

ENGAGING THE RIGHT APPRENTICE/EMPLOYEE CANDIDATES: ONE SIZE DOES NOT FIT ALL

07/31/17 NTI "C" 12:45-2:15
Presented by: L. Joe Shorter, Ph.D.
Executive Director ELECTRI and NECA Director of Research

BUT TO PUT IT INTO PERSPECTIVE



On average:
Adults check their mobile **30 TIMES/DAY**
Millennials check their mobile **150 TIMES/DAY**
They spend **177 MINUTES ON THEIR PHONE/DAY**,
meaning a session is **1 MINUTE 10 SECONDS LONG!**

FOR JOB SEEKERS USING SOCIAL MEDIA AND ONLINE RESOURCES – IT'S ABOUT CONNECTION AND CUSTOMIZATION

One size does not fit all when it comes to engaging prospective employees.

AS INCOME AND/OR CAREER LEVEL INCREASES/RISES, REGULAR USE OF SOCIAL MEDIA PLATFORMS INCREASES/RISES

- Income Level
 - Income levels correlated with job search activity
 - Earn less than \$70K/yr., 1.6X more likely to seek out new jobs than those earning more than \$70K/yr.
 - Earn less than \$150K/yr., 2.5X more likely to seek out new jobs than those earning more than \$150K/yr.
- Employer Websites
 - 86% of job seekers gather information about employers or positions online
 - Search engines was the second most popular place to find information about potential employers or positions
 - Finally, job seekers site “peers” as the third source of information for finding out more about jobs and employers



MORE THAN 70% OF SOCIAL MEDIA USERS HAVE FACEBOOK ACCOUNTS

AND, they use their facebook accounts to learn about organizations and available jobs.

TRADITION STILL TRUMPS TECHNOLOGY IN THE INTERVIEW PROCESS

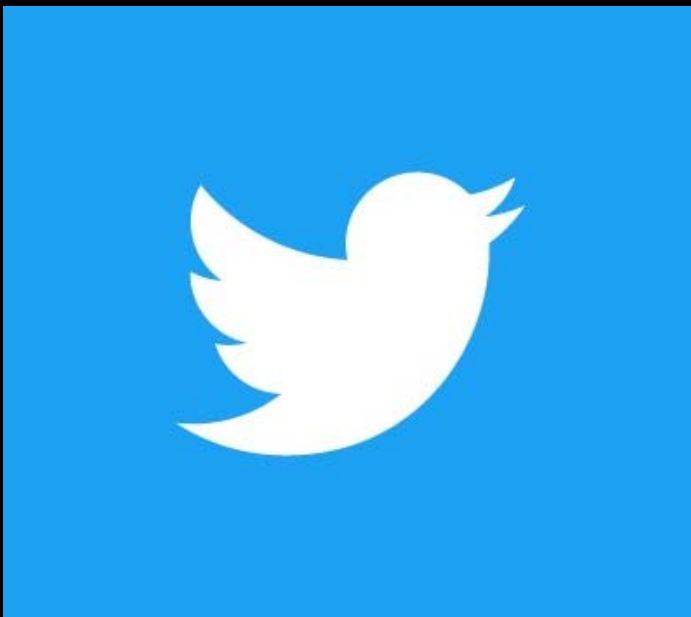
Virtual job interviews are more timely and cost-effective, but candidates are not at ease and often do not present their talents in the best way possible.

WHICH TYPE OF INTERVIEW FORMAT IS MOST PREFERRED?

- Initial phone call
- Telephone conference interview
- Video resume
- In-person group interview
- Video conference call
- In-person interview with a hiring manager

Ranked in order of preference:

- In-person interview with a hiring manager
- Initial phone screening interview with recruiter
- Telephone conference interview
- In-person group interview
- Video conference interview



**JAMES
MCCOY**

"By maximizing their presence on and engagement with carefully selected social media platforms, employers can attract and engage the right candidates faster and more efficiently."

HIGH-TOUCH AND HIGH-TECH

Technology is an important tool but don't overlook the value of personality and connection - they matter just as much, if not more.



A CLOSE 2ND TO THE IN-PERSON WAS THE TELEPHONE CONFERENCE INTERVIEW

- *Unable to participate in an in-person interview due to distance or other circumstances, candidates (men and women) are comfortable having a telephone conference*
- *Telephone conference interviews are most preferred by part-time, contract and/or temporary candidates*
- *Younger, lower career level candidates were not comfortable with telephone conferences*





**SIZE OF U.S. CONSTRUCTION
WORKFORCE DECLINED
FROM 10.6M TO 10.4M FROM
2010 TO 2016**

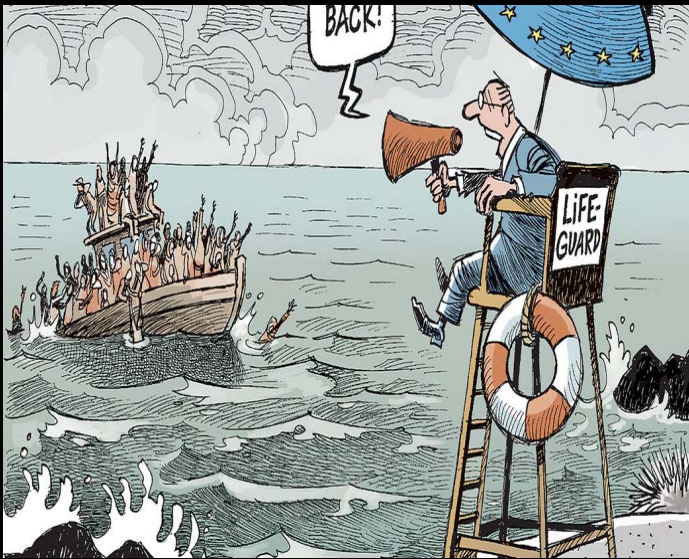
According to new U.S. Census data presented by Issi Romem, chief economist at BuildZoom, in contrast between 2000 and 2005 it swelled between 9.3M and 11.5M.

"The industry has lost a lot of its younger workers and hasn't been able to bring them back."

WSJ, B6, 07/26/17

ULTIMATELY....

- Hiring managers and recruiters will make connections with candidates
- These are the people who will share a compelling value proposition resulting in the right hiring decision
- Technological applications and social media can influence the entire job search process
- *BUT, nothing substitutes for human interaction*



PERSONALITY IS KEY

- Conducting in-person interviews, personalities of hiring managers and recruiters is key
- Top talent will immediately take note of any personality mismatch
- Candidates who can't find any good rapport with interviewers will look elsewhere
- Desirable candidates will be lost to other employers, including competitors

DETERMINE HOW TO ENHANCE ONLINE INTERACTION AND WHICH SOCIAL MEDIA PLATFORMS DESIRED TALENT MOST PREFER

Once employers determine the type of employee they want to hire, the employer website becomes the #1 resource those desired candidates will use in their job search.

DEVELOP A MORE **ROBUST** CAREER SITE ON YOUR COMPANY'S WEBSITE

- Compatible with most operating systems
- Should be device-agnostic
- Can work on and be easily viewed on different types of devices
- Notebooks, tablets, PCs and smartphones
- **Maximize** your talent attraction quotient
- Ensure **greater** and **quicker** engagement with the right talent
- Display relevant, user-friendly, compelling, easily digestible content
- Showcasing your brand, culture, available jobs, the hiring process, and professional growth and development paths

HARNESS AND FOCUS

- *Harness – your institutional knowledge*
- *Focus – your talent acquisition on more efficient and effective targeting of top talent*
- There is **NO** cutting corners when it comes to providing a positive candidate-centered experience.

CREATE THE EXPERIENCE CANDIDATES WANT

Candidates are becoming more sophisticated in the way they look for positions, but nothing can serve as substitutes for a compelling value proposition, personal interaction and online resources that reinforce your brand.



"We're looking for someone with the wisdom of a 50-year-old, the experience of a 40-year-old, the drive of a 30-year-old and the pay scale of a 20-year-old."