



# Our Story



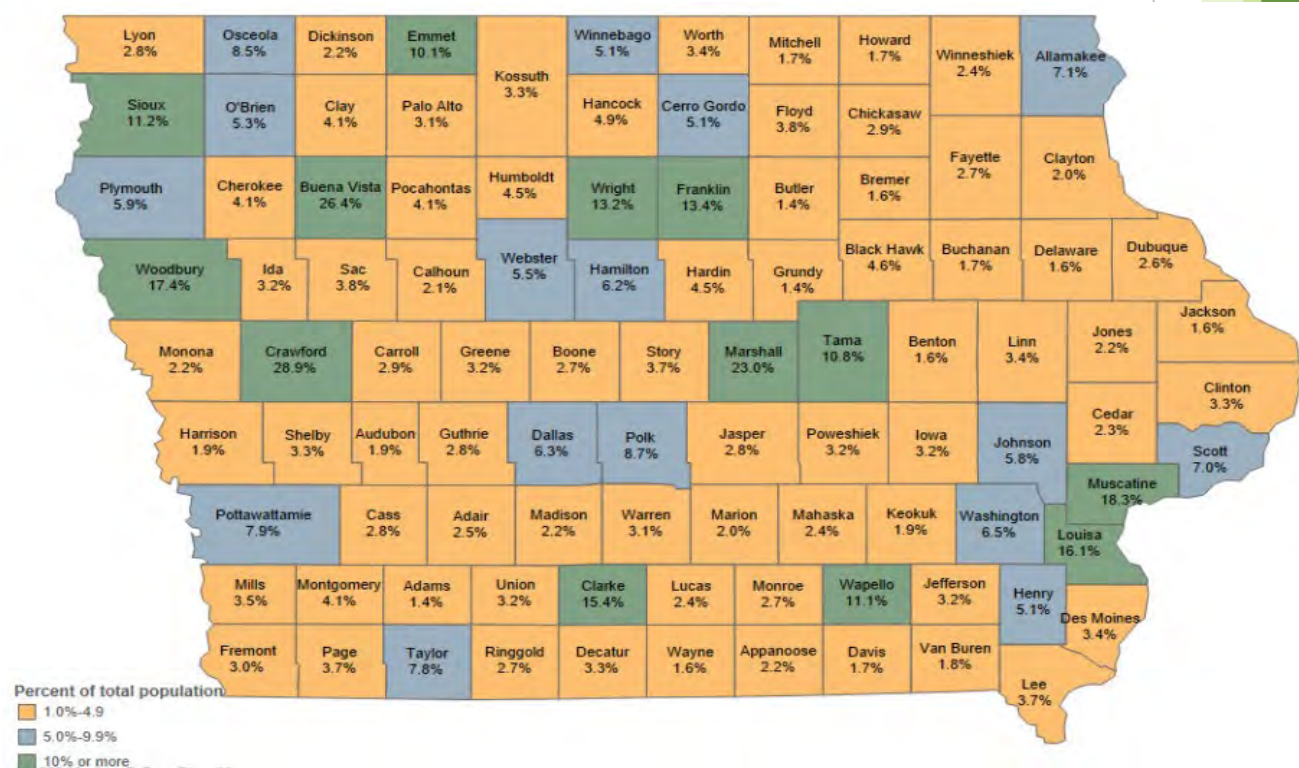
# Business Conditions

- ▶ COVID concerns
- ▶ ~500 TM's in 2019 and 2020
- ▶ Economy
  - ▶ Low interest rates
  - ▶ Millennial's building homes
  - ▶ Backlog - unprecedented times
  - ▶ Needed to hire as many people as we could ~200
  - ▶ Started new assembly lines to meet demand



# Hiring

- ▶ Needed to be strategic and intentional
- ▶ Local unemployment rates in surrounding counties
- ▶ Local ethnicity by county - Crawford county much higher
- ▶ Paradigm changes
- ▶ Sign-on and referral bonus
- ▶ Shift differential
- ▶ Flexible schedule options



# Why ELL's?

- ▶ Transferable skills
  - ▶ Similar work environment
  - ▶ Work ethic
  - ▶ Reliability
  - ▶ Family ties
- 
- ▶ Stop admiring the problem - how do we make it work?
    - ▶ We will never be ready
    - ▶ Team approach



## Enterprise –wide Growth Objectives

- **“Create** better processes around the successful hiring, on-boarding and retention of **non-English speaking team members** through creating an **environment** where these team members can **engage** and **thrive.**”



# Challenges

- ▶ Communication
  - ▶ Bi-lingual base
  - ▶ Hired bi-lingual coordinators
  - ▶ Altered On-boarding to accommodate ELL's
  - ▶ Placed new hires in support pods
  - ▶ Community outreach - change image of Pella as English only
  - ▶ Provide welcoming environment - understand cultural differences
  - ▶ Shopfloor document translation
  - ▶ Build support structure for advancement opportunities
  - ▶ Transportation



**Pella**  
IowaWORKS  
A proud partner of the AmeriCorps Center

**Come see us at the IowaWORKS office in Denison!**  
504 IA-39 N, Denison, IA 51442

**We will be there every Friday afternoon during the month of September!**

You can learn more about our positions, get help filling out an application, and have an immediate interview!



**If you have questions call or text 712-790-7369**



# Results

- ▶ 2021 - hired 320 TM's
- ▶ 2022 - hired 454 TM's
- ▶ Since June 2021 - hired 211 EII's
  - ▶ Current - 32% of workforce



Year	White	Hispanic %	Hispanic Count
2013	98%	1%	3
2016	90%	8%	32
2021	70.25%	20.25%	114
2022	52.6%	33.5%	236

124 TMs reside in Denison = 22% of workforce



# Community Involvement

- ▶ Bi-lingual tellers, car salesmen, churches, welcoming, etc.
- ▶ 2 local food establishment owners
- ▶ Community education
- ▶ Housing
- ▶ Daycare







# On the Horizon...

- ▶ Harness Technology
- ▶ Barriers for Advancement
- ▶ Cultural integration & learning
- ▶ Inclusivity
- ▶ Accessibility
- ▶ Expansion to other languages
- ▶ English & Spanish learning support