

Workforce Development

TechReach

Manpower's TechReach Program

Manpower's proprietary workforce development program prepares a diverse population of individuals with barriers to employment for high-growth, well-paid, in-demand jobs. Partnering with employers, government, community-based organizations and other entities, TechReach provides assessment, training, certification, support and placement services for these individuals.

Manpower's TechReach Albuquerque Fills Skills Gap for Employers and Job Seekers

Challenge

Albuquerque was experiencing a high level of unemployment resulting from a shift from a service-based to a technology-based economy within a high-growth industry. These unemployed workers were comprised primarily of low-skilled and under-served minorities. At the same time, local businesses were experiencing an erosion of the talent pool brought about by an aging workforce within a highly skilled industry. This led to an acute shortage of skilled workers within Albuquerque's largest manufacturing sector, electronic assembly.

Solution

To address their anticipated workforce challenge, Manpower approached a global technology and manufacturing company with operations in Albuquerque, to assist in the development of a solution for a new generation of electronic assembly workers since existing labor pools were lacking requisite skills and qualifications. As a solution, Manpower proposed a local TechReach program that combines candidate selection, training, certification, placement, and continuous skill-upgrade components to deliver comprehensive solutions for employers. The key component of the program is putting together a collaboration of partners and drawing upon their individual area of expertise and strengths for program implementation. As a long-standing member of the community, Manpower had developed a network of community partners, including the public workforce system, which provided an advantage in bringing together employment, education and economic development partners at the local level.

The Albuquerque TechReach program consists of qualification, pre- and post-assessment, and 186 hours of classroom and hands-on training, including soft-skills preparation in areas such as job interviewing, resume writing and quality customer service. To implement the program,

Manpower partnered with several community organizations, each contributing from their area of expertise:

- Central New Mexico Community College: training in electronic assembly
- Albuquerque Economic Development: program advocacy and awareness building
- Workforce Connection of Central New Mexico (WCCNM): program funding
- Employers: entry-level, electronic assembly jobs
- Employers Disability Resource, State of New Mexico's Department of Rehabilitation, Department of Veterans Affairs: recruiting
- Manpower: student recruitment, job readiness training, pre- and post-assessment, placement

Results

Since inception, four cycles of TechReach have been implemented, with each class typically enrolling 12 to 14 participants, serving a total of 48 individuals to date. TechReach Albuquerque attained 100 percent employment and a 93 percent retention rate. To reach an untapped pool of unemployed workers, TechReach identifies Albuquerque job seekers with barriers to employment and pre-screens them for enrollment into its fast-track training program. Included in this population are at-risk youth, veterans, people with disabilities, and dislocated workers of Native American, Hispanic and African-American ethnic minority groups.

As a result of this wide net of recruiting, the fourth cycle of training was comprised entirely of individuals with hearing impairments. To address this challenge, the curriculum was translated into American Sign Language and interpreters were hired to facilitate class instruction. Continuing in this tradition, the fifth cycle will be targeting veterans with the assistance of the Department of Veterans Affairs.

Due to the success of the Albuquerque program, Manpower is in the process of building a similar program in Phoenix, Arizona. In addition, Manpower, WCCNM and the Human Resource Management Association have built and are implementing a customized training program which leads to a Professional Human Resource Certification.

Recognition

Manpower's TechReach Albuquerque program has won a 2006 Recognition of Excellence Award presented by the Employment and Training Administration of the Department of Labor. The award recognizes programs, projects and initiatives that demonstrate innovation, collaboration, quality performance, linkages to business, education and community needs, and replicability. TechReach won in the e3 category (employers, economy, education).

Employers in a high-growth industry have a pipeline to work-ready, qualified, highly motivated candidates for hard to fill, entry-level positions. As a result, recruitment costs are lowered and employers improve the diversity mix of their workforce.

Benefits to Employers

Benefits to Job Seekers and the Community

TechReach combines all the necessary elements to assist those individuals most in need of finding rewarding employment. As a result, they have been able to transition off of unemployment insurance and other subsistence payments and into entry-level, well-paying, career-path jobs.

By focusing on the skills in demand and implementing a partnership program around those requirements, a high placement and retention rate was achieved. This, in turn, led to increasing the capacity of job seekers served and improving the public workforce system's performance metrics.

Benefits to the Public Workforce System

For more information about this TechReach program, contact:

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What do you do?



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