

Imola Green Workforce & Job Training Center

HR Department: Strategic Implementation of Workforce Recruitment

HR Vision Statement: Live, Work, Play

To cultivate a vibrant and inclusive workplace where employees are empowered to live fully, work passionately, and play creatively, fostering a culture of innovation, well-being, and collaboration.

HR Mission Statement

To be a strategic partner in driving business growth by attracting, developing, and retaining top talent through a high-performing, engaged, and inclusive workforce, fostering a Live-Work-Play culture of excellence, diversity, and continuous improvement.

Imola Live-Work-Play Lifestyle Culture

- **Live Fully:** We prioritize work-life balance and employee well-being. By offering flexible work arrangements and wellness programs, we ensure that employees can lead fulfilling lives both professionally and personally.
- **Work Passionately:** We are committed to creating a purpose-driven environment where employees are engaged and motivated. Our focus on continuous learning and meaningful work aligns employees with the company's mission.
- **Play Creatively:** Innovation and teamwork are at the heart of our culture. We promote a collaborative atmosphere where employees can connect, share ideas, and enjoy a dynamic work environment.

1. Imola HR Department

Imola Automotive USA, LLC Human Resource Department is integrated with its Green Workforce & Job Training Center, leveraging innovative recruitment strategies, guiding policies, and creative management practices. The department attracts, retains, and develops top talent by implementing initiatives that prioritize employee well-being and career growth within Imola's unique *Live, Work, and Play* lifestyle culture.

- a. **Purpose:** Imola's comprehensive HR Department is designed to support the strategic goals of Imola Automotive USA LLC, ensuring the effective hiring and management of over 8,400 employees.
- b. **Scope:** Imola HR department manages recruitment, training programs, onboarding, performance management, employee engagement, learning and development, compensation and benefits, compliance, and employee relations.
- c. **Integration:** Employee Recruitment, Orientation, 3-Month Training Certificate Program, Workforce Housing, Employee Career Counseling, Extended Education programs are integrated into effective Employee Management relations.

2. HR Functions & Duties

- a. **Attract Talent:** Implement talent acquisition policies to attract diverse and qualified candidates for all positions within Imola Automotive USA, LLC.
- b. **Develop Employees:** Coordinate and manage continuous learning programs and Green Workforce Job Training initiatives to ensure that all new employees receive the necessary training and skill sets.
- c. **Ensure Compliance:** Maintain rigorous compliance with labor laws and regulations. Implement best practices by developing robust compliance programs that mitigate risks and safeguard the company's reputation.
- d. **Engage Workforce:** Cultivate a positive work environment. Emphasize company culture and employee well-being to drive engagement, innovation, and collaboration.
- e. **Enhance Employee Relations:** Foster strong communication and relationships between management and employees. Ensure open communication channels where employee feedback is actively sought and valued, leading to high workplace satisfaction.

3. HR Organizational Structure

The Imola HR organizational chart includes the Chief HR Officer (CHRO), HR Managers for each major function-- Recruitment, Learning and Development, Compensation & Benefits, Employee Relations-- and HR Specialists and administration support staff.

- a. **CHRO:** Leads the HR department, sets HR strategy, and aligns HR functions with business goals.
- b. **HR Managers:** Oversee specific HR functions, develop policies, manage teams, and ensure the successful execution of HR strategies.
- c. **HR Specialists/Generalists:** Handle day-to-day HR activities, provide support to employees, and assist HR managers with various tasks.

4. Workforce Recruitment Plan

- a. **Workforce Planning:** The hiring plan is developed based on the hiring schedule, staffing requirements, and identification of critical skill gaps.

Hiring Schedule

EV Manufacturing Plant Jobs		Salary
Year 1 *	1123 factory + non-factory employees	Average Annual Salary: \$96K Average Hourly wage: \$46 Factory employees receive specialized Imola Automotive Electric Vehicle Manufacturing and Technology Training and receive certificates.
Year 2 *	420 factory + non-factory employees	
Year 3 *	1300 factory + non-factory employees	
Year 4 *	2781 factory + non-factory employees	
Year 5 *	2782 factory + non-factory employees	
	8406 Total Jobs in Year 5	
Year 5	Manufacturing Plant Jobs-- 7500	Total Gross Wages Year 5-- \$795,285,920 Total Jobs-- 8406
Year 5	Non-Factory Workforce Jobs- 906	

5. **Imola Green Workforce & Job Training Center**

Imola is committed to building a sustainable and inclusive workforce through the Imola Green Workforce & Job Training Center. Integrated with Imola's HR department, this center supports the Live, Work, and Play lifestyle by offering a range of programs including job training, job placements, internships, colleges and university credit partnership, apprenticeships, and scholarships. These programs align with the goals of Imola's technology, education, strategic, and stakeholder partners to train and educate the best skilled workforce in advanced EV manufacturing technologies.

6. **Employee Hiring, Training Certificate and Workforce Housing Programs**

The Imola Green Workforce Center prepares employee training and workforce housing programs, embedding all the features and amenities in Imola Smart Green City's unique Live, Work and Play lifestyle culture in a sustainable living environment. A 3-month EV manufacturing training program focuses on Imola's modular cell production method. Trainees receive hands-on training in Italian artisan craftsmanship, emphasizing precision, quality, and sustainable manufacturing practices. Upon certification, participants join a Decentralized Management with a self-managing 20-person crew, starting at \$45 per hour.

Decentralized Management & Employee Autonomy in Modular Cell Structure: Imola's Manufacturing Plant is organized into 375 modular cells with each cell having 20 employees comprising 2500 sq ft in a dedicated team structure. Employees are empowered in decentralized model with decision-making authority with production schedules, maintenance, inventory management that fosters a culture of innovation. Working in a business culture of innovation & autonomy enhances operational efficiency that begins in the factory and extends into community, creating a seamless connection between work and home life.

Job Title	Hourly Wage	# of Jobs Created Year 1
Director of Manufacturing Plant Production	\$75 p/h	4
Manufacturing Team Senior Supervisor	\$65 p/h	25
Manufacturing Team Supervisor	\$55 p/h	125
Manufacturing Team Member	\$45 p/h	795
Associate Engineer / Draftsman	\$45 p/h	4
Paint Team Member	\$45 p/h	25
Project Manager	\$45 p/h	2
Director of logistics	\$45 p/h	1
Tester/Mechanical Engineer	\$45 p/h	2
Senior IT Director	\$45 p/h	1
Associate Engineer / Draftsman	\$45 p/h	3
Loss Prevention Specialist	\$45 p/h	4
Day Care Supervisor	\$45 p/h	4

Click Links below to see Year 1-5 Job Creation Data Base

**** [Imola EV Factory Jobs Year 1.pdf](#)***

**** [Imola EV Factory Jobs Year 4.pdf](#)***

**** [Imola EV Factory Jobs Year 2.pdf](#)***

**** [Imola EV Factory Jobs Year 5.pdf](#)***

**** [Imola EV Factory Jobs Year 3.pdf](#)***

7. **Recruitment Plan**

Imola's recruitment strategy leverages multiple channels to build strategic partnerships and establish diversity in hiring goals, ensuring a diverse and inclusive workforce in the high-tech EV manufacturing industry. By focusing on advanced manufacturing techniques, and innovations in smart production technologies, Imola is attracting and developing highly skilled employees. This integration of cutting-edge technology and continuous training ensures Imola's workforce remains at the forefront of industry advancements, directly contributing to the superior performance and reliability of its electric vehicles.

A. Digital Recruitment Channels

Imola is establishing accounts with all the targeted digital apps, websites and social media platforms and digital apps to advertise Imola Job openings and cross promote its educational partnership programs that will use click funnels driving traffic to Imola Website, HR Department, Workforce & Job Training Center.

1. LinkedIn: Networking, job searching, and professional development
2. Indeed: Job searching and application
3. Glassdoor: Job searching and company research
4. Monster: Job searching and career advice
5. CareerBuilder: Job searching and career management
6. Google for Jobs: Job searching
7. Facebook: Networking and job searching
8. Twitter: Networking and job searching
9. ZipRecruiter: Job searching
10. AngelList: Job searching in startups
11. Stack Overflow (for tech): Networking and job searching in tech
12. Military.com's: Veteran employers resource center
13. Recruit Military: Will help you create an effective veteran hiring program
14. VetJobs: Largest military-focused recruiting company in America
15. NY State Department of Labor CDO Workforce & Veterans Sites

B. Print Media Recruitment Channels

Placing classified ads in local newspapers will target job seekers directly in their communities, attracting qualified candidates for Imola's workforce needs.

1. Norwich NY: The Evening Sun <http://www.evensun.com>
2. Oneonta NY The Daily Star <http://www.thedailystar.com>
3. Cortlan NY The Cortland Standard www.cortlandstandard.com
4. Binghamton NY Press & Sun Bulletin www.pressconnects.com/news
5. Utica NY Utica Observer Dispatch <http://www.utisod.com>

C. Radio Ads Recruitment Channels

Radio ads can help build Imola's brand presence and awareness in the region, establishing the company as a leading employer in the area.

1. WCDO-FM (100.9 FM) Sidney, NY AC	6. WQBK-FM (Q105.7) Albany Classic Rock
2. WKXZ-FM (KXZ 94) Norwich NY Top 40/Pop	7. WKLL-FM (K-Rock) Utica, Alter. Rock
3. WNBK-AM (1290 AM) Binghamton, NY News/Talk	8. WSKG-FM Binghamton, Public Radio
4. WHWK-FM (98.1 The Hawk) Binghamton, Country	9. WOLF-FM (92.1 FM) Syracuse, Country
5. WAAL-FM (99.1 The Whale) Binghamton, Rock	10. WBKT-FM (95.3 Big Kat), Country

D. Partnerships with Local High Schools

- 1. Job Fairs, Campus Recruitment, Plant Tours:** Imola works with High Schools to attract young talent and individuals looking to enter the workforce directly after completing their high school education or GED; includes working with school counselors and career advisors, teachers; promote Imola's EV manufacturing Plant as viable career option; offering plant tours, host information sessions, participate in job fairs, career days, campus recruitment, youth outreach. Imola will partner with local high schools in work-study programs, allowing students to split their time between school and work. This provides students with valuable work experience and positions your company as a training ground for future careers.
- 2. Apprenticeships, Internship & Scholarships:** Imola will also provide apprenticeship, internship and scholarships programs designed for high school graduates. These programs will provide hands-on experience, basic training, introduction to the Green EV industry
- 3. Social Media & Digital Outreach:** Utilize platforms popular with young audiences by create engaging content that showcases Imola Automotive USA LLC Live-Work-Play culture, entry-level job opportunities, and career advancement possibilities, such as Instagram, TikTok, You Tube and Snapchat, to reach high school students.

E. University Partnerships Recruitment & Job Placement Programs

Imola is forming strategic partnerships with universities that specialize in engineering, EV design, manufacturing techniques, and powertrain technology systems. By collaborating with career services and job placement departments, Imola actively promotes job openings, internships, and co-op opportunities to build a strong talent pipeline.

- 1. Internship and Job Placement Program**
Imola offers comprehensive internship and job placement programs that provide engineering students and recent graduates with real-world experience through hands-on projects and industry experiences. This bridges the gap between academic education and industry requirements, ensuring a steady flow of skilled professionals who are ready to contribute to Imola's state-of-the-art EV manufacturing processes.
- 2. Campus Recruitment Drives:** Imola conducts recruitment drives on university campuses, including career fairs, information sessions, and on-campus interviews. These events target both undergraduate and graduate students pursuing degrees in engineering fields that align with Imola's needs in mechanical, electrical, and other relevant disciplines.

3 Employee Training Certification Program

The specialized training and certification program provides a comprehensive curriculum focused on Imola's advanced EV manufacturing techniques and smart production technologies. This program integrates the latest university research with Imola's cutting-edge EV technologies to deliver rigorous, industry-standard training for employees.

4. University Credit Program

Imola's training programs offer college credit for courses in advanced manufacturing and innovation technologies. This initiative provides employees and interns with valuable, industry-recognized certifications, enabling them to learn and operate advanced EV manufacturing processes at Imola Automotive USA EV manufacturing plant.

F. Vocational School Graduates

Imola is creating partnerships with local & regional vocational schools to develop training programs focused on EV manufacturing and sustainable technologies. These collaborations also include tailored recruitment strategies with the schools' job placement services, streamlining the hiring process for Imola.

- 1. Apprenticeships and Co-Op Programs:** Imola is developing apprenticeship and cooperative education programs for vocational students. These initiatives provide hands-on experience with advanced EV manufacturing techniques, bridging the gap between academia and real-world application. These programs prepare students for full-time EV positions at Imola, thereby creating a pipeline of skilled candidates.
- 2. Guest Lecturing and Workshops:** Imola will host guest lectures, workshops, seminars to engage with vocational students introducing Imola's values, job opportunities, and positioning Imola as a desirable employer.
- 3. School Job Boards, Email Campaigns, and Information Sessions:** Imola has developed targeted recruitment efforts aimed at vocational school students using school job boards, email campaigns, and information sessions that are focus on promoting Imola career paths that align with the students' training and skills.
- 4. On-the-Job Training & Certification Programs:** Imola has programs that offer vocational graduates on-the-job training to gain industry-specific certifications. These programs enhance vocational graduates' skill sets and ensuring they can effectively contribute to Imola's operations.
- 5. Job Shadowing Opportunities:** Provide vocational students with opportunities to shadow Imola employees, offering real-world exposure to careers in EV manufacturing, sustainable construction, and business management. This hands-on experience helps students understand the work environment and career paths at Imola.

G. Veteran Recruitment: Enhancing Workforce with Military Expertise

Veterans bring a strong work ethic, discipline and leadership skills honed through military service, making them ideal candidates for tech industries like EV manufacturing. Their experience in high-stakes environments and commitment to mission success align perfectly with innovative, tech-focused companies. Bringing this highly skilled talent pool to Imola, enhances operational excellence and innovation and plays a vital role in reducing veteran unemployment. The veteran program includes targeted outreach, tailored job placements, and specialized training programs that align veterans skills and experience in EV manufacturing, engineering, and operational leadership. The program enables veterans to contribute to sustainability, efficiency, and technological leadership.

1. Veteran Employment Networks and Job Portals

Imola leverages specialized veteran employment program with affiliate networks and job portals dedicated to connecting veterans with civilian career opportunities. Utilizing Military.com RecruitMilitary and VetJobs networks, Imola's veteran job openings reach a highly skilled and disciplined talent pool. These networks provide direct access to veterans actively seeking employment who bring strong work ethics, leadership, and advanced technical expertise. This veteran program enriches Imola's workforce with veterans enhancing operational excellence and driving forward sustainable and advanced manufacturing initiatives.

2. Strategic Partnerships with Veteran Organizations

Imola is establishing strong partnerships with prominent veteran organizations, including the Department of Veterans Affairs, Hire Heroes USA, and the Wounded Warrior Project. These collaborations provide direct access to a network of skilled veterans transitioning into civilian roles. Imola leverages these alliances to participate in veteran-specific job fairs, joint training programs, and initiatives that streamline the hiring process for veterans, ensuring a steady flow of qualified candidates. These partnerships enhance Imola's recruitment efforts by providing targeted outreach and support, positioning Imola as a leading employer for veterans looking to apply their leadership, discipline, and technical skills in the advanced EV manufacturing sector.

3. Veteran Internship and Apprenticeship Programs

Imola offers Veteran internship and apprenticeship programs that integrate directly into EV manufacturing and sustainable development projects. These programs provide hands-on experience with Imola's advanced manufacturing technologies and sustainable practices. By equipping veterans with industry-recognized certifications, the practical experience gained ensures veterans are well-prepared for full-time careers, creating a robust pipeline of skilled employees ready to contribute to Imola's success.

4. Veteran Mentorship Program

Imola's veteran mentorship program pairs seasoned veteran employees with newly hired veterans to provide guidance, support, and career development. This helps the transition from military to civilian employment creating a strong sense of teamwork. By leveraging the experience of veterans, new hires receive personalized career advice and assistance, accelerating their integration into Imola and enhancing career growth.

5. Military-to-Civilian Career Transition Support

Imola provides a Military-to-Civilian Career Transition Support Program that aligns veteran military skills with civilian roles through mapped career development planning. This includes formal onboarding, specialized training programs, continuing education opportunities, leadership development workshops, career counseling. This program is designed to help veterans advance into higher-paid positions by developing new skill sets, reinforcing Imola's commitment to valuing veterans' contributions, and ensuring long-term career success.

6. Veteran Relocation & Transition Assistance Program

Imola offers comprehensive relocation and transition assistance packages to support veterans moving to Imola Smart Green City. This program includes financial assistance for moving expenses, temporary housing, and options for permanent housing. Services extend to helping veterans navigate local resources, access public services, local facilities understand community amenities, and integrate into their new environment. By facilitating a smooth relocation process, Imola ensures that veteran employees feel welcomed, supported, and ready to contribute.

7. Veteran Integration & National Engagement Program

Imola's Veteran Integration & National Engagement Program is designed to create a national transformational awareness movement focused on the veteran quality of life with tech employment jobs, work-force housing and career development in the Imola Smart Green City's *Live, Work, and Play* lifestyle culture. The program integrates various initiatives, national outreach campaigns, community support services, advocacy efforts and employee resource groups that recognize and celebrate veteran contributions and recognition events including Veterans Day, Memorial Day, Independence Day, Armed Forces Day, Flag Day, Pearl harbor Remembrance.

From mentorship programs that leverage the experience of veterans, leadership training, and opportunities for veterans to participate in decision-making processes, to strengthening their roles in shaping Imola's future, Imola is committed to empowering veterans in a fulfilling and prosperous Imola career.

8. Collaboration with State & Federal Veteran Employment Initiatives

Imola aligns its veteran EV manufacturing plant job recruitment programs with the Federal and State government department employment programs that offer incentives for hiring veterans. By participating in Federal and State initiatives, Imola enhances its recruitment capabilities and positions itself as a leader in veteran employment and support for sustainable, green technology development. Imola is participating in the following Federal government initiatives:

Veterans Employment and Training Service (VETS)	U.S. Department of Labor
Hiring Our Heroes	U.S. Chamber of Commerce Foundation
Vocational Rehabilitation and Employment (VR&E)	U.S. Department of Veterans Affairs (VA)
Work Opportunity Tax Credit (WOTC)	U.S. Department of Labor/IRS
SkillBridge Program	U.S. Department of Defense (DoD)
Veterans Affairs Compensated Work Therapy (CWT)	U.S. Department of Veterans Affairs
GI Bill/Veteran Rapid Retraining Assistance Program	U.S. Department of Veterans Affairs
American Job Centers (AJCs)	U.S. Department of Labor
Veterans Integration to Academic Leadership (VITAL)	U.S. Department of Veterans Affairs
Helmets to Hardhats	Non-profit Foundation/USA military support
U.S. SBA Veterans Business Outreach Center (VBOC)	U.S. Small Business Administration (SBA)
Veteran Readiness and Employment (VR&E)	U.S. Department of Veterans Affairs
Soldier for Life-Transition Assistance Program	U.S. Department of Army
Army Career Skills Program (CSP)	U.S. Department of Army
Navy Transition Assistance Program (TAP)	U.S. Department of Navy
Navy Credentialing Opportunities Online (COOL)	U.S. Department of Navy
Marine for Life Network	U.S. Marine Corps
Marine Corps Transition Readiness Program (TRP)	U.S. Marine Corps
Air Force Transition Assistance Program (TAP)	U.S. Department of Air Force
Air Force Credentialing Opportunities Online (COOL)	U.S. Department of Air Force
Space Force Transition Assistance Program (TAP)	U.S. Space Force (USSF)
Coast Guard Transition Assistance Program (TAP)	U.S. Coast Guard (USCG)
Coast Guard Credentialing Opportunities Online-COOL	U.S. Coast Guard (USCG)
National Guard Employment Support Program (ESP)	U.S. National Guard
National Guard Transition Assistance Program (TAP)	U.S. National Guard

H. Mainstream Recruitment: Diverse Talent Pool

Imola's utilizes recruitment strategies that penetrate the mainstream population building a strong and diverse workforce by attracting talent, from various backgrounds, educational experiences, and geographic locations. The approach includes strategic job postings on major online platforms, partnerships with local and regional employment agencies, and participation in national and regional job fairs. By leveraging digital marketing, radio and print advertising campaigns to reach a wide audience, Imola's job opportunities are visible to a broad audience. An employee referral program encourages current team members to bring in talent from their networks, creating a vibrant pipeline of potential hires. The recruitment process is designed to identify the best talent based on skills, potential, and alignment with Imola's core values. By hiring from the general population, Imola strengthens its team's capabilities and drives forward its commitment to Italian craftsmanship, innovation, sustainability, and excellence in the EV manufacturing industry.