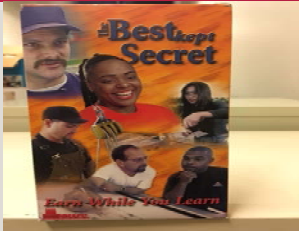


LEVERAGING OUR BEST ASSET/BIGGEST SECRET

YOUR TRAINING CENTER IS A VALUABLE MARKETING TOOL IF USED PROPERLY AND PRESENTED TO CANDIDATES, CUSTOMERS, AND THE COMMUNITY

WE CAN'T AFFORD TO KEEP IT A SECRET ANY LONGER!



Executive Summary

Successful training centers are those that focus on providing high-quality, industry-relevant training to their students. This focus on quality is what sets them apart from other training centers and is the key to their success.

50%

of the quality workforce will be retiring over the next five years.



WHAT ELSE IS GOING ON?

- Other industries "stealing" available help
- Construction Industry does not look forward – it only reacts
- Lot of people left industry when we hit "rock bottom" and won't come back
- Lost a lot of experience when retirements and economy tanked at the same time
- Loss of supervisors of all types along with the skill set needed to "run work"
- JATC's stopped recruiting because we did not need the help
- Industry has grown....but we haven't

WHAT REALLY HAPPENED?

- At peak in 2006 - construction industry employed 7.7 million people
- Years following construction industry lost 2.3 million jobs or about 29.8%
- Prevailing view is that about 15% of those left construction industry forever
- 2007 - there were 1.9 million immigrants construction workers in USA and now about 1.3 million, for a loss of 600,000 – could certainly be getting worse under new Administration
- 2006 -18% of new hires were between ages 19-25. By 2013 that rate dropped to 13%, with less going into construction
- Estimated that 1.1 million experienced construction workers will retire in next 10 years

WHAT'S COMING UP IN THE CONSTRUCTION MARKET

VALUE OF NON-RESIDENTIAL CONSTRUCTION - PUT IN PLACE 2008-2018
(MILLIONS OF DOLLARS)



SO IS THERE A REAL PROBLEM?

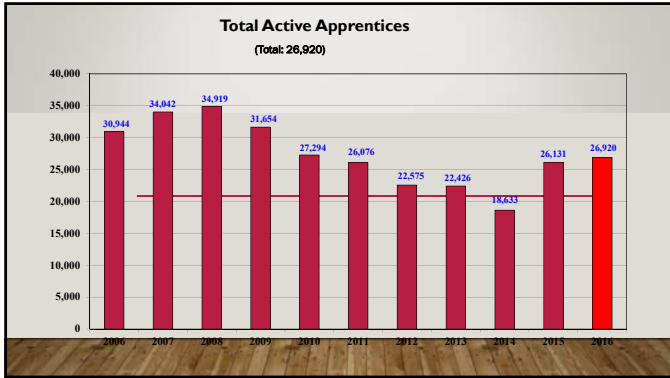
- We think there is
- The press thinks there is...Google "Construction Labor Shortage 2017" you will get over 12 million articles
- Industry thinks there is
- Contractors think there is
- Our customers think there is
- So there is a real problem.
- But wait THERE IS MORE!!

THE PERFECT STORM RECRUITING IN AN EVER INCREASING COMPETITIVE ENVIRONMENT

- The construction workforce in America is under pressure from multiple angles
- Baby Boomer generation retirements are draining the ranks of skilled tradespeople
- Millennials are largely unattracted to traditional jobs in manufacturing and construction
- Educators' biased view of college bound versus vocational/technical bound students
- Systemic absence of any industrial arts and building trades courses in Jr./Sr. High Schools
- Lack of any pro-active succession planning and recruiting in the construction industry

WHAT A FANTASTIC OPPORTUNITY!

- What a time to build our brand
- What a time to be the solution to our country's problem
- What a time to start telling the world about us
- What a time to introduce IBEW/NECA to our community leaders-political leaders-our community as a whole-our neighbors-anyone we can talk to
- What a time to recruit!



WHO WOULD WE RECRUIT?

- Apprentices
- Different levels of classifications if you are using them
- Mid level Journeymen from our competition
- All Journeymen from every where
- People for all of our various programs

SPOTLIGHT ON RECRUITING

- Focus on vocational/technical schools, high schools, military installations
- Coordinate with other building trades for annual training centers "tour" for HS counselors, and/or students
- Host or attend High School career fairs
- Establish relationship with nearby military service active and reserve units (VEEP)
- Use of local news media, social media for opportunity messaging
- Consider using apprentices as "Ambassadors"

AMBASSADORS PROGRAM

- Select one or two apprentices from each class to participate in recruiting and outreach
- Millennials will relate more closely with other millennials
- Eliminates stigmas, myths, or negative views of trade apprenticeships
- Highlight advanced technical aspects of our trade- PLC's, Instrumentation, Automation
- Develops leaders of the future for both Labor and Management
- Emphasize "career path" development of the electrical industry
- Hold "industry nights" at your training center for recruiting open shop electricians

"IT AIN'T BRAGGIN' IF IT'S TRUE" -MUHAMMAD ALI

- Market the value of completing a five year program with no residual related "DEBT"
- Emphasis on EARN as you LEARN \$\$\$
- Does your training center reflect the image of a first class, high functioning, state of the art facility?
- Would you be proud and eager to showcase your facility to candidates?
- If the answer is "NO", then what needs to change?

ALLIANCE INITIATIVES

- www.constructyourfuture.com
- Website with links to all trades
- Targets Millennials
- Marty Riesberg
- IBEW "interim credential" program
- Website based information
- Includes video on 1st year curriculum
- Targeting vocational and high schools
- Mirrors VEEP initiative in school setting
- Bill Ball

COMMUNITY OUTREACH AND ENGAGEMENT

- Hold board meetings for local non-profit organizations the local union is engaged with at the training center (sponsored by the LMCC)
- Invite other business groups to convene their meetings too- Rotary, Chamber of Commerce, Red Cross, Salvation Army, United Way, etc....
- Hold advertised community events on a regular basis such as: annual smoke detector give-aways, winter coat drives, 4-H events, scouting events, Habitat for Humanity, etc....
- Host open house events for politicians and other decision makers (friend AND foe alike)

WE'RE FROM THE I.O. AND WE'RE HERE TO HELP!