

# SAE to Hold One-Day Course on Workforce Challenges at Macomb Community College

The Society of Automotive Engineers (SAE) is holding a special one-day class in metro Detroit as part of its ongoing efforts to educate and inform its members on the latest trends and knowledge in the car business.

The program, aimed at helping human resources executives hire the best-trained employees for today's modern world, will be held Tuesday, Feb. 12, at Macomb Community College's South Campus in Warren.

The event is co-sponsored by the Detroit Regional Chamber, the Workforce Intelligence Network, MAGMA, The Engineering Society of Detroit, the Center for Advanced Automotive Technology, OESA, AutoHarvest.org, and the Society of Manufacturing Engineers.

The class is an acknowledgment that the environment is changing for technical workforce development in the automotive industry.

Vehicle electrification, innovative technologies for navigation, communication, entertainment, and advanced safety systems have become increasingly vital components of modern vehicle engineering.

Human resources professionals and hiring managers within the automotive industry are being challenged to identify, recruit and develop the next generation of the automotive engineering and technical professional workforce.

"Strategic Human Resource Management and the Evolution of the Technical Automotive Workforce," a new course from SAE International, is designed to facilitate information sharing and dialogue among automotive HR professionals and technical managers, educators, government, and economic development agencies.

"The basic issue facing HR professionals in the automotive industry today is that technology is moving at a whirlwind pace," said David E. Cole, chairman, Auto Harvest and chairman emeritus, Center for Automotive Research, and opening speaker for the event.

"We are seeing more 'boomer' retirements and we just don't have people with the appropriate skill sets to replace them. We have work to do, and this program can help HR professionals gain the knowledge and skills they need to succeed."

Kevin Perry, Ph.D., manager, Professional Development, SAE International, added, "SAE International's Professional Development division is pleased to offer this program and is thrilled with the level of cooperation and enthusiasm we've received from expert speakers and co-sponsors."

"It should be an excellent opportunity for HR professionals, economic development leaders, and academicians to share information and problem-solve on the technical workforce challenges in today's automotive sector."

Attendees of this one-day course will be able to participate in the following:

- Facilitate a discussion among HR executives, academic leaders, and industry experts regarding the future of the automotive workforce, as well as create an environment where HR experts can develop effective strategies for finding, engaging and retaining the needed talented engineers.

- Engage in a productive forum where HR professionals can explore the automotive industry's unique workforce development and talent needs, as well as gain an understanding of the unique needs and talent requirements of today's evolving automotive workforce.

- Gain an understanding of how corporate culture, employee engagement, and in-house training activities have a significant impact on the effectiveness of automotive industry professionals/engineers, as well as establish long-term, strategy-based collaboration among HR professionals in the automotive sector with the overall goal of creating sustainable workforce development solutions.

For HR professionals who hold PHR, SPHR and GPHR certifications from the HR Certification Institute, this program has been pre-approved for recertification credits.

For more information on SAE International's "Strategic Human Resource Management and the Evolution of the Technical Automotive Workforce" course, visit the domain [www.sae.org/pdevent/C1247](http://www.sae.org/pdevent/C1247).

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