

Drawing Millennials to Manufacturing



Show the good in you:

Six in 10 say the good the company contributes to the world is one reason they chose their employer.



Showcase your technology:

66% more visitors came to GE's career site when they launched a campaign highlighting their innovation. Many millennials are unaware that **manufacturers in the United States drive more innovation than any other sector.**



Appeal to their wallet:

44% say competitive wages make an employer more attractive, but many don't realize that the average manufacturing worker in the United States earns **more than \$80,000 annually** in pay and benefits.



Institute a leadership development program:

52% say the opportunity for progression makes an employer an attractive prospect. Attract and retain talent through a leadership program that offers employees opportunities to try out roles, lead projects or have access to company leadership.



Offer a mentor:

53% say they would like to work with a mentor to build the experience and skills they lack.



Give them information how they want it:

50% more people submitted an application after reviewing a job posting when United States Gypsum Corporation incorporated short videos.