

J.W. SPEAKER CORPORATION & GERMANTOWN
SCHOOL DISTRICT

The ROI of Business and Educational Partnerships

→ Leslie Fee, Talent Manager - Development



Who is J.W. Speaker?

J.W. Speaker Corporation is a 3rd generation family owned manufacturer of technical solutions that are recognized as best in class across the lighting industry

J.W. SPEAKER





Looking toward the future

We know that in order to continue to be the best, we need to have the best talent.



Our Plan



Be visible in the community

We're a business and a member of the community



End stigma around Manufacturing

Manufacturing isn't what it used to be



Create pathways for students to build our future talent pipeline

Building talent through early opportunities

#1: Be Visible in Our Community

Many of our associates live and work in Germantown.

We take every opportunity to impact our community as it impacts our associates and our future talent.



J.W. SPEAKER IN THE COMMUNITY

Events Year Round

- Christmas Charity
- Ronald McDonald
- Blue Lotus
- Egg Hunt

Sponsor

- GHS Tech Ed
- Robotics Teams

1988

Moved to
Germantown

Chamber of Commerce

Active member
including President

Scholarships

- Intern, Co-Op or
apprentice
- Family member

How?

Activities to Try!

Activity #1



Reach out to schools and ask to come and run an activity with a class

Favorite: Marshmallow Challenge

Activity #2



Send associates to schools when they ask for guest lecturers

Tip: Junior Achievement and STEM Forward can help coordinate and connect

Activity #3

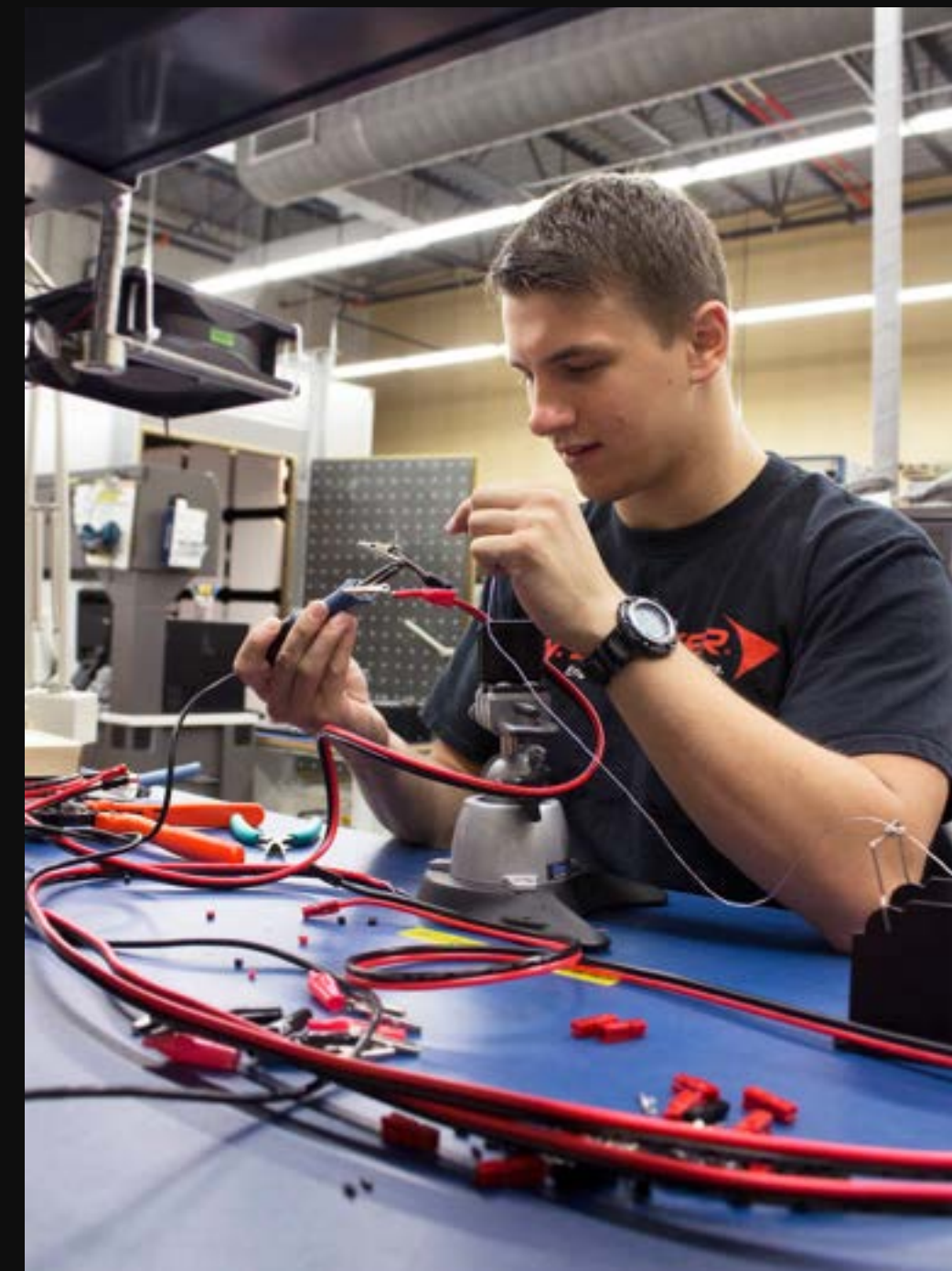


Sponsor a team that connects to an area within your business

Favorite: Robotics



#2: End Stigma Around Manufacturing





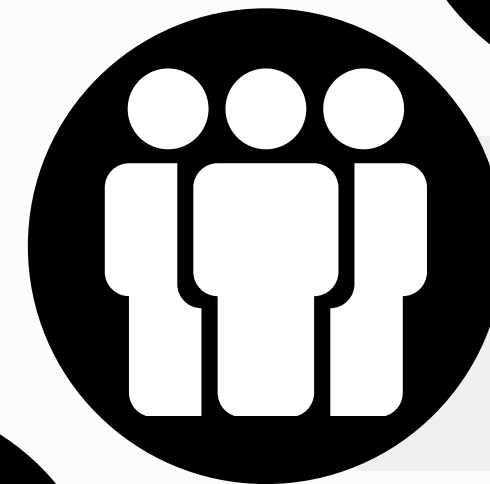
Manufacturing

No longer dark, dirty and unsafe, manufacturing offers a wide variety of careers in beautiful spaces.



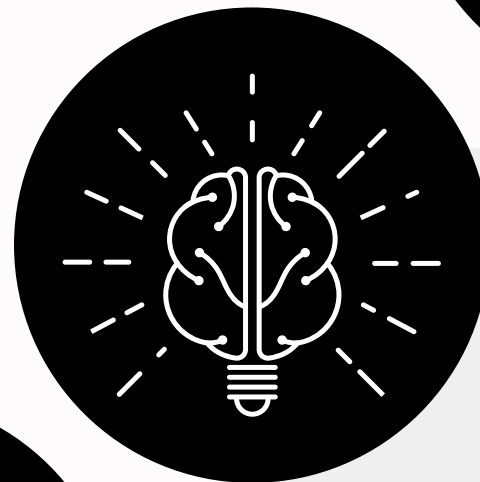
Externships

We do a 1 week externship for district teachers



Tours

We do tours regularly for professional, school and community groups



Change Minds

We do an open house for parents of our high school students



Meeting Space

We offer up our large training room and provide tours

How? Activities to Try!

Open House



Send personalized invitations to parents.

Provide company overview and tour.

Hand out literature on careers in manufacturing and specific company benefits.

Teacher Externship



1 week event.

Application and review process.


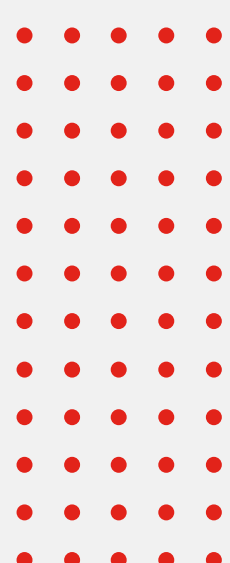
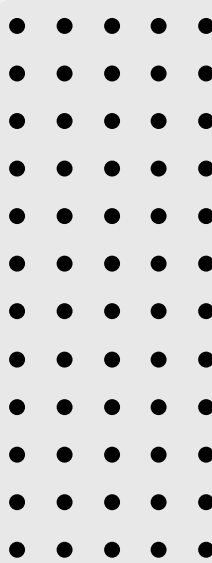
District offers extended contract and pays for teachers to participate.

#3: Create Pathways

Target entry-level and build internally




POSITIONS



Level	Production	Supply Chain	Engineering	Technology
Entry	Assembler Operator	Logistics Inventory Control	Technician	Technician
Internship	Industrial Mechanical	Demand Supply	Mechanical Electrical	Additive Firmware
Level 1.5	Front Line Leader	Demand Supply	Design Electrical Test & Automation	Concept Firmware Optics
Level 2	Team Leader	Senior Demand Senior Supply	Engineer 2	Engineer 2
Level 3	Zone Owner	Manager	Manager	Manager

We'll find the people that want to learn and grow
and build them



How?

Activities to Try!

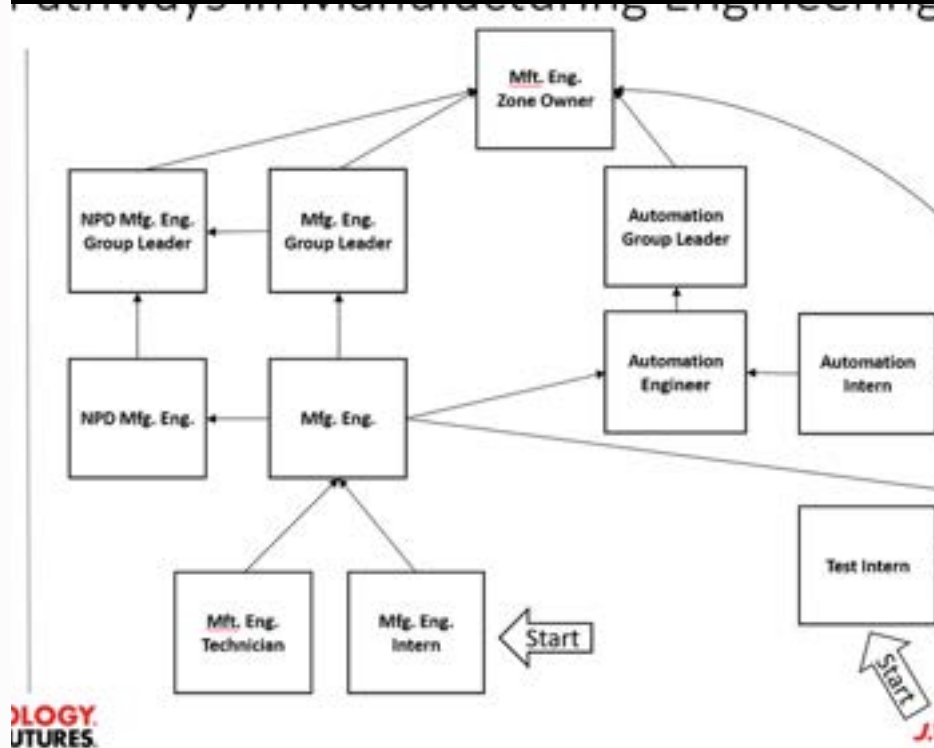
Activity #1



Hire an Apprentice or Co-Op student

Note: CESA for your region can help connect you with potential Apprentices!

Activity #2



Identify the clearest role progression and define how you move up

Tip: Start with the role that you hire the most

Activity #3

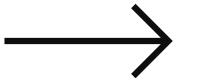


Evaluate the business needs to identify critical skills needed over the next 3-5 years. Can they be learned and do you have a way to teach them?

	2020	2021	2022	2023 - YTD
Promotions	13	50	73	50
# of Jobs open over lead time	3 / 42 7%	8 / 92 8%	4 / 46 8%	5 / 68 7%
Interns hired	2	4	4	2
Referrals	42 / 105 40%	97 / 204 48%	138 / 317 44%	79 / 245 32%

The Results

Takeaways



Start Small and Grow

Multi-year project
Start simple
Must have leadership support



Have Realistic Expectations

Not 100% of people will become associates
Actions speak louder than words



Be Ready!

Do a needs analysis for most critical positions
Clearly define what roles need experience and what does not



Scan me!
Resources and takeaways!



Thank you!

I'd love to connect and help answer any questions.



LinkedIn

[linkedin.com/in/lesliefee](https://www.linkedin.com/in/lesliefee)



Email Address

feel@jwspeaker.com

