Executive Summary

Objectives

The purposes of this report are to (1) evaluate the status of age demographics of ArcelorMittal’s current employees and (2) to propose a strategy to recruit and retain young engineers from the Millennial and I-Gen generations to work in the facilities in Burns Harbor and Cleveland.

Discovering the Young Engineers of the Next Generation

ArcelorMittal has always been invested in acquiring highly-skilled workers to gain the competitive advantage. After a review of ArcelorMittal’s Burns Harbor and Cleveland locations, it has been discovered that the average age of their workers has increased. For ArcelorMittal to maintain top spot within the steel industry, they must invest in the acquisition of younger employees. Its retention strategy is not currently effective. The abundance of college students that they are recruiting upon graduation are leaving after a few years of employment. As a result, the company is declining in production efficiency.

ArcelorMittal has always taken pride in developing their employees into highly skilled workers; however, currently they are only retaining older workers with diminishing skillsets. As ArcelorMittal is about to face a crucial turning point in which it will need to acquire a larger number of younger workers to keep up with operations and production. ArcelorMittal accounts for 20% of the U.S. raw steel capacity, and this number is only projected to grow larger. The iron and steel manufacturing industry is projected to grow up to 88.7 billion USD by 2021. We, at Midwest Consulting, have thought about the solution to this issue and determined that we can acquire a specific demographic that will enhance the company’s diversified culture and reduce the average age of its employees.

Greek Life Turned Professional

Improving the aspects of ArcelorMittal’s current and primary recruitment strategy is the main focus of our proposal. We plan on continuing to recruit individuals from the Big Ten universities plus a new network of universities through their Greek Life organizations. Our goal is to focus specifically on engineering sororities and their highly intellectual members.

Our overall solution can be divided into these parts:

- The company will target the Alpha Omega Epsilon and Phi Sigma Rho chapters in a specific network of engineering savvy colleges and universities located in the Midwest.
- Create an internship/case competition program with the chapter’s participation of its members
- ArcelorMittal will select a winning chapter and will provide this chapter with a $10,000 scholarship put forth towards the chapter’s philanthropy and further industry research.
- The company will have the opportunity to interview the selected interns for full employment positions.

The retention plan is to propose a clause in which if they stay for three years, ArcelorMittal will pay for the individuals to attend a graduate engineering program of their choosing. This incentivizes these new workers to hold their company position long withstanding.