

CAREER READINESS



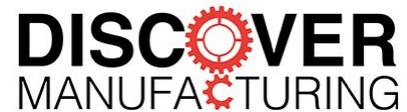
C O N F E R E N C E

WELCOME

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Session #1
8:30 - 9:25

Expanding your Talent Pipeline

through Work-Based Learning Partnerships

Learn how Royal Technologies built a program to increase their technical talent pipeline both today and in the future.

March 10, 2026

your host

- Degree in Marketing
- 20 years in HR (2 at Royal)
- Married 20 years
- 2 kids (21 and 13)
- Enjoy traveling and early AM workouts!
- Pictured here: My crew volunteering at Mackenzie's Animal Sanctuary (highly recommend if you're a pup lover!)



Laura Longstreet
HR Business Partner
Royal Technologies

my why

Meet Dylan

- KTC student
- Worked part-time during his senior year
- Joined Lumbermen's full-time at graduation

The difference maker? Taking the first step



Shy, unsure,
lacked
confidence



Friendly,
relational,
confident

the work



Why work-based learning?

1. Opportunity
2. Partnership/community stewardship
3. Reach expansion
4. Building a sustainable pipeline

Just ask

Leverage the great Googly-moogly. Identify the where and the who. Start with three. As Wayne Gretzky said, "You miss 100% of the shots you don't take".

Offer to start

Make the first move. Ask how you can help or what problem they're trying to solve. Be easy to work with!

Ideas: Lunch and learns, career presentations, interviewing skills, mock interview support, facility tours

Share your vision

Partners appreciate the support of like-minded professionals. Get to know their vision and share yours!

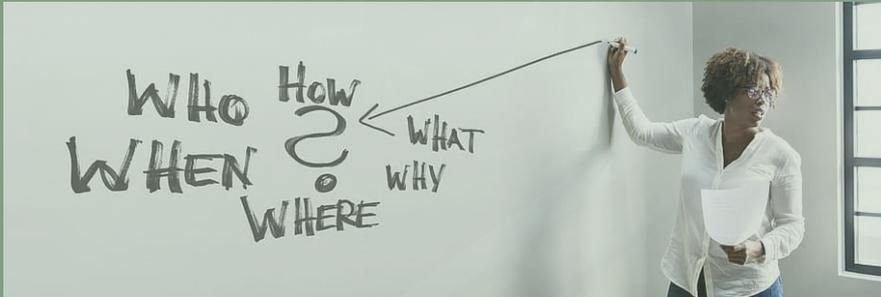
Idea: Don't forget the staff! How can you support and engage with them?

IYKYK

If You Know, You Know

Where do I start?

- What problem are you trying to solve?
- What resources do you have?
- What do you need?



Royal's Problem Statement:

1. We need to build and maintain a bench of technical talent.
2. Training for these roles takes 14-26 weeks.
3. Our current recruiting strategy is not generating enough qualified candidates.

IYKYK

If You Know, You Know

Current State:

- We have relationships with a few local schools and facilitate tours
- Giving but not receiving
- Technical bench is not full
- Current employees who desire to grow are already identified

Desired Future State:

- We have strong relationships with 3-5 institutions
- Sustainable pipeline - we have 2-4 students in the program annually
- 50% or more move into full-time employment after HS graduation
- We have a filling or full bench of technical talent

IYKYK

If You Know, You Know

Selling Points:

- Culture - people-focused and caring
- Reputation - financially strong, local business
- Perks - great benefits including a free gym
- Defined career pathways
- Strong internal training programs

Challenges:

- Location - “feels” far away
- Transportation - no public transit options
- Shift - full-time employees hire into 2nd or 3rd shift
- Stigma of manufacturing/factory work
- Building temp fluctuation

the process

Prepare for launch

- Design the program
- Determine who will support
- Gain leadership buy in
- Prepare the pitch

In the toolbox:

- Iterations of program outlines
- List of internal program supporters
- Leadership presentation
- Marketing collateral (this doesn't have to be fancy!)
- List of potential partners

the process

Make the ask

- Start with low-hanging fruit
- Be concise
- Present your unique value proposition
- Make it easy to work with you

In the toolbox:

- Master partner list and communication tracker
- Project roadmap
- Partnership interest letter
- Proposal slide deck
- Printed copies of marketing collateral

the process

Get ready to GO!

- Communicate your rollout strategy
- Develop your selection criteria
- Ensure internal support team is in place
- Develop programming

In the toolbox:

- Reach. See. Try. Join. Grow.
- Selection process document
- Confirm and prepare launch team
- Training deck

A compelling solution

Mold your future with Royal

REACH

Let us come to you

- Connect current lessons to work application
- Offer lunch and learn opportunities - ask the expert
- Teach students how to succeed in the workplace
- Sponsor an assembly or half-time event

SEE

Check us out - tour Royal

- Check out manufacturing first-hand
- Connect with members of the team
- See how different parts are made
- Experience our close-knit culture first-hand

TRY

Gain experience in work-based learning

- Gain work experience and build your resume
- Get paid and earn school credit
- Build your professional network
- Receive first-choice of shift/location for summer employment

JOIN

Make it official! Join us full-time

- Secure full-time employment for the summer
- Build upon your work-based learning experience
- Get exposure to other roles in the company
- Access upcoming opportunities at Royal

GROW

Climb higher - career development

- Develop specialized skills
- Benefit from hands-on development programs
- Grow your earning potential
- Get all the perks - benefits, paid time, off, etc

rollout components

- Program roadmap for students
- WBL training agreement
- Training activities targeted at students
- Integration of company values into training
- Opportunities for exposure
- Training deck

the results

Partner schools contacted: 6

Partner schools committed: 3

Students interviewed: 5

Expected: 15-25

Students selected: 2

Goal: 4

Important to note:

- Interest was always there. Bandwidth matters.
- You need a champion.
- You can't be all things to all people.
- Know your internal bandwidth.
- Choose wisely.

the takeaways

- Where we started doesn't look like where we landed. Where we are going looks different as well.
- Wheel reinvention isn't needed.
- Things won't go as planned. Be prepared to flex and adapt.
- We need more feedback data points to better understand the effectiveness of the program.
- Frequent follow up with partners is needed to keep the program top of mind.

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Thank you!!

questions?

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