

## Did Discontinuation of \$300 in Unemployment Dollars Impact Recruiting?

The short answer is, the jury is still out.

The Federal Government was funding an extra \$300 per person, per week, of unemployment as part of their Covid-19 response. That, along with other programs, ended in Michigan on September 6, 2021. Not sure what to expect as those dollars and programs came to an end, ESI purchased extra advertising on social media, with several radio stations, print options, and more.

Since then, there has been a small uptick in applicants, but the great majority of those are not coming out of unemployment.

This does not mean the elimination of the dollars won't lead to more applicants in the future, as some may be living off of savings or other means until they absolutely must go back to work. ESI will keep an eye on it.



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## Introducing a New Bay Mfg. Corp. (BMG)

One of the things that has allowed ESI clients to grow rapidly and respond quickly to customer needs and changes or challenges in the world is the small team structure of each ESI client. There are many reasons a small team allows for this, but one of the reasons is because it allows for everyone on the team to have visibility of what work needs to get done and by when. Over the years, Metal Tech Industrial Corp. (MTI) has been growing significantly. What was once incidental work of just a few small weldments has grown into a significant workflow. Recently it reached a point where it made sense to separate that workflow into a separate business and focus further on its profitable growth. That is where Bay Mfg. Corp. (BMG) comes in. Previously Bay Mfg. operated as a weld, paint, assemble facility, but then joined forces with the manufacturing employees of Uni-Craft, Corp. to form Uni-Craft Mfg., Corp. in early 2020, creating synergy to provide even more value for customers of all three companies. Because of the solid brand name, legal and business structure built at Bay Mfg. by a team of dedicated employees, these assets were used to house the breakout product line from MTI.

Now, weldments that were being done at MTI will be done at BMG while making parts from sheet metal will continue to be done by the talented team at MTI. The welding at BMG includes work for places like Nor-Tech Industrial, Corp., and the stainless-steel work



for the firetruck industry, as a few examples. BMG will remain at 3800 US 23 North in Alpena in the same building as MTI until future growth is achieved. BMG is being staffed with employees previously from MTI. They continue to do the type of work they had been doing at MTI but will now be able to focus on adding value more clearly for customers and continuing the growth of opportunities across ESI clients. At this time there is not a need to hire additional employees for BMG but that will likely be just

around the corner as they grow and expand value for customers.

## Fall is Career Fair Season

Fall is a popular time for career fairs at universities. Career fairs are a valuable part of the recruiting efforts that ESI engages in.

This fall, ESI team members will be attending several career fairs, some virtual and others in-person.

Career fairs that ESI plans to attend this fall include:

- Michigan Tech. University
- Lake Superior State University
- Northwood University
- Saginaw Valley State University
- Ferris State University

ESI chooses career fairs based on current and projected needs of their clients. Virtual career fairs allow students to schedule one-on-one times with recruiters, most often in ten-minute blocks. In-person career fairs allow students to visit the booth of participating employers to learn more about available opportunities. Both options allow students to submit resumes to recruiters.

ESI will collect resumes of those who seem like they would do well with an ESI client and will follow-up with students as appropriate.

## Leadership Workshop Feedback

The first of four Leadership Workshops hosted by ESI was held in early September. A survey of attendees, completed by more than half of the participants, indicated the event was very well received. When asked if they would recommend attending the event to another person, the average response was a 9.38/10, with ten being, "I would absolutely recommend this event to another person."

That's great news! Below are several responses from the survey:

"This session made me rethink what I do on a day to day basis. Interactions with my staff need to be a top priority."

"I think these leadership training sessions are greatly needed and am VERY happy to see them being offered."

"I can't wait for the next three sessions!"

"Enjoyed it, makes me think that some of our every day norms should become aberrations."

It is not too late to register for the remaining leadership workshops. Topics for the next sessions include coaching vs. discipline, problem solving, conflict resolution, and more. If you missed the first and second sessions, that's ok, you can still attend the others. Contact your leader for more information.

## Career Fair: Michigan Tech University

Staff at Employment Services, Inc. attended a virtual career fair for Michigan Tech University in September. Every ten minutes from 10:00 a.m. until 6:00 p.m., a different student spoke with a representative of ESI's clients, with the exception of a few short breaks.

The majority of students were interested in internships or co-op opportunities in project management, engineering, sales, or finance for the spring or summer of 2022. A few of the attendees were on track to graduate in December 2021, or spring of 2022 and were looking for full-time career opportunities.

Career fairs are a great way to meet a lot of people in a short period of time. Ten minutes does not seem like a lot of time to get to know someone but it is enough time to learn if there is a desire to schedule a longer discussion with the student. In the case of this experience, ESI will attempt further discussions with nine of the students. Some for full-time work, and others for internship opportunities.

It is important that ESI is continually made aware of the needs of their clients, so they can keep an eye out for potential applicants in all situations including these valuable career fairs.

A few points of interest from the Michigan Tech. career fair conversations:

- When given the opportunity to ask questions, **every student** asked about culture
- More than half of the students asked about the opportunity for remote work
- Most students were eager to gain valuable experience and were not looking for their "forever" career


# Your Health Matters!

A health message from USI, ESI's health insurance broker.

## Maintaining Good Mental Health

Prioritizing your physical, emotional **and** mental health isn't selfish – it's a necessity!



Use the QR code  to access more information and resources about maintaining good mental health.

Our mental health has a direct impact on our lives. It can affect our stress levels, relationships, actions and decision making. Establishing and maintaining a place of good mental health is important to living an overall healthy life.

- Make self-care part of your daily routine. Self care is different for everyone but may include getting enough sleep, taking a pet for a walk, reading a good book, watching funny video clips, practicing daily affirmations
- Learn to say “No” to requests for your time so you don't burn yourself out or overextend yourself
- Practice mindfulness. Ideas for mindfulness include sitting outside in the fresh air and sun, appreciating the night sky, walking around outside, noticing what all your senses are experiencing, deep breathing, journaling
- Build your resilience. Connect with people, accept that change is part of life, adopt an optimistic/positive attitude/perspective, establish and pursue goals, increase your self-confidence, keep things in perspective

This information is the tip of the iceberg when it comes to improving and maintaining good mental health. Access significantly more information using the QR code above.

## Leadership Brags

### A New Addition to Equipped, Written by YOU

There will now be a section available in every edition of Equipped for leaders to brag about their team. Leaders can submit positive news about their team or individual members of their team. The criteria is simple: the brags must be related to work, and they must be submitted by the 20th of each month to be included in the next month's newsletter.

Suggestions for brags include:

- Retirements
- Completion of education or training
- Promotions
- Production/safety records

Submit brags to Jackie.krawczak@kabu.net; contact Jackie for questions.

## Covid-19, Not Out of Sight, Not Out of Mind

The battle against Covid-19 is a marathon and not a sprint. Your continued diligence is greatly appreciated. Even if you, or your co-workers are not ill, you are still encouraged to continue with heightened attention to your surroundings.

This includes:

- Disinfecting shared surfaces and tools
- Washing your hand frequently
- Not touching your face
- Remaining six feet from others as much as possible
- Avoiding buffet-style meals/snacks
- Covering your mouth when sneezing and washing or sanitizing your hands after
- Properly disposing of used tissues
- Getting enough rest and hydration

We can keep Covid-19 and other illnesses to a minimum in the workplace if we all work hard at it.

Thank you for doing your part.



## Lake Superior State University: A Great Partnership Opportunity for Engineering

Brian Truman, a Project Manager for Omni Metalcraft Corp. (OMC), relocated to Sault Ste. Marie, Michigan approximately three years ago. With that relocation, part of Brian's work began to include recruiting students in engineering programs at Lake Superior State University (LSSU) - a University with a positive reputation when it comes to their engineering programs - to work for ESI clients, as well as oversight of the students and management of the office the students work in. The thought was that students could work part-time while attending school, perhaps full-time during breaks, and then if they were a good fit, transition into permanent, full-time employees of ESI clients upon graduation.

Since this initiative began, five LSSU students have participated. Of those five students, three went on to other things after graduation and two are still working for ESI clients. The three who left after college added tremendous value while on board with an ESI client. One of the five is currently working part-time with an ESI client and is also still a student, and the fifth has graduated from LSSU and is a full-time, permanent employee of an ESI client. Some of the students have worked full-time during winter and summer breaks. The hours are flexible, working around students' schedules, with the ability for the students to access the office 24 hours a day. Some students work as many as 30 hours a week during the school year, while others work five to ten hours a week. The difference in hours worked depends on their course load.



The office in the Sault currently has space for six student at one time. If the interest from ESI clients and students increased, they could access additional space from the Economic Development Corporation, the entity from which they currently rent space.

One current full-time employee of ESI client, Nova-Tron, Inc., is Dylan Richards. Dylan participated in this opportunity and accepted full-time work in Alpena upon graduation from LSSU. Dylan said, "I started working at LSSU with Eric Becks, doing prototype work. Eric approached me about the opportunity to work for an ESI client and it all worked out. I am now a full-time employee of Nova-Tron, working on pcb's (printed circuit boards)."



With this being such a great way to introduce talent to ESI clients, what must an engineer-

ing team have to do to access this opportunity? That's simple - interested teams can contact Brian Truman at OMC, or Jackie Krawczak at ESI. The engineering teams must be willing to train the student, mentor the student even if the student is working remotely, and provide the student with meaningful assignments. The student's leader may visit the Sault office periodically and sometimes the student may visit the leader at their location, but that is left up to the leader and student.

### Contact ESI

#### ESI contacts

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