), and ceramics. He has led teams through industry certifications including AS9000, ISO9001/13485, and NADCAP. Lee holds an MBA, BS Mechanical Engineering, Theory of Constraints Certificate from the Goldratt Institute, and is a graduate of General Electric’s Manufacturing Management Program.