Aerospace: Quality Recruitment

Current Paradigm, The New Reality & Barriers
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Thank You and Dedication

50th Anniversary of Apollo 11 Mission
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.
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?

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 TIMES MAY 30, 1986 MCDONNELL DOUGLAS GUILTY PLEA BY EDWARD T. POUND and SPECIAL TO THE NEW YORK TIMES SEPT. 3, 1981

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*

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!

― Tsunetomo Yamamoto, Hagakure: The Book of the Samurai
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