

BEST PRACTICES IN RECRUITING CRAFT WORKERS

June 16, 2014

Web Meeting of AGC of America's
Open Shop Committee, HR Forum, and
Training, Education & Development Forum



FINDING THEM **NOW**...AND ENSURING A PIPELINE FOR **LATER**!

Ron Kubitz

Recruiting Manager

Brayman Construction Corporation





WORKFORCE CRAFT WORKERS SHORTAGE

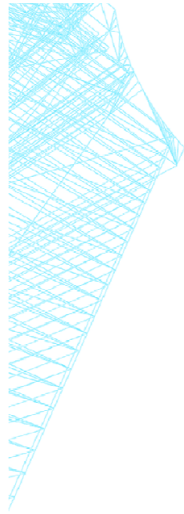
- Industry Downturn
- Aging Workforce
- Poor Industry Perception/Image
- Non-Existent Branding/Marketing
- Immigration Restraints



SHORT-TERM VS. LONG-TERM SOLUTIONS

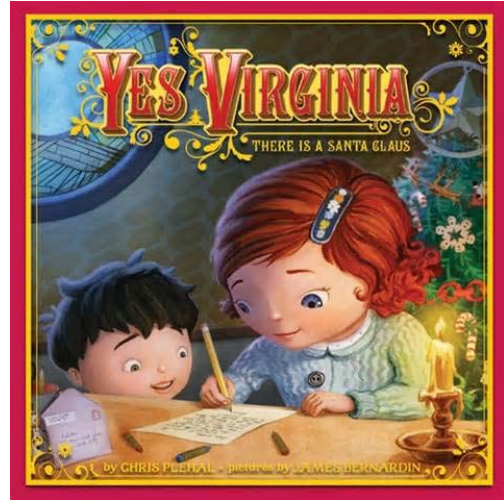


Short Term vs Long Term



SHORT TERM—CRAIGSLIST

Yes Virginia I did say
CRAIGSLIST!!



- ★ [Equipment Operator - \(Jeannette\)](#)
- ★ [Sub-Contractors - \(Pittsburgh\) map](#)
- ★ [Home Improvement Serviceman - \(Robinson Township\) map](#)
- ★ [Entry level Auto Body / Collision Repair Detailer - \(Moon\) map](#)
- ★ [Vehicle Glass Technician Trainee - \(Butler, PA\)](#)
- ★ [Electricians local to Pgh. 40+ HRS. Guaranteed - \(South hills/North Hills\) pic](#)
- ★ [Skilled Worker - \(Jeannette\) map](#)
- ★ [CARPENTER NEEDED - \(15068\)](#)
- ★ [Heavy Equipment Operator - \(pittsburgh\) map](#)
- ★ [COLLISION TECHNICIAN - \(PITTSBURGH, PA\)](#)
- ★ [Detailer and Buffer - \(Pittsburgh, PA\)](#)
- ★ [Carpenter-decks - \(Pittsburgh area\)](#)
- ★ [FT TILE INSTALLER WANTED - \(pittsburgh\)](#)
- ★ [PAINTERS needed - \(cranberry township\) img map](#)

Tue 10 Jun

- ★ [window cleaner -](#)
- ★ [Carpenter - \(Beaver\) map](#)
- ★ [Skilled Workers - \(Pittsburgh\)](#)
- ★ [FT Service Technician - \(New Castle, PA/Cranberry Township, PA\) img](#)
- ★ [framer or roofer - \(smithton pa\) map](#)
- ★ [Big need for a window and door service tech! - \(Pittsburgh\) pic](#)
- ★ [HVAC technician - \(North Versailles, PA\) map](#)
- ★ [Countertop installer - \(Sharpsburg\) map](#)



SHORT TERM SOLUTIONS

E.g.,

- Careerlink
- OVR
- Veterans Resources
- Minority Resources/Agencies in your community
- Employment Agencies (catering to skilled labor roles)
- Indeed.com
- Construction Job Boards—National/Local (constructionjobs.com, ihireconstruction.com)
- BirdDogJobs.com (AGC discount: www.agc.org/cs/birddog)
- Hiring Our Heroes (AGC-supported U.S. Chamber program – www.hiringourheroes.org)
- Local AGC chapter job boards & other resources



SHORT TERM SOLUTION—MOBILE TECHNOLOGY

- Mobile Ready Website/Careers Page
- Mobile Ready ATS
- Easy online application
- Text alerts
- Career Videos
- Tie in with social media
- Apps





SHORT TERM SOLUTIONS—REVAMP YOUR WEBSITE

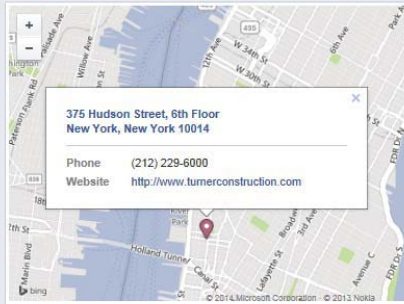
- Exciting Work
- Great Company
- Wealth/Rewards/Flexibility
- Growth/Development
- Improve Job Descriptions as Well!



SHORT TERM—UTILIZE SOCIAL MEDIA

- Facebook
- Twitter
- You Tube/Podcasting
- Create Engaging Content
- Build an audience
- Post jobs
- Induce an online/offline action





About

Turner is a global provider of construction services committed to making a difference in the lives of our people, customers, and communities.

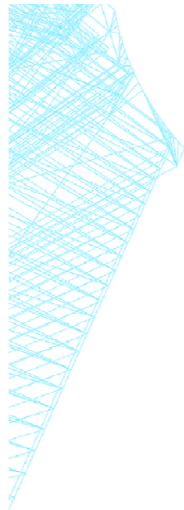
Mission

Basic Info

Founded 1902

Awards

- Named one of the top 50 organizations dedicated to developing multicultural business opportunities, DiversityBusiness.com
- Recognized as one of America's Ideal Employers in 2011 in survey conducted by Universum
- Jeld-Wien Field, Best Sports/Entertainment Project, Engineering News-Record
- Helen DeVos Children's Hospital, Best Project, Engineering News-Record
- Columbia Northwest Corner Building, Best Higher Education/Research Project, Engineering News-Record New York, November 2011
- Bread for the City, Best Small Project, Engineering News-Record Southeast
- Number One General Builder and in the categories Education, Healthcare and Hotels and second in Commercial Office and Green in the United States:



TWITTER JOBS PAGE





IT TAKES SOME WORK BUT...

- Employee Referral Programs/Incentives (be specific and reward)
- Job Fairs
- Open Houses (“Speed Interviewing”)
- Networking



LONGER TERM SOLUTIONS—BUILDING PARTNERSHIPS

- High Schools/Vo-Techs
- Community Colleges
- Job Corps
- Government Agencies
- Reach out to (awareness) schools/students/parents



PARTNERSHIPS/INNOVATION

- Co-op Craft Workers Programs (Internships)
- Mentoring Programs (ACE/STEM)-Not all choose college!
- Grassroots Efforts
- Copy from other industries

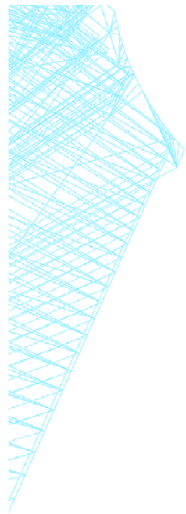


“Local Strategies for a National Program Vision”
(Mike Kenig--Holder Construction)



PARTNERSHIPS/ASSOCIATIONS

- AGC—Industry Recruiting Taskforce (Build Template-Build Wisconsin)
- AGC—HR/TED Forums
- “Go Build” Georgia
- CAWP—Future Road Builders
- Lobbying...be aware and go grassroots!
- NCCER
- AGC HR & Training Professionals Conference—Oct 15-17, 2014-Phoenix



THANKS FOR YOUR TIME

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