

# Supply Chain Match-Making: Optimizing Talent Supply to Meet Industry Demand



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# MSU SCM Nationally Recognized



**#1 ranked supply chain management program for  
undergraduate students  
6 years in a row**

The logo for SCM World, consisting of the text "SCM World" in white on a dark blue square background.

**SCM World**

**#1 in supply chain talent  
2014, 2015 and 2016**

The logo for Bloomberg BusinessWeek, featuring the text "Bloomberg BusinessWeek" in white on a red background.

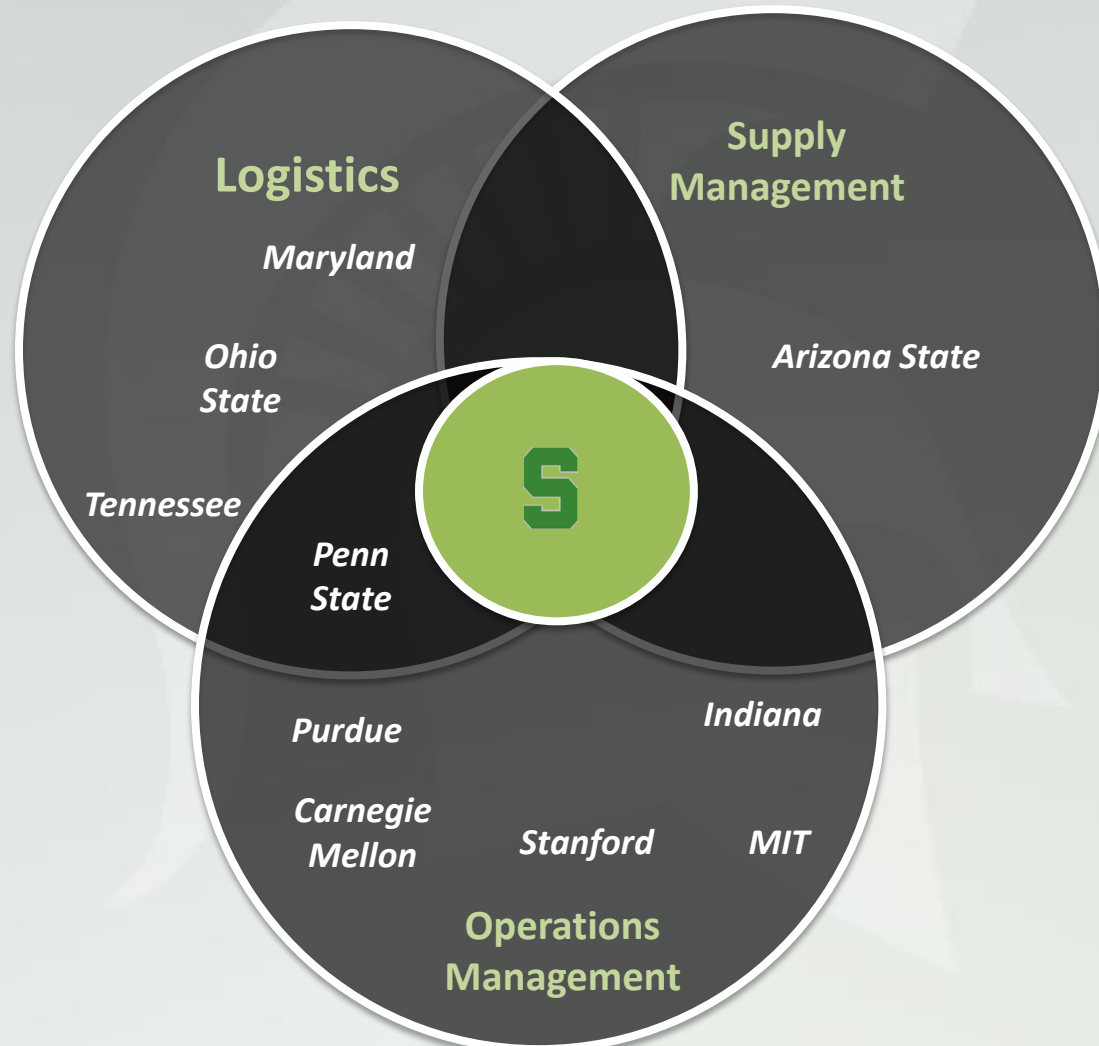
**Bloomberg  
BusinessWeek**

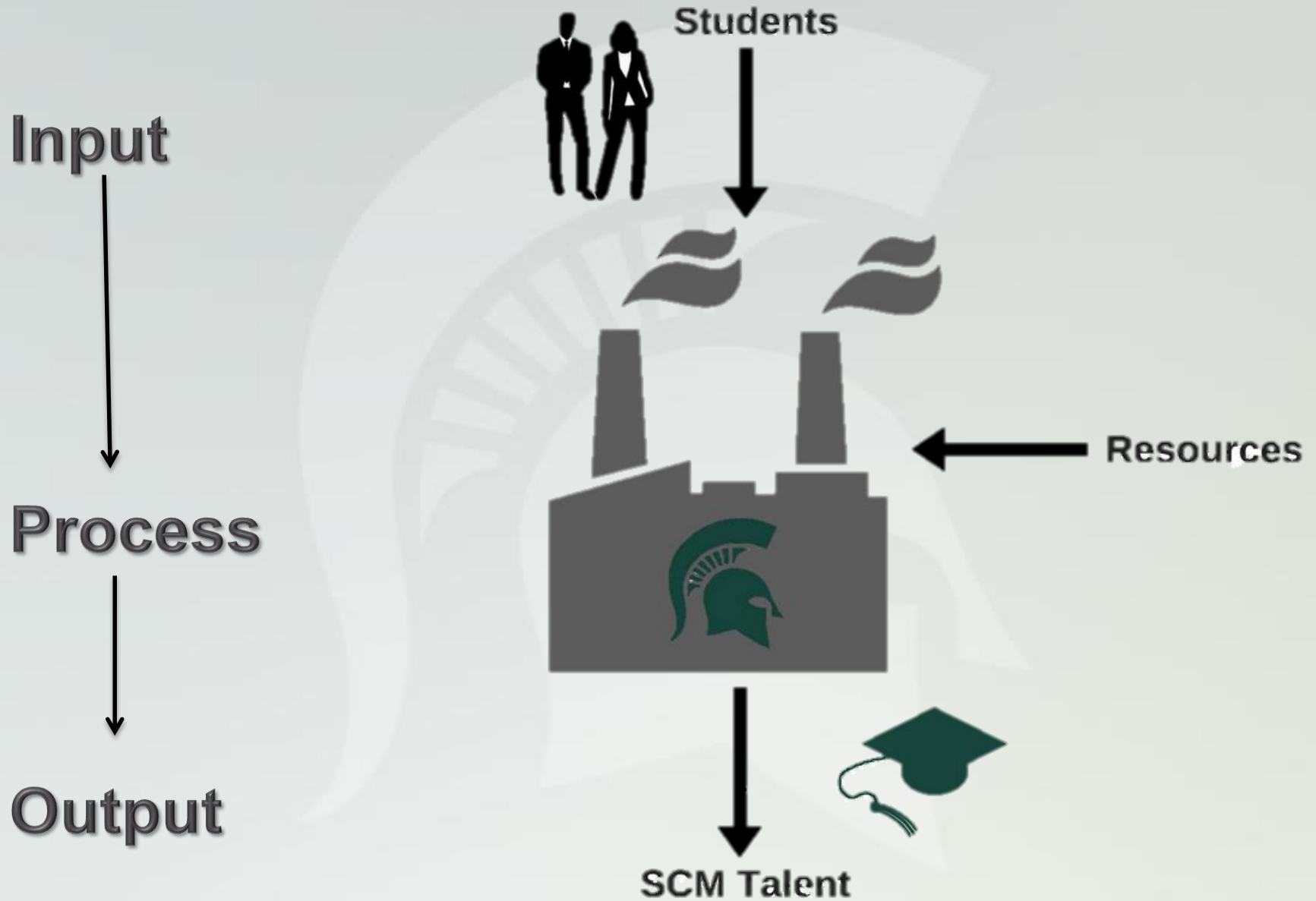
**A+ in job placement for Broad**



**Power influencer per Twitter**

# MSU's Competitive Advantage





# Current State: MSU SCM Talent



- 400 graduates/year (up from 300/year in 2014)
  - International students
  - Average salary: \$60,000 (range \$30,000 - \$85,000)
    - Average bonus: \$5,500
  
- MS SCM graduates/year: 20 in 2016 and 62 in 2017
  
- MBA:
  - SCM concentration: 40 in 2017
  - Average salary: \$102K + signing bonus

# Current State: Supply Chain Talent Shortage



Impending “perfect storm” of supply chain talent scarcity:

- Industry Demand
- Talent Gaps
- Professional dynamics
- Faculty Shortages
- *Forecasting a Supply Chain Talent “Perfect Storm”,*  
[www.supplychain247.com](http://www.supplychain247.com) , 1/20/2014

# 9:1

demand to supply gap for  
supply chain graduates  
([Supply Chain 24/7 August 2014](#))

## [U.S. Roadmap for Material Handling & Logistics](#)

- 1.4 Million New Supply Chain/Logistics Jobs (2014-2018)  
*MHI & Deloitte Study: Traditional Supply Chains to Undergo Radical Transformation By 2025,* [www.supplychain247.com](http://www.supplychain247.com) , 3/30/2015



# Contributing Factors

- Supply chain managers are looking to **science, technology, engineering, and math (STEM)** graduates to fill new supply chain roles—but it’s a tough sell. “Most supply chain leaders would love to hire engineering grads from top schools, but a job in the supply chain at a manufacturer is pretty low on their list,” Benjamin Dollar (Deloitte Consulting) says. **“There’s not enough sex appeal.”**
  - *Supply Chain Talent Crisis Looms, CIO Journal, 6/25/2015*
- A recent article postulated four reasons for the supply chain talent shortage:
  - Industry Is Expanding Faster than Workers Are Becoming Qualified
  - Qualifications Needed for Supply Chain Careers Are Expanding
  - Education Shortage + Companies Have Trouble Gauging a Good Supply Chain Mind
  - **Supply Chain Image Problem – “students stumble into supply from engineering or business”**
  - *Four Reasons for the Supply Chain Talent Shortage, Part 1, sdcexec.com, 2/1/2016*
- MBA students are often “career switchers” seeking SCM degrees after working in STEM related careers (e.g. engineering)
- Most high school students & college freshman don’t know what SCM is

**We need to make kids aware of and excited for supply chain management!**



# Our Approach: Supply Chain STEM Outreach

(K-12+)

2011



## Key Highlights

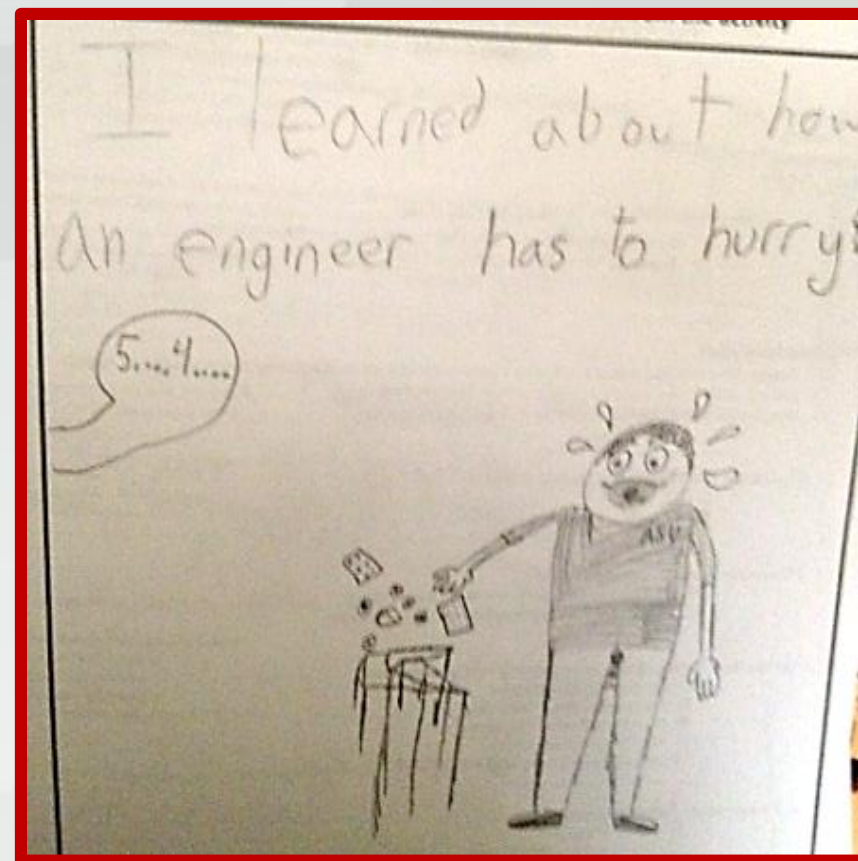
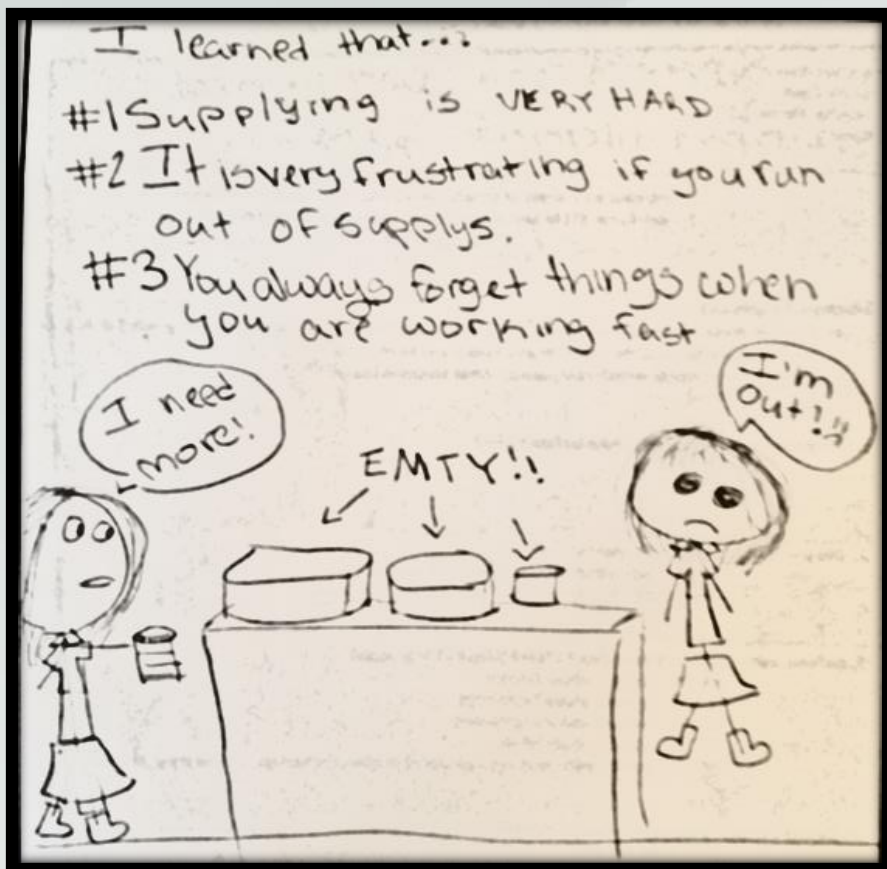
- CSCMP Teaching Innovations Award ('13)
- SCM World Power of the Profession Top 5 Talent Finalist (Jan'15)
- Supply Chain Industry Recognition
  - [Supply Chain Brain](#) ('15)
  - [Supply Chain Navigator](#) ('15)
  - [Supply Chain Mgmt Review](#) (July '16)
- [TIME Magazine](#) ('15)
- Intel's IMEC Shark Tank Winner: Create Non-Profit w/ industry, academia, prof. orgs ('15)
- APICS: Hired Dir. Academic Outreach (June '16). Supply Chain STEM Program Launch (Sept. '16)

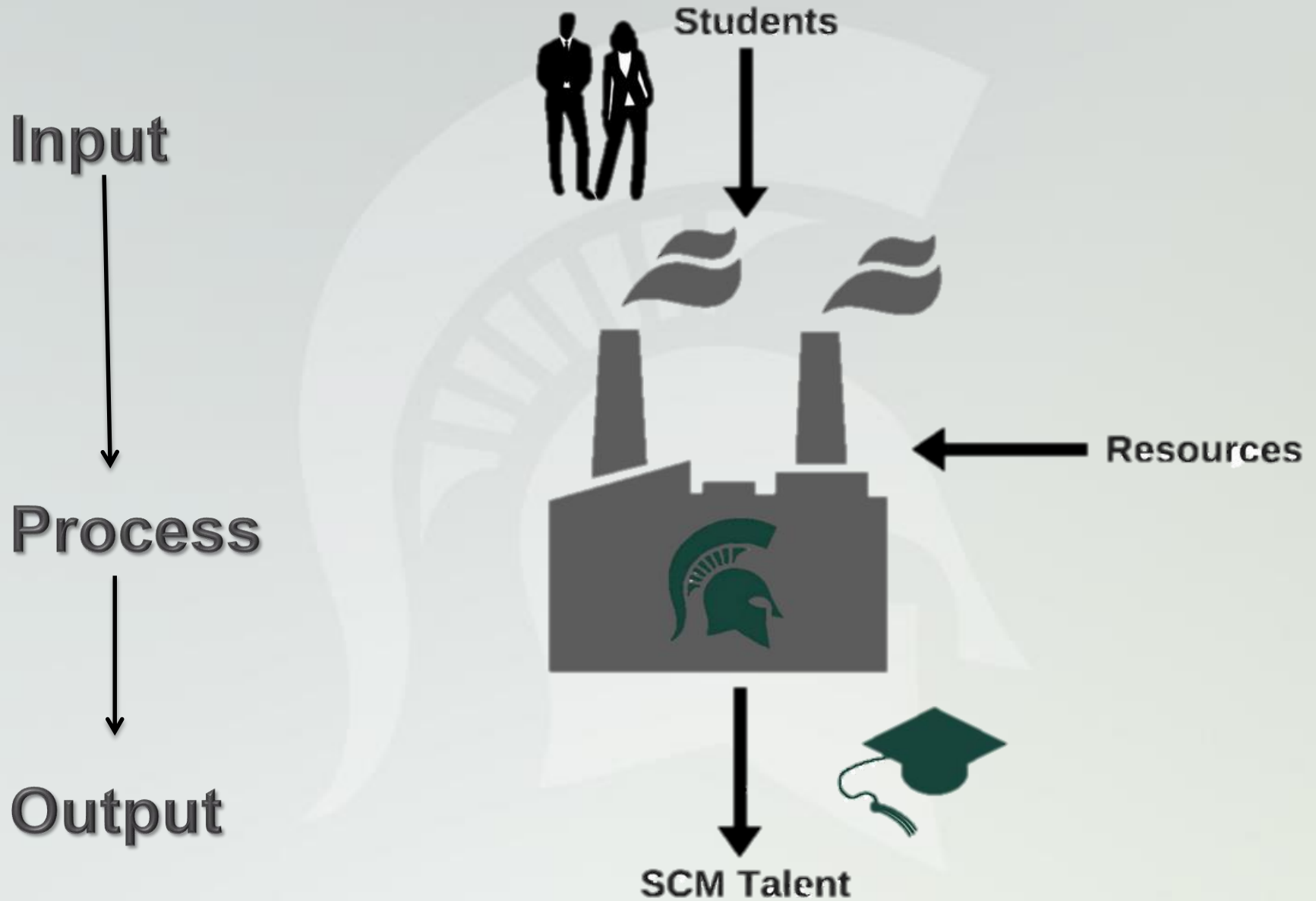






# Middle Schoolers Key Learnings





# Resources

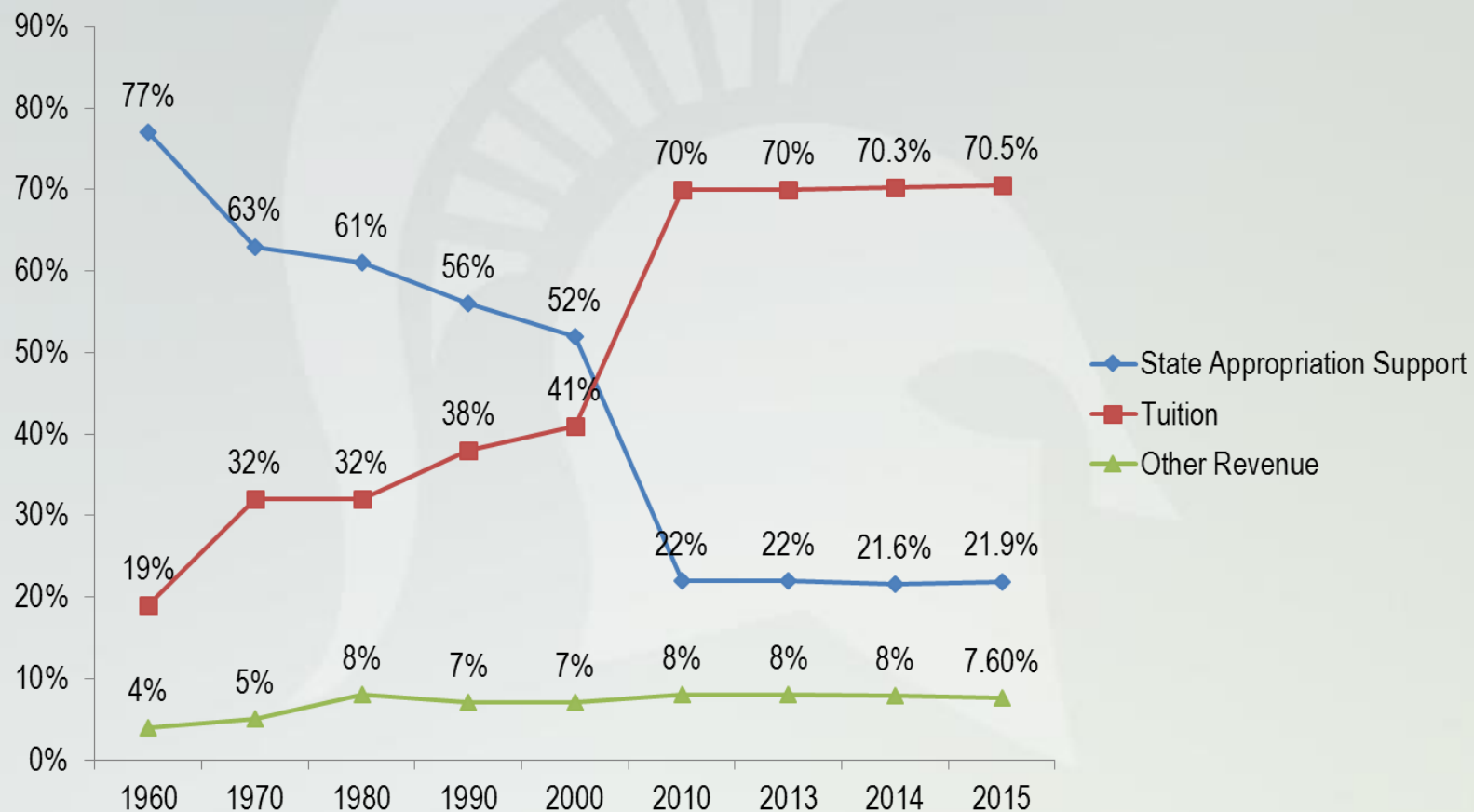


- Faculty
- Facilities
- Student experience



# Resources

## Increasing General Fund Reliance on Tuition Revenue



# MSU Resources



- Attract top faculty
  - Retirements
    - 25% retirement eligible in department
    - Competitive to find, attract, and retain
  - Resources needed for:
    - Endowed chair positions
    - Robust PhD program to continue pipeline
  
- Need updated and expanded facilities
  - Pavilion

# Resources



## ■ Internships/Co-ops

- Create opportunities for underclassmen
- Meaningful assignments
- An engaging manager/supervisor
- Housing provided or allowance
- Opportunities to work/see different supply chain focus area
- Intern activities (social and charitable)
- Lunch and Learns with leadership



# Current State: SCM Talent

- More career opportunities than graduates
- More than 180 companies recruiting at MSU
- Consistent feedback from companies that more graduates who are broad-based leaders are needed



# Solutions: SCM Talent



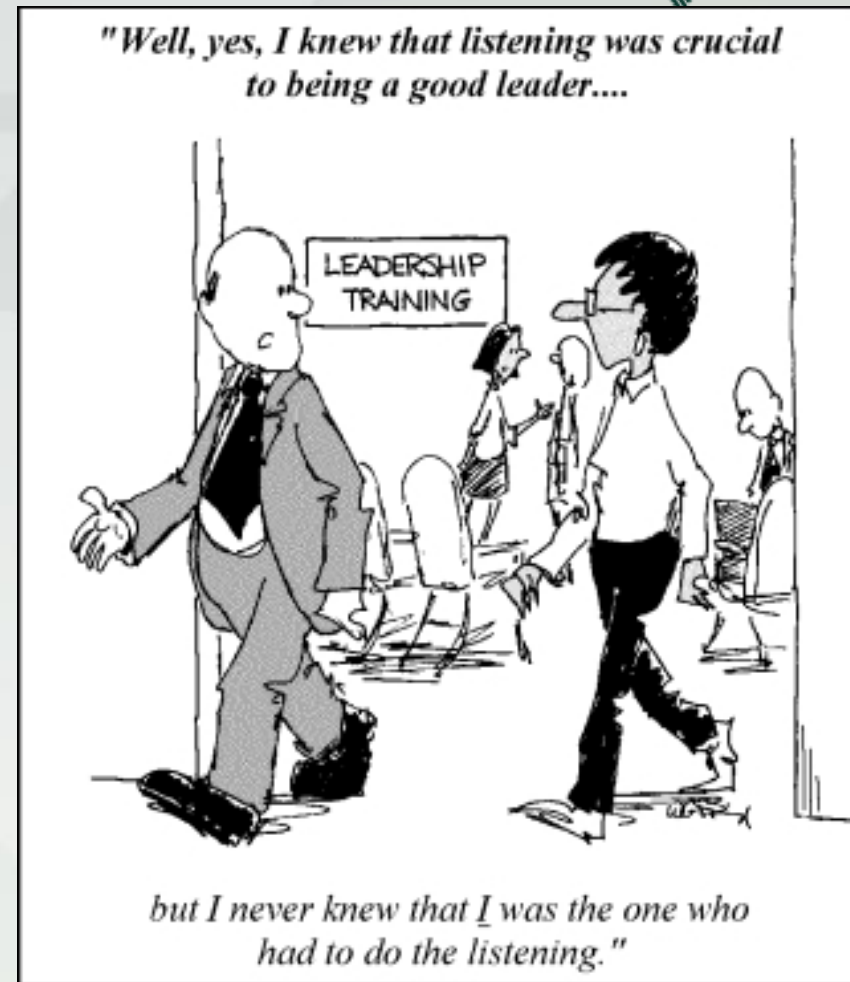
- Post positions on university website
- Visibility on campus outside of career fairs
  - Information Table/Resume Reviews
- Partner with programs that interface with students
  - SCMA
  - SCM Council
  - Residential Business Program
  - Multicultural Business



# Solutions: SCM Talent

## Entry Level Employees

- Communication channels
- Engage them – they want to contribute
- Rotational programs
- Challenging work
- Culture
- Development opportunities
- Mentors



# Solutions: SCM Talent – Post Graduation

If unable to attract enough talent, develop in-house talent:

- MS SCM
- Executive MBA
- Executive Education
  - Certificates
  - Weeklong course
  - Custom program
- National Association Certification
  - APICS
  - ISM
  - CSCMP



