

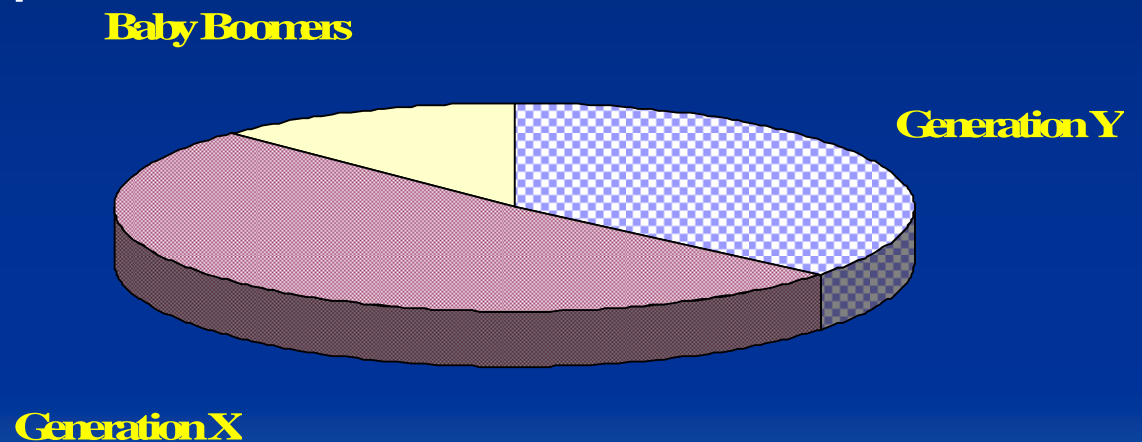
Generation Why?



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

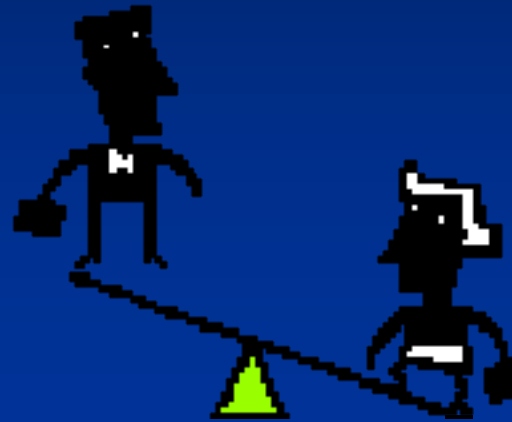
Local 88 Training Center Survey

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

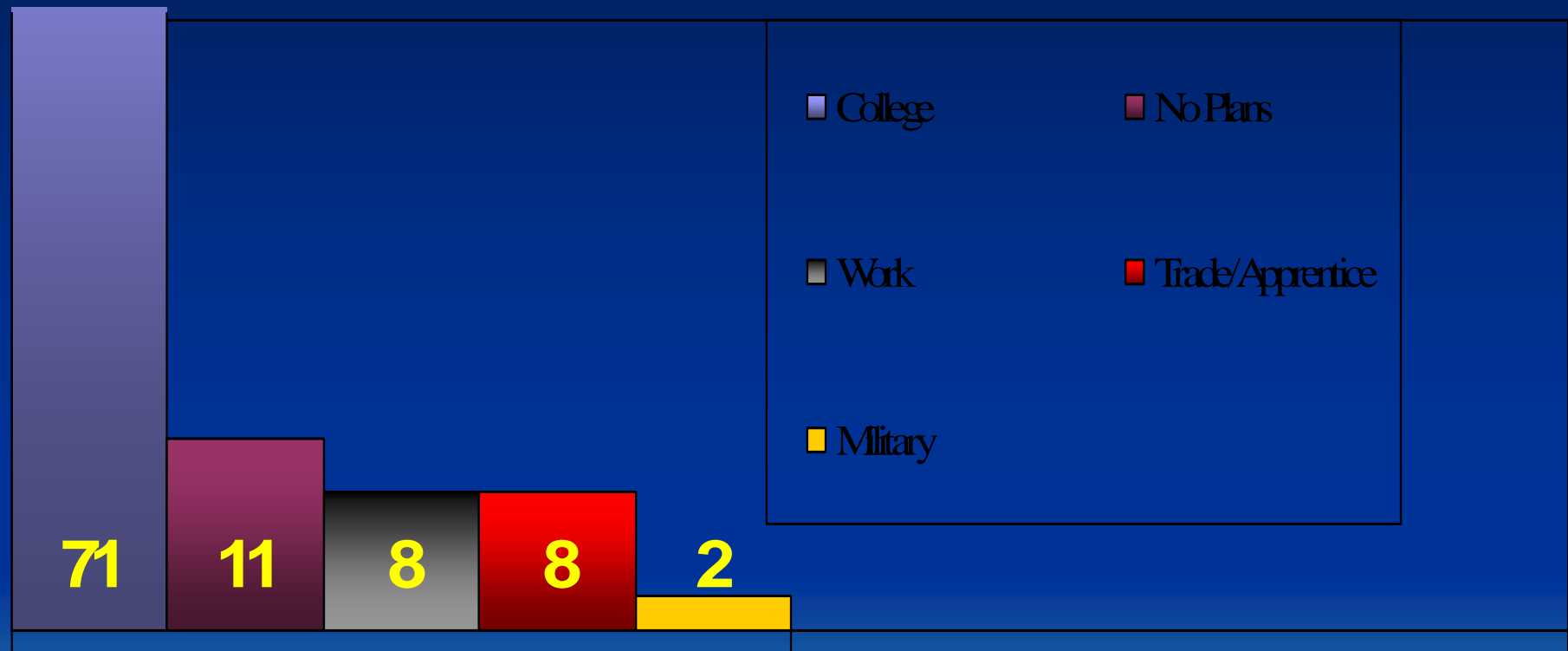


Generation X

- Believe in Balance
 - Work
 - Family



High School Survey



% 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*

