DeWys Manufacturing’s Methods for Talent Attraction, Retention, and Educational Partnerships

March 16th, 2017
Where did it all begin?

- Founded in 1977
- Began as a “one-man” metal shop in a little red barn in West Michigan
- Original service was fabrication of fireplace inserts, racks, and various small metal parts
Industries Served

- Office Furniture
- Seating
- Store Fixtures
- Commercial Equipment
- Material Handling Equipment
- Transportation
- Medical Equipment
- Electronic Equipment
- Food Service
- Power Generation
We Are Growing!

![Bar chart showing growth from 2009 to 2017](chart.png)
Attracting New Team Members
## Past Recruitment Methods

### Traditional:

<table>
<thead>
<tr>
<th>Company Website</th>
<th>Employment Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of Mouth</td>
<td>Advertising</td>
</tr>
<tr>
<td>Internet</td>
<td>Road Signs</td>
</tr>
</tbody>
</table>

“We leave no rock unturned” – Laura Elsner, Workforce Development
Improved Recruitment Methods
- Designated trainers
- Current Curriculum
  - Welding
  - Press Brake
  - Powder Coat Application
  - Machining
  - Cutting
- Theory and practice
Week 1 of Weld Training

Week One: Introduction to Welding and DeWys.
- Introduction to DeWys, ISO, Standard Work, Safety and Traveler.
- Review of Hobart Videos
- Start welding using WP sheets.

Course Materials

Readings
- Read the DeWys PPE sheet and safety documents (see attached)
- Read the WPS sheet (located on all welders in shop)
- Read the 3 ISO documents - 8-QLT-104, 7-53-100 and 8-30-100 (see attached)
- Read the Traveler training manual (see attached)
- Read the Standard Work for welding - 7-WDSW-100 (see attached)
- Read GMAW booklet. (see attached)

Videos
- Hobart video’s topics #1, 2, 3, 4, 6, 8 and 11.
- Safety videos

Auditing/Testing
- Will be audited/tested on:
  - ISO
  - Traveler Training Manual
  - Standard Work

Practice
- Will be utilizing WPS sheets to practice different joints and settings.

Weekly Reminders

<table>
<thead>
<tr>
<th>Required Auditing/Testing (A/T)</th>
<th>Date</th>
<th>By:</th>
<th>A/T</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISO</td>
<td>Friday</td>
<td>Laura</td>
<td>T</td>
</tr>
<tr>
<td>Traveler Training Manual</td>
<td>Friday</td>
<td>Laura</td>
<td>T</td>
</tr>
<tr>
<td>Standard Work</td>
<td>Friday</td>
<td>Laura</td>
<td>A</td>
</tr>
</tbody>
</table>
# Team Member Benefits

<table>
<thead>
<tr>
<th>Paid Time Off</th>
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<tbody>
<tr>
<td>401(k)</td>
</tr>
<tr>
<td>Medical</td>
</tr>
<tr>
<td>Dental</td>
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<tr>
<td>Vision</td>
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</tbody>
</table>
Social Media
DeWys University

- Cross Training
- Increase Skill Set
- Professional Development
# Welding
**MIG/TIG**

<table>
<thead>
<tr>
<th>Level #1</th>
<th>Level #2</th>
<th>Level #3</th>
<th>Level #4</th>
<th>Level #5</th>
<th>Level #6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pass level 1 Mig welding written and skills test.</td>
<td>6 months in skill area</td>
<td>1 year in skill area</td>
<td>Pass the written and skills test for Aluminum in Mig/Tig</td>
<td>3 or more years of experience</td>
<td>Be in good standing - performing to the A.C.C.T. standards for DeWys.</td>
</tr>
<tr>
<td>Pass work instructions 7-WD-100 and 7-WD-113.</td>
<td>Once all of Level 1 and Level 2 is complete, operator is qualified to sign off in welding.</td>
<td>Pass the written and skills test for mild steel and stainless Tig</td>
<td>Pass the written and skills test for stainless steel in Mig</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass written and skills test for Grinding.</td>
<td>Pass work instruction for 7-WD-111</td>
<td>At least 2 years of experience at DeWys.</td>
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<tr>
<td>ISO Requirements: 8-QLT-104, 7-53-100, 6-30-100</td>
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<tr>
<td>Pass measurement test.</td>
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</tr>
<tr>
<td>Pass standard work for welding.</td>
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</tr>
<tr>
<td>Note: Must pass level 1 Mig to weld DeWys parts.</td>
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</tbody>
</table>
Innovation Team
Team Member Survey
Community Involvement

- Habitat for Humanity of Kent County
- Feeding America West Michigan Food Bank
- Kids' Food Basket
- Love INC Love In the Name of Christ
Next Generation

Constant review of how to attract and retain

Who are Generation Y and Where Do They Fit in the Workforce?

...ambitious
56% of expect to be in a managerial role within 3 years of starting

...competitive
An average of 83 compete for one job

...connected
63% are on LinkedIn, and they’re using it to look for work

...hard-working
1 in 7 are working 50 hours a week or more

...waiting for employers to impress them
Although 75% of recent say they’re proud to work for their employer, 57% expect to leave within 2 years

...mobile
90% are willing to relocate within the UK or even overseas to land a job
Partnerships
Partnerships – High School

Muskegon Area Intermediate School District

Allendale High/Home School First Robotics
Partnerships – High School

Launch U

A Hands-On, Tuition Free Early College Program

If you enjoy hands-on learning, like to see how things work, and want to start your career as soon as possible, Launch U might be for you!

Launch U is an early college program for Design & Advanced Manufacturing.

This new program from Kent ISD offers a unique opportunity to earn your high school diploma and your associate degree from Grand Rapids Community College just one year later.

Plus, it’s FREE — saving you and your family $10,000.

With Launch U, you’ll:

- Get ready for high demand fields where employers are hiring
- Apply what you learn through industry-related projects
- Take special courses that meet both high school and college requirements starting in 10th grade
- Connect with companies through tours, job shadows, internships

Along the way, you can earn valuable industry certificates.

After graduation, you’ll only need one more year and you’ll have both a degree and — thanks to those industry connections — job potential!

You won’t get these advantages anywhere else!

- Associate Degree from GRCC in Mechanical Design, Tooling & Manufacturing Technology, or Industrial Technology in just one year beyond high school
- A pathway right into industry with the education and experience to succeed and grow
- Local industry-approved certificates to demonstrate your growing skills

WMI Needs YOUR Talent!

Come be a part of West Michigan’s talent base & talk to your school counselor today

<table>
<thead>
<tr>
<th>Design</th>
<th>Advanced Manufacturing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanical Design</td>
<td>Industrial Technology</td>
</tr>
<tr>
<td>Staff needed over the next 5 years</td>
<td>7,640 people</td>
</tr>
<tr>
<td>Average hourly wage</td>
<td>$35.78</td>
</tr>
<tr>
<td>Hourly wage range (entry level-experienced)</td>
<td>$22.09 – $50.07</td>
</tr>
</tbody>
</table>
Manufacturing, Engineering Partnership Program (MEPP)

Collaboration of Coopersville High School working with multiple business partners in different industries.

- Benefit for students: Job shadow, internship programs, and potential job offer when senior year is complete.
- Benefit for employers: Creation of curriculum, detailed recommendations from instructors, and potential candidates for hire.
Kenowa Hills Public School

STEM Lab

Kenowa Hills Public School, DeWys Mfg., and several regional employers partnered to give students a taste of the work world while building their skills in STEM – science, technology, engineering, and mathematics.

- Student-centered learning experience that offers:
  - Career exploration for students ranging from 7th – 10th grade.
  - A partnership between curriculum standards and real-life.
  - Hands on projects that will help prepare them for college or career opportunities.
Kenowa Hills Public School
STEM Lab
Partnerships – College

Grand Valley State University

Grand Rapids Community College

Ferris State University
Partnerships – Regional

DISCOVER MANUFACTURING

MiCareerQuest

MFG DAY

TALENT 2025
QUESTIONS?

Visit: www.dewysmfg.com for more information