

WHO THEY ARE

Gen Z: Those born between 1997 to 2012

Diverse.

Gen Z is the most diverse generation in U.S. history with more than 49% "non-white."

Social.

They're on social media, but workplace leaders may feel that Gen X's "basic" social skills need development.

Tech Savvy.

They're "digital natives" - Gen Z has always had technology as part of their lives, and expect it to be integrated into their work.,

Less physical.

In general, they didn't play outdoors or work around the house, so hands-on and physical skills may not be as strong as previous generations.

Mobile.

Gen Z is 32% more likely than millennials to leave a job and twice as likely as Gen X.



Recruiting the Incoming "Gen Z" Workforce

WHAT THEY WANT

Flexibility.

They want flexible scheduling, locations, and rules.

Mental Health.

Gen Z places a higher value on psychological safety on the job, availability of mental health support is highly valued.

Diversity.

When Gen Z is weighing career opportunities, company policies on topics such as diversity, inclusion, and the environment matter.

Fair Pay.

Only 69% of Gen Z believe they're fairly compensated for their work.

Work/Life Balance.

In general, they're more focused on a balance between personal and career development and priorities. For example, they'd rather have time off than overtime.

Input.

They expect to have a voice in workplace decisions.

Mentors.

They want mentors who can help them get integrated quickly as they start their job.

Strong Career Paths.

Training and development opportunities are highly valued, as are clearly defined career path options.

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Get Trade Skills in Schools

School shop classes and trade skill education are almost non-existent. Here's how to help support trade education in your local schools.

Promote trade curriculum.

Several workforce development organizations (WDOs) have developed support materials for teaching instructors how to teach trade skills. Some generate interest in the trades, others prepare students for apprenticeships, some allow them to finish the first year of apprenticeship classes and begin second year courses while earning second year pay. Talk about these options with your local middle and high schools.

Teacher tours.

Contractors and Workforce Development Organizations (WDOs) are successfully hosting in-depth tours of exciting worksites and fabrication shops to high school personnel, so teachers and administrators can relate to and understand student interest in careers in the trades.

HELPING CANDIDATES GET NEEDED SKILLS

MATH

At least 50% of organizations say they stress math skills in their programs

LEADERSHIP

SkillsUSA holds national leadership competitions, including students from regional chapters across the United States

ADDITIONAL SKILLS

More than 50% of programs help develop skills in resume writing and/or interviewing skills

Show them needed skills.

Many teachers aren't as aware as they could be about the academic skills needed to work in today's trades. Tours, conferences, and networking can help them understand the math and technology skills needed to be successful in today's trade careers.

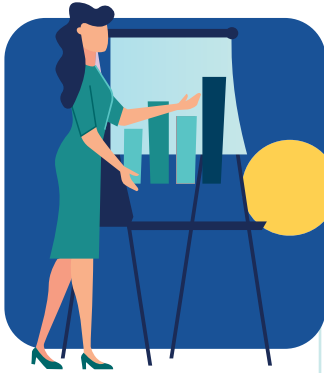
Educator conferences.

Build networks and stay apprised of trends in education by attending teacher conferences.

CTE-based schools.

Careers in Technical Education certified schools are often very receptive to adopting trade-based curriculums. Check with your local schools to see which schools are certified in your area.

Successful Communication Strategies



Trades vs. College

- Earn to Learn - students get paid to work while learning
- No education debt
- Bigger pool of job opportunities
- Some pre-apprentice programs help students earn certificates including GED, OSHA and National Center for Construction Education and Research (NCCER)
- Regional and national certifications are available



Effective Advertising

- Advertising isn't often used for recruiting
- But when it is:**
- Regional radio spots
 - Regional TV spots
 - Target parents and prospective students

Job Fairs:

- High School
- Military
- Community at large



Events Camps

- One day to weeks
- Attracts parents and prospective students
- Communicate benefits of trade career with a Parent's Night
- Screen kids for readiness for pre-apprenticeship programs

Community Events

- WDOs (Workforce Development Organizations) hold events at worksites, Union/Association halls, or rent large community locations



Websites & Social Media

- Social Media
 - + Most Common - Facebook page
 - + Second - Instagram
- Industry contacts find short, impactful videos are productive
- Some use third parties for internet content creation, such as Union Up and Transfr



Partnerships

Pair with third parties with similar goals to:

• Create Awareness

example:
Some WDOs connect with groups like their local Boys and Girls Clubs and the Urban League

• Develop Relationships

example:
Some WDOs forge ongoing relationships with organizations such as regional non-profits, religious and/or social organizations



Conferences

- Create relationships with teachers and employers
- Virtual Reality (VR) exhibits are a huge success among middle and high school students
- High school students responding to "Summits" - events including keynote speakers, hands-on competitions for skills & leadership, tech demonstrations, and guided tours of manufacturing companies exhibits

Persuading Parents

help steer middle and high schoolers toward the trades

● **Key influence.**

Parents hold great weight regarding their child's decisions about continuing education and career choices.

● **To degree or not to degree?**

For the most part, parents erroneously believe that a college degree is needed to succeed in the workforce.

● **Show them the money.**

Communicate to parents and students that there are significant financial benefits to choosing a career in the trades, including:

- No massive debt upon graduation
- Apprenticeships pay during training
- Compare starting salaries – the average college grad starts at \$50,000-\$52,000 a year, while electricians, for example, average a starting average a starting salary of \$64,000-\$84,000.

● **Bragging rights.**

Every parent is proud to say their child earned a scholarship, so consider positioning apprenticeships as scholarships, even if they're free.

● **Show & Tell.**

Provide a place where you can show parents the trades in action – hold events at a showroom, worksite, parent's night, or other community event.



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Creative Recruiting



Reaching populations other than high school students for recruiting trade workers.

Women

- Women currently make up only 2% of the trade workforce
- Underutilized potential for growth
- Ideas for attracting more women to the field include providing:
 - Childcare Services
 - Work Clothing
 - Financial Assistance
 - Transportation
- ANEW and the National Association of Women in Construction are dedicated to improving access to trade career pathways and opportunities.

Retoolers

- Experienced workers looking to change careers by learning a trade through opportunities or education.

Military

- Most outgoing military and ex military personnel are recruited through job fairs designed for that population.
- Special military-focused training programs such as the *SMART Heroes* program and *Helmets to Hardhats* help military personnel successfully transition to civilian life and train for careers in the construction industry through multiple hands-on apprenticeship programs.

Disadvantaged Kids

- Eligible students attend “mental toughness” boot camps to prepare them for pre-apprenticeship programs.
- Workforce Development Organizations (WDOs) forge relationships with organizations with similar purposes, including regional non-profits, religious and social organizations, as an outreach avenue for disadvantaged kids.

Ex-offenders

- Individuals previously incarcerated can have difficulty finding training and employment. Several organizations have developed effective apprenticeship and pre-apprenticeship programs for this population.

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