

Employee Recruitment & Retention in the Cement Industry

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Recruiting and retaining Cement Plant personnel can be challenging and difficult due to the rural areas where Cement Plants are typically located. This results in limited access to qualified personnel to fill skilled positions as well as general labor positions. The development of recruiting and retention strategies requires an understanding of the workforce needs, key attributes of the positions, and the ability to find or upskill potential employees. Retention of employees requires a long-term view of the entire workforce and how an employee relates to the people in the organization, workplace satisfaction, and mentoring opportunities. The workshop/discussion will discuss strategies used to develop a recruiting plan as well as a retention plan for the development of a skilled workforce in a rural area. The discussion will include the development of an apprentice program with State and Federal Labor Departments.