

# How The Henry Ford Complex Manages Over 1,000 Shifts Daily with Just 3 People

## CLIENT

The Henry Ford

## LOCATION

Dearborn, MI

## WEBSITE

[thehenryford.org](http://thehenryford.org)

On a sprawling 92-plus-acre site in Dearborn, Michigan, more than 1.7 million visitors annually experience 300 years of American innovation, ingenuity, resourcefulness, and perseverance at the five attractions on site: The Henry Ford Museum of American Innovation, historic Greenfield Village, the Ford Rouge Factory Tour, The Benson Ford Research Center, and The Henry Ford Giant Screen Experience.

However, one American innovation that helps keep the popular attraction complex humming is not on public display. It's ScheduleSource's innovative workforce management software, which runs behind-the-scenes to ensure that the attractions are fully staffed for all of those visitors—from peak season in the summer and holidays to the off-season.

“It's a large complex site,” says Ann Marie Bernardi, senior manager for administration and scheduling in the guest services unit of The Henry Ford, who has worked at the museum for 38 years. “We need to make sure we have coverage for all our units—Guest Services, Contact Center, Food Service, and Security.” The Henry Ford Museum of American Innovation and Greenfield Village programs unit also incorporates ScheduleSource's software in their operations daily.

ScheduleSource's TeamWork software was first introduced in the museum's guest services unit, which handles all front of house ticketing and guest relations for the attractions, starting in late 2004. In addition to guest services, ScheduleSource now handles scheduling for food services (in the museum and village), security (a 24-hour operation), and the contact center (incoming calls, information and orders for tickets), as well as for all the Henry Ford Museum of American Innovation interpreters, crafts demonstrators, train and Model T operators, and presenters in the Greenfield Village and Ford Rouge Factory Tour.

## Swapping Inefficiency for Collaboration

The Henry Ford attractions offer a huge, fascinating, and eclectic collection of historic artifacts, from a restored Model T Ford to Thomas Edison's Menlo Park Laboratory to George Washington Carver's cabin to the Wright Brothers' original shop to Buckminster Fuller's Dymaxion House. And then there's the bus where Rosa Parks refused to give up her seat, the chair President Abraham Lincoln was sitting in when he was assassinated, and the limousine in which President John F. Kennedy was shot and killed. And so much more.

During the peak seasons, the attractions need to schedule more than 1,000 workers daily, ranging from young students to mentoring adults.

Before ScheduleSource, scheduling was still being done by “pen and paper,” Bernardi says. With many part-time workers and differing needs at different times of the year, scheduling by hand was a constant challenge.

Shift swapping—which is so common in the attractions and entertainment industry—used to consume about 80 percent of supervisors’ time, just making sure shifts were covered, she says.

“The day that we’d post the schedule, we’d have to track swaps that were going back and forth,” Bernardi recalls.

That all changed with ScheduleSource. Instead of a team of supervisors frantically trying to keep up with all the changes flying around the office on paper, employees now collaborate to work out scheduling needs.

---

**“The biggest positive is having the employees be responsible for their schedule,” Bernardi says.**

---

## Moving Forward

ScheduleSource has worked with The Henry Ford attractions to create specific reports they need to run efficiently. For instance, there’s a simple checklist that supervisors can use in the morning to generate a report tracking who’s there, who’s late, who’s absent, etc.

They came up with another report that tracks ongoing attendance issues, monitoring which individual employees need to meet with a guest services manager.

With specific coding created for The Henry Ford complex, ScheduleSource also helps the attractions make sure that minors who work there stay within the legal limits on hours, and have an older mentor scheduled to work with them if they’re in an area that deals with cash.

And Bernardi is a fan of a new bar graph feature the software offers that “gives you an idea of when the bulk of the employees are here, and also gives you an idea of who’s where.”

The Henry Ford business units are even using the software’s messaging function to send out notices on parking restrictions, special meetings, and other organization-wide announcements.

“We’ve come up with different processes to help us move forward,” Bernardi says. “That’s why it only takes three or four individuals to handle the 500 employees that we schedule for the other units.” The scheduling administrators perform other responsibilities due to the ease and efficiency of the ScheduleSource software.

Workers can now swap shifts, pick up extra shifts, and schedule vacation on their own, without managers having to monitor daily all of the individual requests.

“The employees like it because they can use their phones, their iPads, computers to check their schedules and swap shifts,” Bernardi says. “For any employee who doesn’t have a computer at home, we have sites here in the museum and village where they can access and print out their own schedule.

It has provided flexibility, ease and acknowledges the employee is responsible for their schedule.”

## Always There

Maintaining the ScheduleSource system requires little time and effort on the part of Bernardi and her Administrative Team, who are usually able to handle upgrades themselves.

“I really appreciate that Schedule Source provides us a heads-up before an upgrade,” she says. “If we do have an issue, we usually call support and they help us through any software issues.

“ScheduleSource Support Team has always been there when we’ve needed them.”

---

Contact ScheduleSource today to get started.

[SCHEDULESOURCE.COM](https://www.schedulesource.com)

1.888.553.8881 | [SALES@SCHEDULESOURCE.COM](mailto:SALES@SCHEDULESOURCE.COM)

P.O. Box 428, Nederland, CO 80466-0428