

MAY

3-4
2011



DRIVING CHANGE

Greening the Automotive Workforce

Ford Conference and Event Center, Dearborn, Michigan

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DRIVING CHANGE
Greening the Automotive Workforce

CONFERENCE | MAY 3 & 4, 2011
Ford Conference and Event Center
Dearborn, Michigan

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for Manufacturing

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Display Vehicles:



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DRIVING CHANGE:
Greening the Automotive Workforce
Conversation on



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#DrivingChange

Driving Change: Project Goals

- Chronicle the automotive industry & workforce transformations
- Identify the impact of the transformation on the supply chain workforce
- Examine alternative career pathways for displaced workers
- Identify the skills gap & training needed for dislocated workers to transition to new occupations

Driving Change: Conference Topics

- A Vision of the Future of Automotive Work in the United States

Plenary Session: Grand Hall Suite 1 & 2

Driving Change: Conference Topics

- Technology Drives Change
 - Powertrain & Fuels
 - Materials & Forming
 - Electronics, Software & Controls

*Automotive Technology: Greener Products, Changing Skills
Grand Hall Suite 1 & 2*

Driving Change: Conference Topics

- What are the Workforce Implications:
 - What will happen to employment levels?
 - What skills are needed for new and incumbent workers?
 - What alternative career pathways exist for displaced workers?

*Automotive Manufacturing
& Technology Jobs
Grand Hall Suite 1 & 2*

*Retooling the Labor Force:
Connecting Today's Workers
with Tomorrow's Occupations
Room 203*

Driving Change: Conference Topics

- What are the Workforce Implications:
 - How are the workforce needs of new, “green,” and start-up companies different from more traditional employers?

The Next Employers
Grand Hall Suite 1 & 2

Back From the Crash

Sales → UP!

Production → UP!

Employment → UP!

- Profitability → Positive cash flow for Det3 for first time in 5 years
- Productivity → All auto manufacturers meet or exceed benchmark
- Quality → No longer a differentiator
- New technologies → Being developed & built in US
- Market → Improving, and domestic-built share increasing
- Labor costs → No longer a differentiator



Posted: Jan. 10, 2011

Bill Ford: 'It feels so good' to be adding jobs

BY BRENT SNAVELY
FREE PRESS BUSINESS WRITER



Bright Automotive hiring 200 engineering and business development jobs in Southeast Michigan



Ford Plans to Hire More Than 7,000 Workers

By NICK BUNKLEY
Published: January 10, 2011



Ford joins General Motors, Chrysler in hiring more workers

Published: Thursday, December 09, 2010, 6:46 PM
Updated: Thursday, December 09, 2010, 6:46 PM

Help wanted!



Dec 01, 2010

Jobs at last! GM, Chrysler hang out hiring shingle

Home > Michigan Automotive News

Third shift at General Motors' Flint Truck Assembly makes workers feel more secure about plant's future

Published: Monday, January 24, 2011, 1:52 PM



By Ron Fonger | Flint Journal
Follow



Saginaw-based Nexteer Automotive hiring up to 100 workers

Posted: 10.16.2010 at 9:44 PM



Chrysler plans to hire 60 salaried employees at its transmission complex in Kokomo

THE ASSOCIATED PRESS
First Posted: April 21, 2011 - 5:36 pm



January 9, 2011

Finally: Help wanted in Michigan as firms hiring again

By KATHERINE YUNG
Free Press Business Writer

Home » Manufacturing

Rochling to open new U.S. plant to serve Ford, GM

Ohio factory will produce engine and body undershields

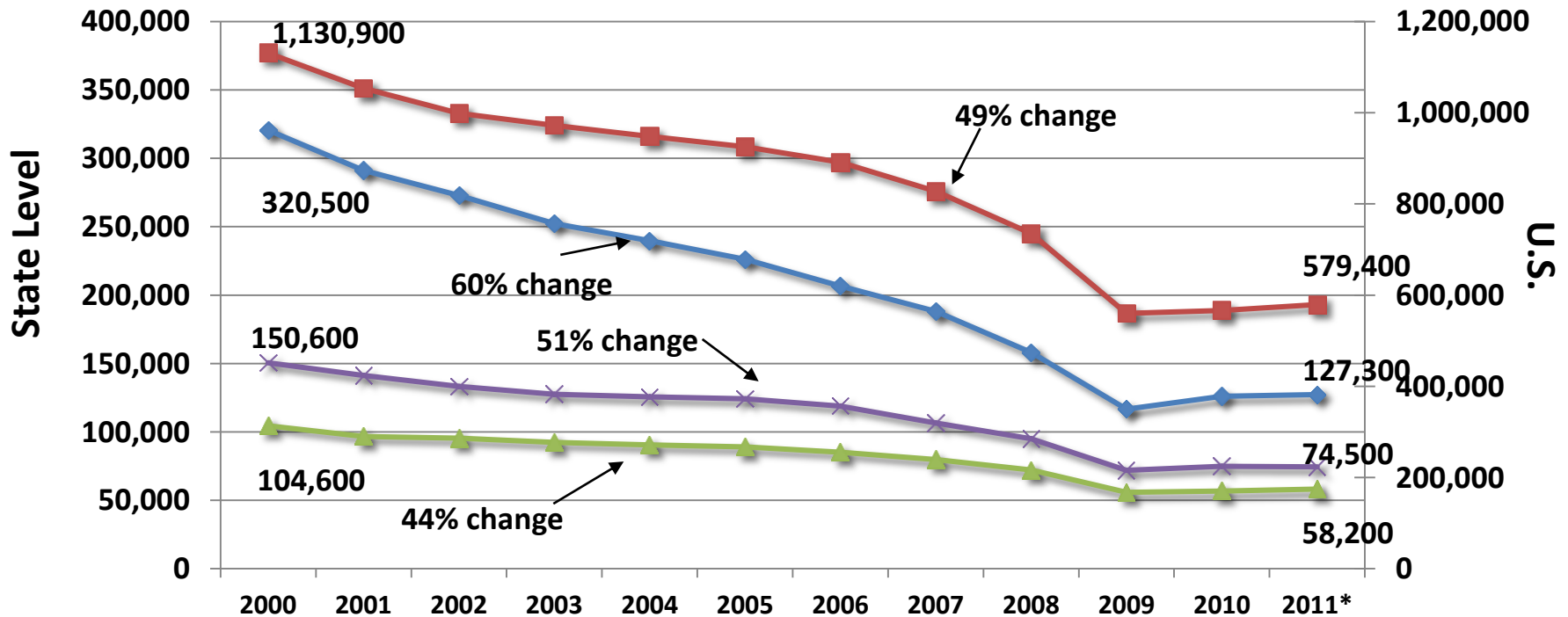
Douglas A. Bolduc
Automotive News -- February 21, 2011 - 12:30 pm ET



CONFERENCE | MAY 3 & 4, 2011
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Motor Vehicle & Parts Manufacturing Employment 2000 – 2011*

— Michigan — Indiana — Ohio — U.S.



*2011 through March

Source: BLS, U.S. DOL, April 2010

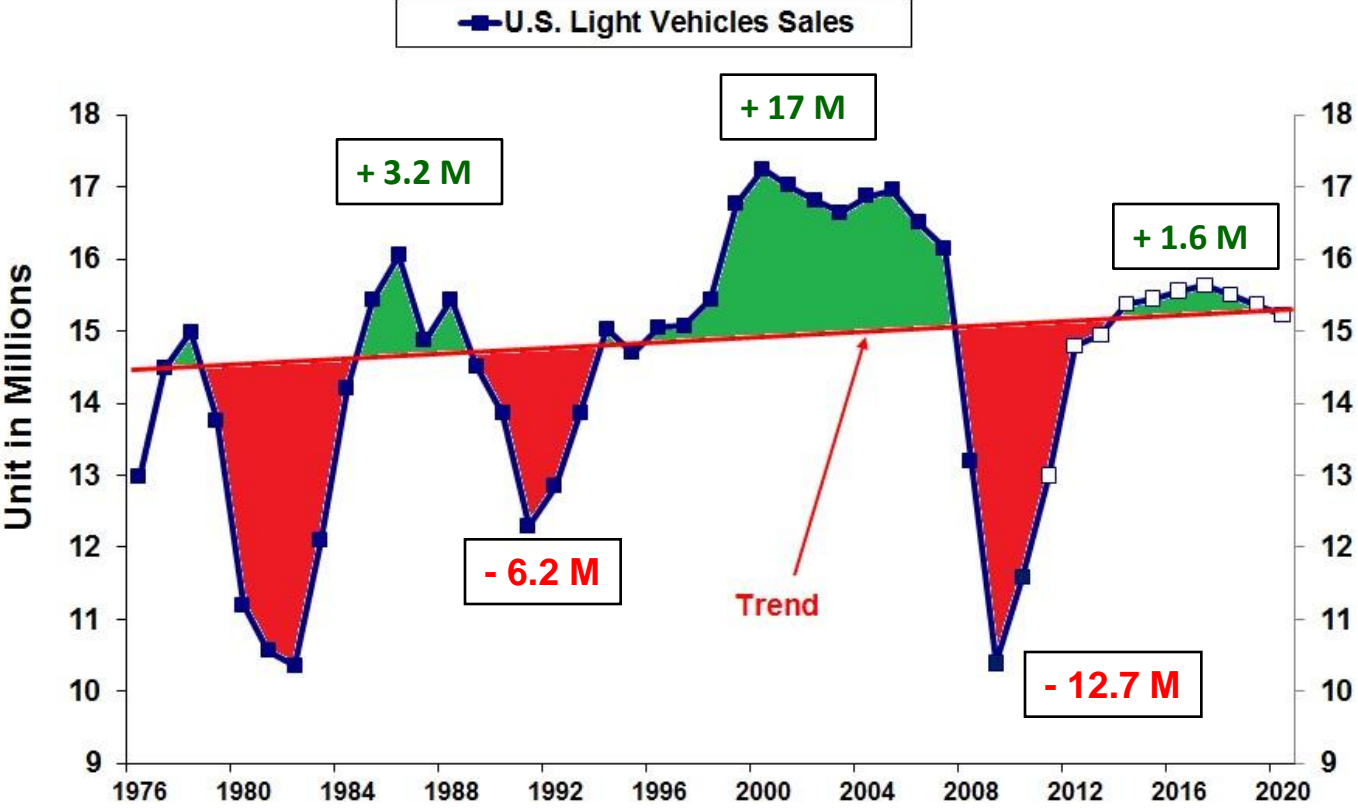
Reasons to Believe in a Rebound



- No comprehensive public transportation system
- Vehicle miles travelled increasing over the long term
- Over 2 vehicles per household, and holding
- Household formation increasing
- Vehicle stock decreased sharply and must be replenished
- Weak dollar

CAR Long-Term US Light Vehicle Sales Forecast

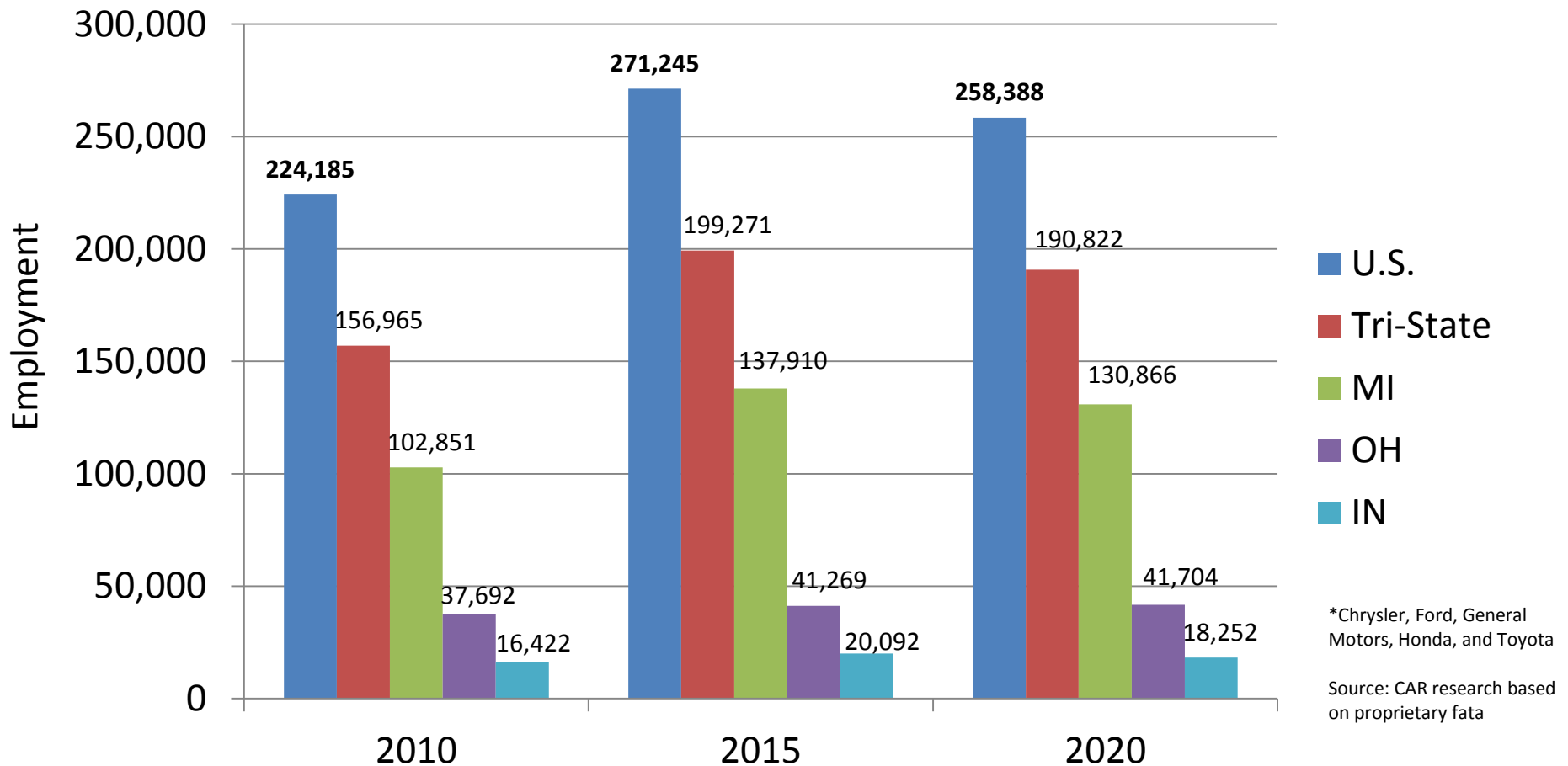
2011-2020



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
U.S. Sales (Millions)	13.0	14.8	14.9	15.4	15.5	15.6	15.6	15.5	15.4	15.2

Forecast of Major Automakers*

Total Employment



Practical Responses

- Access to capital critical to sector stability
- Green products and processes demand training from design center to the shop floor
- Managers must understand worker training benefits associated with technology investments
- Identifying and quantifying green jobs and training opportunities difficult due to definition & coding issues
- Many displaced auto workers have limited education, which will make training for & transitioning to new occupations challenging

Plenary Session

Dr. James Jacobs

President

Macomb Community College

Member

**Auto Communities Network Steering
Committee**

Jane Oates

Assistant Secretary

**U.S. Department of Labor,
Employment & Training Administration**

Thomas Shoupe

President

Honda Manufacturing of Alabama

Nancy Gioia

Director, Global Electrification

Ford Motor Company

David Foster

Executive Director

BlueGreen Alliance

Panel

- **Dr. James Jacobs**, President, Macomb Community College and Member, Auto Communities Network Steering Committee—Moderator
- **Thomas Shoupe**, President, Honda Manufacturing of Alabama
- **Nancy Gioia**, Director, Global Electrification, Ford Motor Company
- **David Foster**, Executive Director, BlueGreen Alliance