



## **AMBA Releases Recruiting the Millennial Report**

*FOR IMMEDIATE RELEASE*

**Indianapolis, IN** – On September 25, 2018, the American Mold Builders Association (AMBA) announced the newest release of its report, *Best Practices for Recruiting the Millennial*.

Participants in this study included fifty-six mold builders across the U.S. who provided best practices in recruiting, hiring and retaining employees born after 1987. Within this report, reviewed topics include recruitment strategies, social media use, cell phone policies, the prevalence and structure of apprenticeship programs, guidance on how to motivate the millennial and more.

This 2018 AMBA *Recruiting the Millennial* report was developed in response to the continuing workforce development woes plaguing the U.S. mold building industry. According to the National Association of Manufacturers, in Indiana alone, 87 percent of manufacturers indicate difficulty in recruiting young people, while at the same time, over half of the potential two million jobs that will become available over the next decade in manufacturing will likely go unfilled due to a skills shortage.

Kym Conis, AMBA Managing Director, provided context for the importance of this report within the mold building industry. “Although all manufacturers face unique challenges, we’ve watched the mold building workforce in particular tilt alarmingly towards an older demographic. With an industry-specific report like this one, however, the AMBA hopes to provide not only insight into industry best practices, but also guidance on actionable items mold builders can take today to begin addressing the skills gap.”

To learn more about this report and for all other media inquiries, contact Rachael Pfenninger at [rpfenninger@amba.org](mailto:rpfenninger@amba.org).

To purchase a copy of this report, contact Susan Denzio at [sdenzio@amba.org](mailto:sdenzio@amba.org) or call the AMBA office at (317) 436-3102.

**About the AMBA**

The American Mold Builders Association (AMBA) is the only organization dedicated to elevating the competitive advantage of U.S. mold builders. AMBA provides workforce development initiatives, networking, benchmarking opportunities and industry promotion. AMBA members receive a variety of additional benefits, including access to cost-reduction programs, visibility to mold buyers and problem-solving resources that give members a competitive advantage. To learn more about AMBA membership and ongoing initiatives, visit [amba.org](http://amba.org).