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Aerospace: Quality Recruitment

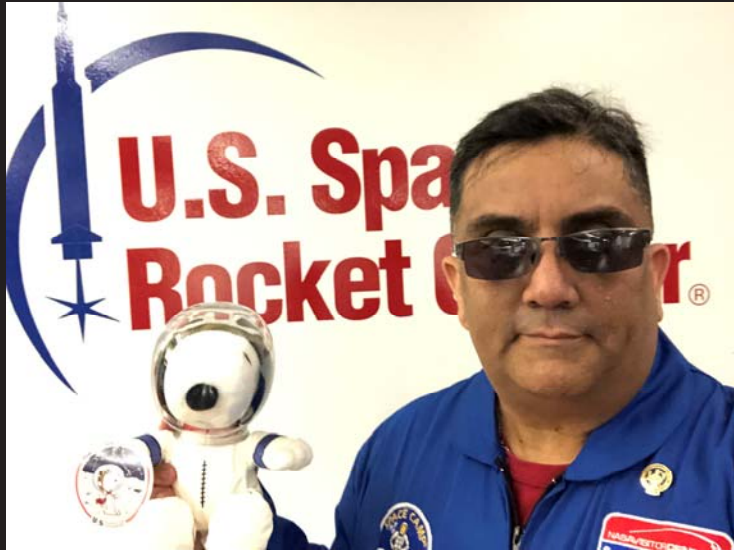
Current Paradigm, The New Reality & Barriers



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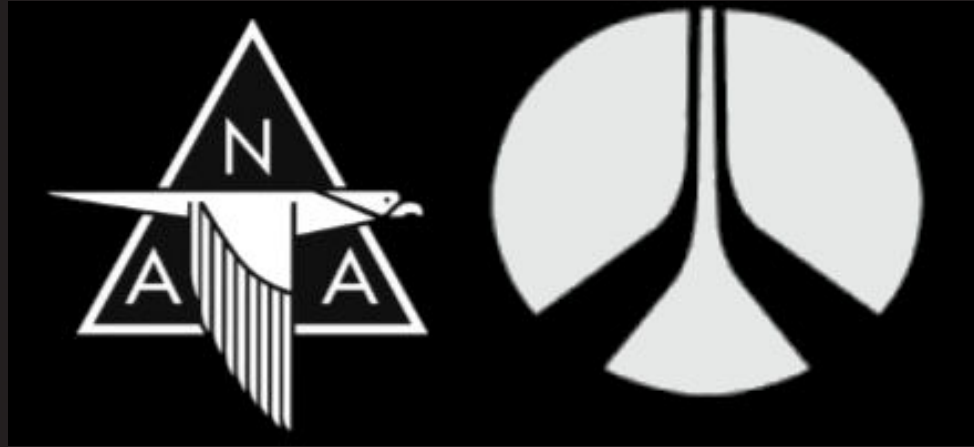
- 2nd Generation Aerospace Worker
- Article - Aerospace Safety: The Future is Now
- Former Army Captain – OIF 04-06
- Adjunct Professor- Cal State Los Angeles
- Grad Student- Occupational Safety Management at Embry-Riddle Worldwide
- MCM - University of Southern California
- Certified Quality Improvement Associate
- Certified Safety Health Official & OSHA Outreach Trainer
- Aerospace Legacy Foundation – Member



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Thank You and Dedication



50th Anniversary of Apollo 11 Mission



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Current Paradigm: Recruitment Message

“You must be a current full-time student at an accredited university or college (Six Year Maximum)”

- Education-Traditional Focus
- Recruitment - Youth Fixation

Result: Potential candidates with valuable experience & skills that employers want are detracted from joining the organization.



Current Paradigm: Recruitment Message

Why?

- Education Pathways have Changed
 - University or Vocational Programs
 - Classroom/Online/Hybrid
 - More Part-Time Students
- **More Age Diversity in Classrooms**
- Part Students/Full Time workers: They don't feel welcome to the community



Recruitment Pool: Two Distinct Classrooms

University/College Classroom

- Students
 - 18-23 Years
 - **23-35 Years (Dominant Group)**
 - **35-50 Years (Future Executives)**
- Status
 - P. T. Student/F.T Worker
 - Full Time student minority
 - **Management Aspirations**
 - **Tenure/Transition**

Vocational/Trade School Classroom

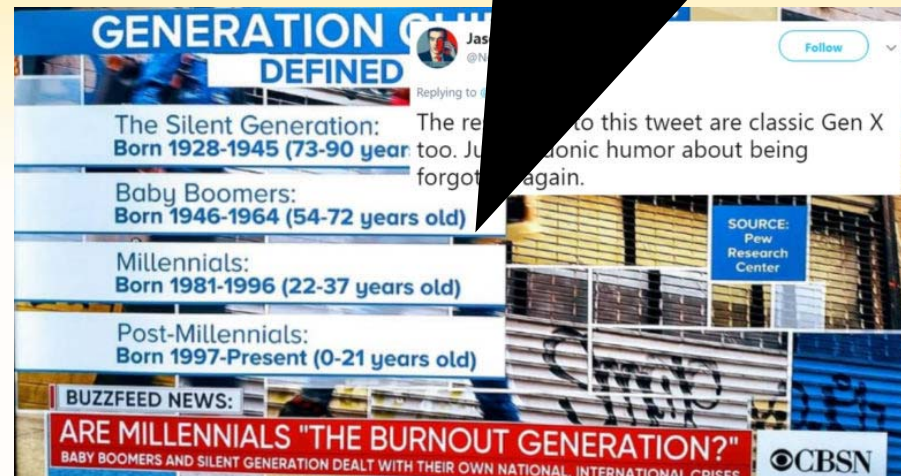
- Students
 - **18 - 50 Years: Highly experienced**
- Status
 - Employer Paid Training
 - Career Advancement
 - Displaced/Laid off Workers
 - University Educated
 - **Management Aspirations**
 - **Spring board to higher education (younger students)**



Current Paradigm: Gen X and Gen Y in Aerospace

- Both Gen X and Y share a full-time work and Part-Time classroom experience
- Gen X now accounts for 51 percent of leadership roles globally*
- Media Focus: Generation Y
 - Misguided and unfounded generalization with the term "millennial" *

Where is Gen X in Aerospace?
Why the limited representation?



• <https://www.cnbc.com/2018/04/11/generation-x--not-millennials--is-changing-the-nature-of-work.html>
• <https://www.forbes.com/sites/forbesagencycouncil/2018/11/14/the-forgotten-generation-lets-talk-about-generation-x/>



Generation X/Y's Shared Experiences

From Entertainment-News-Aerospace Work Environment

What Happens to Gen X does resonate to Gen Y!

- Star Wars Effect: Theater to VHS/Cable TV to Revival
- Major Aerospace Events
 - Apollo/Challenger/Columbia Disaster/Dying Space Program
 - Massive Aerospace Layoffs*
- Current Aerospace Issues: Toxic Environment
 - Tribal knowledge by Apollo/Space Shuttle Generation
 - The demolition and depreciation of historical sites
 - Rocketdyne Canoga Park Demolished*

• * ROCKWELL LAYOFFS VIEWED AS A TREND By NICHOLAS D. KRISTOF and SPECIAL TO THE NEW YORK TIMESMAY 30, 1986 MCDONNELL DOUGLAS GUILTY PLEA By EDWARD T. POUND and SPECIAL TO THE NEW YORK TIMESSEPT. 3, 1981

• <https://www.dailynews.com/2016/08/25/rocketdyne-plant-that-built-worlds-most-powerful-rocket-engines-being-razed/>



Current Recruitment Practices: Ramifications

The current paradigm alienates experienced students from both trade/vocational and university programs and MUST change!

The Current Paradigm Generates Missed Opportunities:

- Aerospace “Lessons Learned”: No knowledge management/pass down is an issue* and increases the potential for the repeat of past issues
- The loss of EXPERIENCED & MULTI GENERATIONAL students impacts:
 - Product Quality- Potential candidate will go to other industry fields
 - Worksite Safety- More repeat accidents*

• Save That Thought: A Case Study of How Knowledge Is Transferred between Baby Boomers and Generation-X Aerospace Engineers Bethune, Mary. City University of Seattle, ProQuest Dissertations Publishing, 2018. 10828846.

• Aerospace Safety: The Future is Now, BevenFlores Jr., Gil. Professional Safety. Mar2017, Vol. 62 Issue 3, p71-71. 1p.



New Reality: New Strategy

The Education Demographics

- Variety of Work/School Equilibriums
- More Age Diversity in Classrooms
- Online/Classroom/Hybrid
- University & Vocational Program

Recommended Strategy

- Change emphasis from “Young” to “New”
- **Include Part-Time Students for recruitment**
- Treat trade/vocational programs as education
- Foster the right characteristics for employers



Current Recruitment Practices: Ramifications

We can't go back, but we can move forward!

“It is said that what is called "the spirit of an age" is something to which one cannot return. That this spirit gradually dissipates is due to the world's coming to an end. For this reason, although one would like to change today's world back to the spirit of one hundred years or more ago, it cannot be done. Thus it is important to make the best out of every generation.”

— Tsunetomo Yamamoto, [Hagakure: The Book of the Samurai](#)



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