Generation Why?

Daniel Rose - Training Director
Local #88 JATC - Las Vegas, Nevada
Local 88 Training Center Survey

- 12% Baby Boomers
- 51% Generation X
- 37% Generation Y
Generation X

• Believe in Balance
  – Work
  – Family
High School Survey

- College: 71%
- No Plans: 11%
- Work: 8%
- Trade/Apprentice: 8%
- Military: 2%

% of Students
Generation Y – traits

- Want Challenges
- Technologically Savvy
- Willing to work longer hours so they can achieve a particular lifestyle
- Make their own choices
- Want opportunity for advancement
- Want wages and benefits to be portable
- Further their education
- Believe in Team Concept
- Equality for All
Local #88 JATC Recruitment
(Limited Response)

• WIA service providers
• Counselors Wear Hard Hats
• Twice a year advertisement in Local Paper
• Campus/Community job fairs
  – High School Classes may take “field trip” to the Training Center
  – Special Groups
Local #88 JATC Recruitment
(Great Response)

- Marketing Firm
  - Radio Commercial
  - TV Commercial
  - Billboards
  - Press Releases
  - Truck and Van wraps
  - Website
Results

• Both Gen X & Y received most of information about events on TV and Radio

• How did they find out about the Sheet Metal Program?
Applicants

• Birds of a Feather….
• Development of Finder’s Fee
Finder’s Fee

- To assist the Sheet Metal Local #88 J.A.T.C. recruit top applicants to the Apprenticeship Program, the J.A.T.C. is offering a “finder’s fee” in the amount of $100.00.
- The “finder’s fee” would be awarded to members of Local #88 who refer potential applicants, that are accepted into the Sheet Metal Local #88 Apprenticeship Program.
- To be eligible for collect the “finder’s fee”:
  - Must be a member in good standing of Local #88 Sheet Metal Workers (Apprentice and/or Journeyman).
  - Applicant must be accepted into the Sheet Metal Apprenticeship Program and complete their probationary period (1000 hours of OJT).
  - Full time employees of Local #88 J.A.T.C. or the Sheet Metal Workers’ Local #88 are not eligible.
  - Fiduciaries with Local #88 J.A.T.C. are not eligible.
Local #88 JATC
Recruitment/Retention
(Great Response)

- Core and Track Training
- College of Southern Nevada
  - Credits toward AAS Degree
  - Large number of apprentices are wishing to pursue their degree.
Conclusion

• Difficult to recruit qualified applicants
• Need to get the word out
  – Advertise
  – Word of Mouth
• The more that apply - the better selection
• Generation Y has many traits that Unions are looking for
• Give the apprentice the ability to make decision in their future