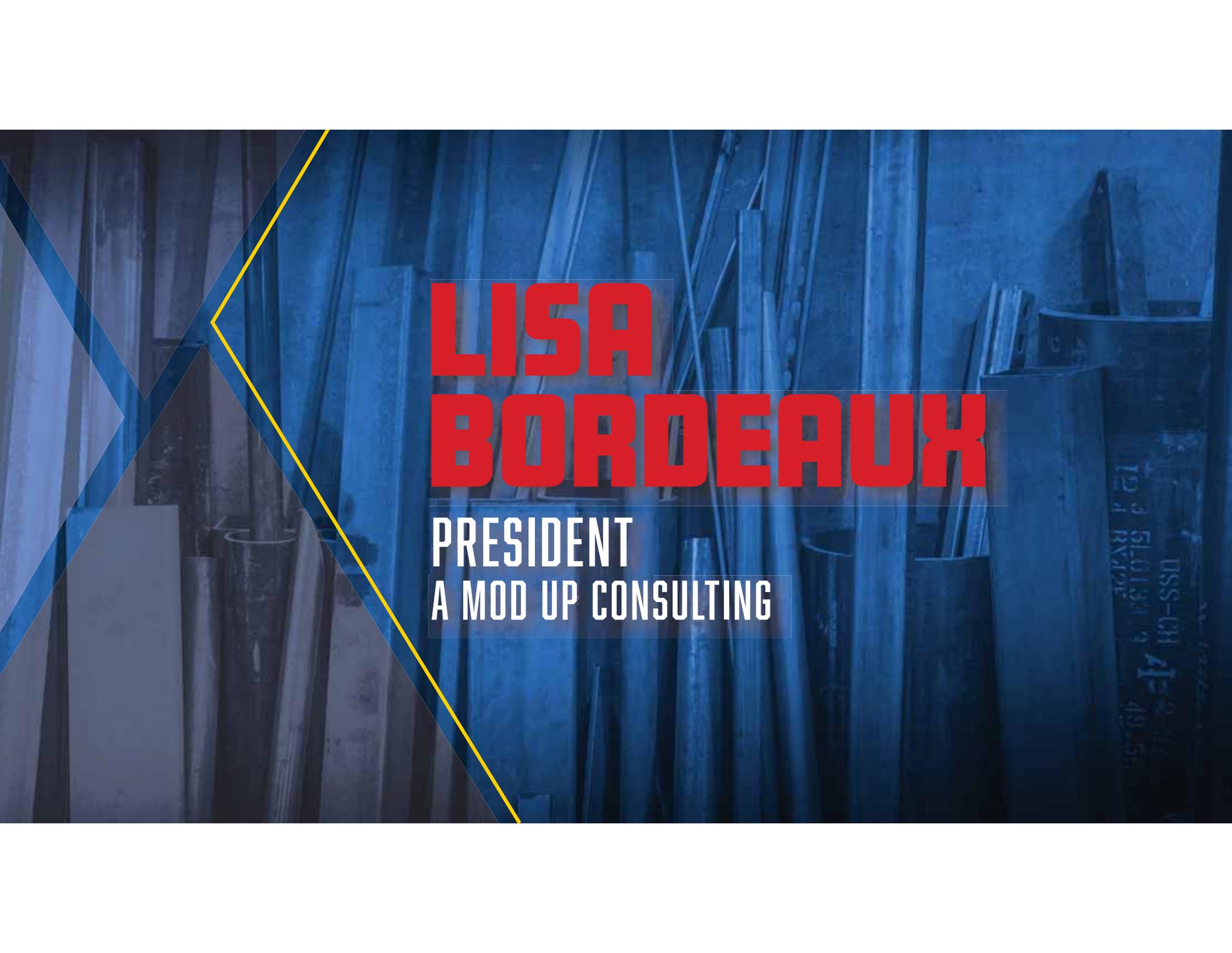


PARTNERS IN PROGRESS

ALL IN 2020

ROOST METAL | AIR | RAIL | TRANSPORTATION
SMART





LISA BORDEAUX

PRESIDENT
A MOD UP CONSULTING

PARTNERS IN PROGRESS

ALL IN 2020

ROOST METAL | AIR | RAIL | TRANSPORTATION
SMART

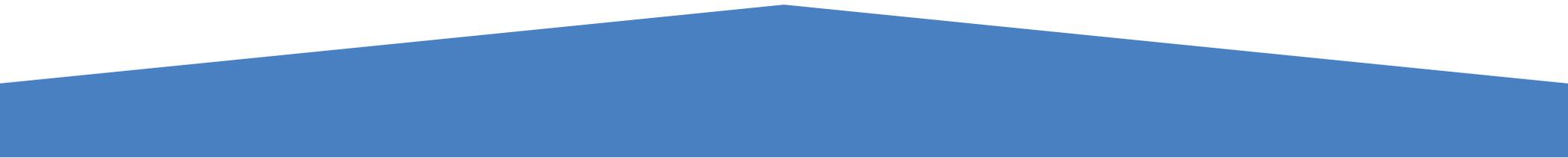


ALL IN FOR RECRUITING





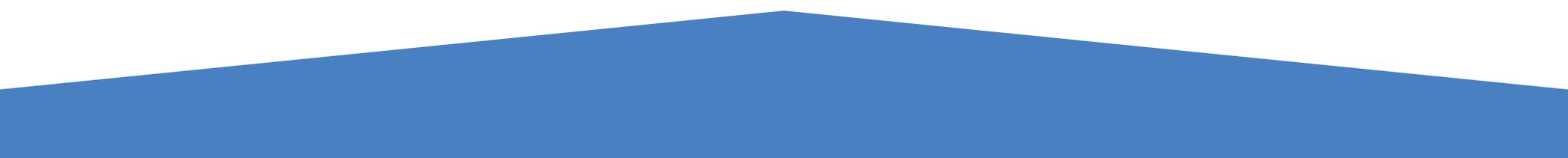
FIRST OFF
a question





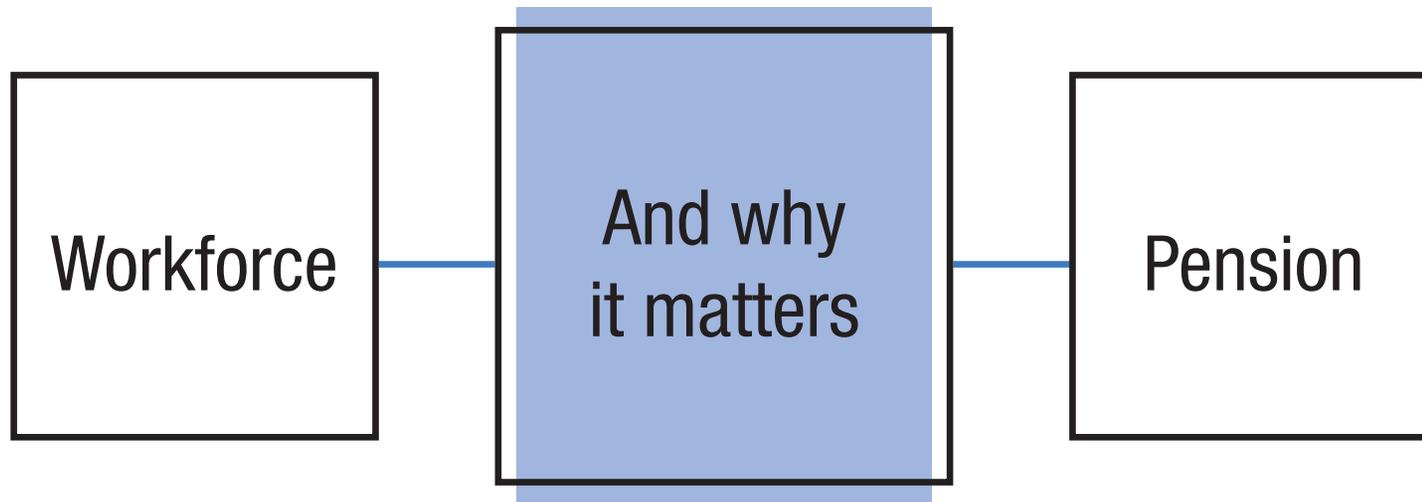
FIRST OFF
a question

1975



THE FUTURE

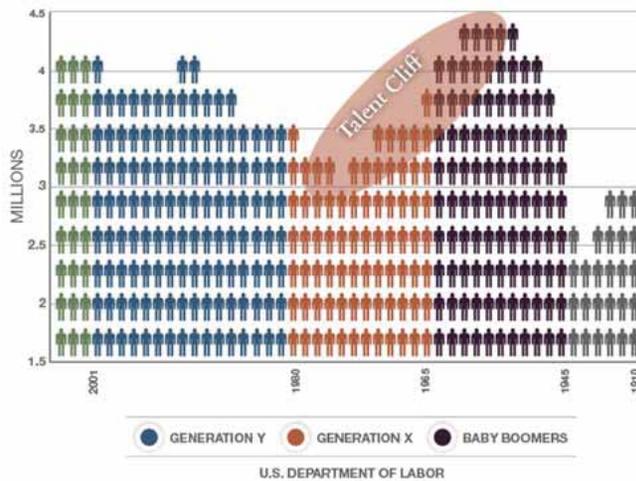
IS ABOUT YOUR LEGACY



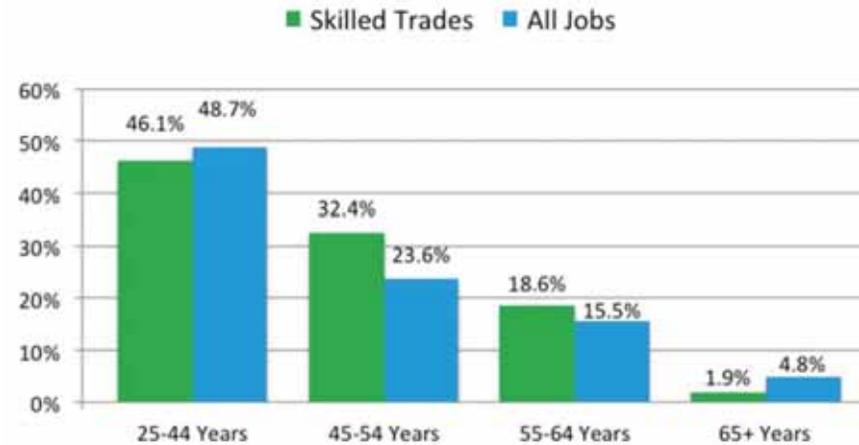
THE TALENT CLIFF

AKA THE SILVER TSUNAMI

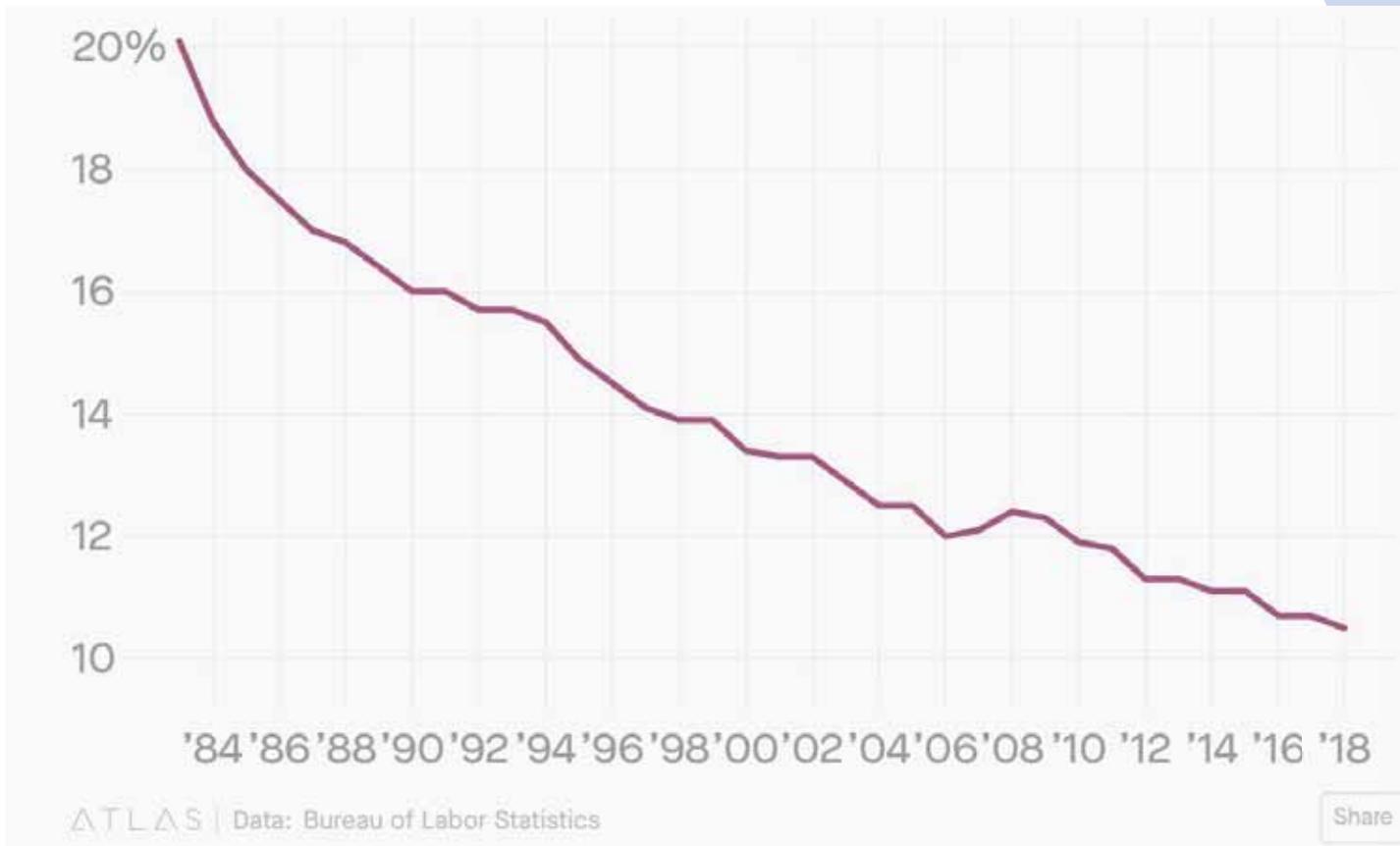
U.S. Statistics - Births by Year



Age Breakdown: Skilled Trades vs. All Jobs



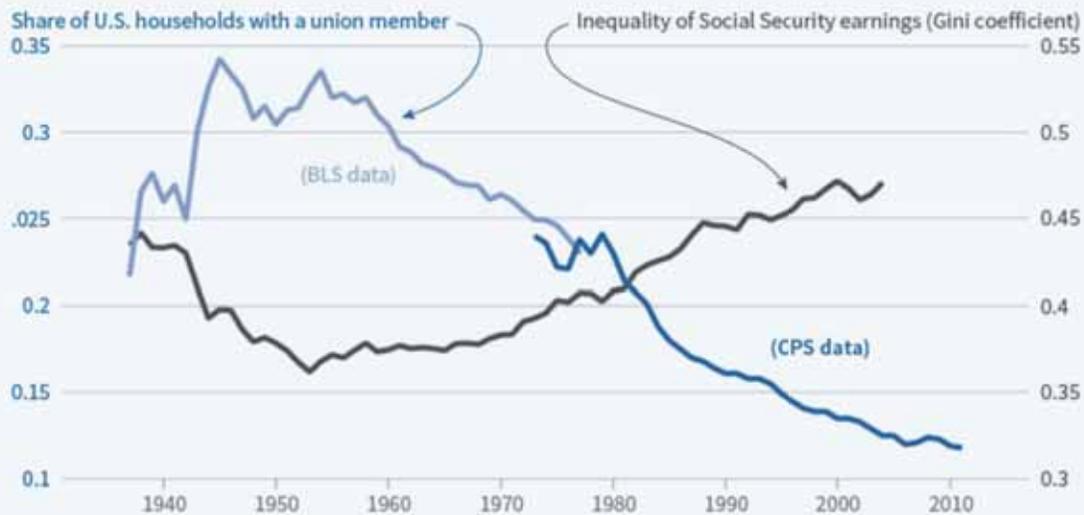
RATE OF UNION MEMBERSHIP – AMOUNT U.S. WORKERS



UNIONS IMPACT WAGES

UNIONS WAGES MATTER TO AMERICA

Union Membership and Earnings Inequality



Social Security earnings are capped at the earnings limit for FICA taxes, currently \$128,400

Source: Researchers' calculations using data from the Current Population Survey, the Bureau of Labor Statistics, and Historical Statistics of the United States

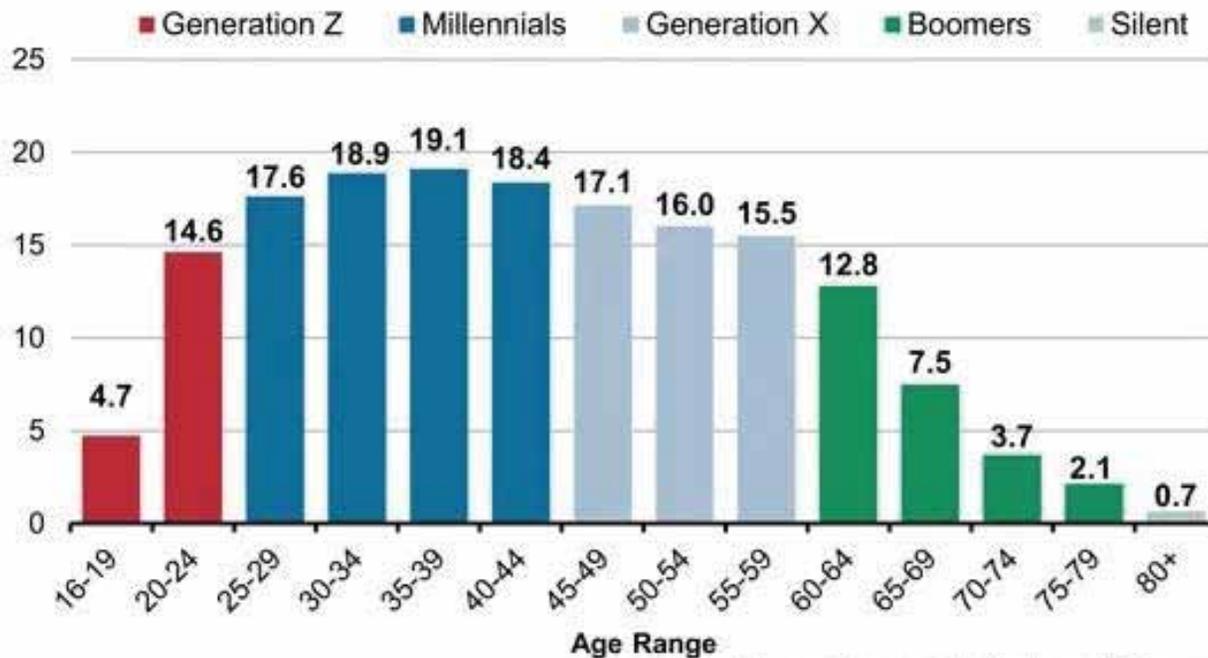
New evidence that unions raise wages for less-skilled workers

GENERATIONAL DIFFERENCES

FIVE GENERATIONS AT WORK

The Workforce in 2025

Projected size of U.S. labor force (in millions) by age, for the year 2025



Source: Department of Labor | WSJ.com

Millennials	Generation Z
Don't just work for a paycheck, they want a purpose.	Money and job security are their top motivators. They want to make a difference but surviving and thriving are more important.
They aren't pursuing job satisfaction, they are pursuing their own development.	They want to accumulate rewarding experiences. Gen Z tend towards being impatient and often experience FOMO (Fear Of Missing Out), so instant feedback and satisfaction are key.
They don't want bosses, they want coaches.	They want to be mentored in an environment where they can advance quickly. They want to look their leader in the eye and experience honesty and transparency.
They don't want annual reviews, they want ongoing conversations.	They don't want an annual work assessment, they want to be mentored and given feedback on an ongoing frequent (daily) basis.
They don't want to fix their weaknesses, they want to develop their strengths.	They were raised during the Great Recession and believe that there are winners and losers--and more people fall into the losing category. They want to have the tools to win, either through developing weaknesses or strengths.
They have a collaborative mentality where everyone pitches in and works together.	They are competitive. 72% of Gen Z said they are competitive with doing the same job. They are independent and want to be judged on their own merits and showcase their individual talents.
It's not just their job, it's their life.	Salary and benefits and how they can advance are pivotal. They are a DIY generation and they feel that other generations have overcomplicated the workplace.

WHAT THEY WANT

IT'S DIFFERENT

Community

Mentoring

Purpose

Safety

Mattering

GEN Z

Top motivators at work

70% money/pay

46% ability to pursue their passion

39% challenges/excitement of the job

Gen Z

Millennials

75%

vs.

70%

want their work to have meaning

want their work to have meaning

64%

cited “opportunity for career growth” as a top career priority.

Only 3% cited “an impressive job title” as a priority.

76%

see themselves as the owners of their careers, driving their own professional advancement.

61%

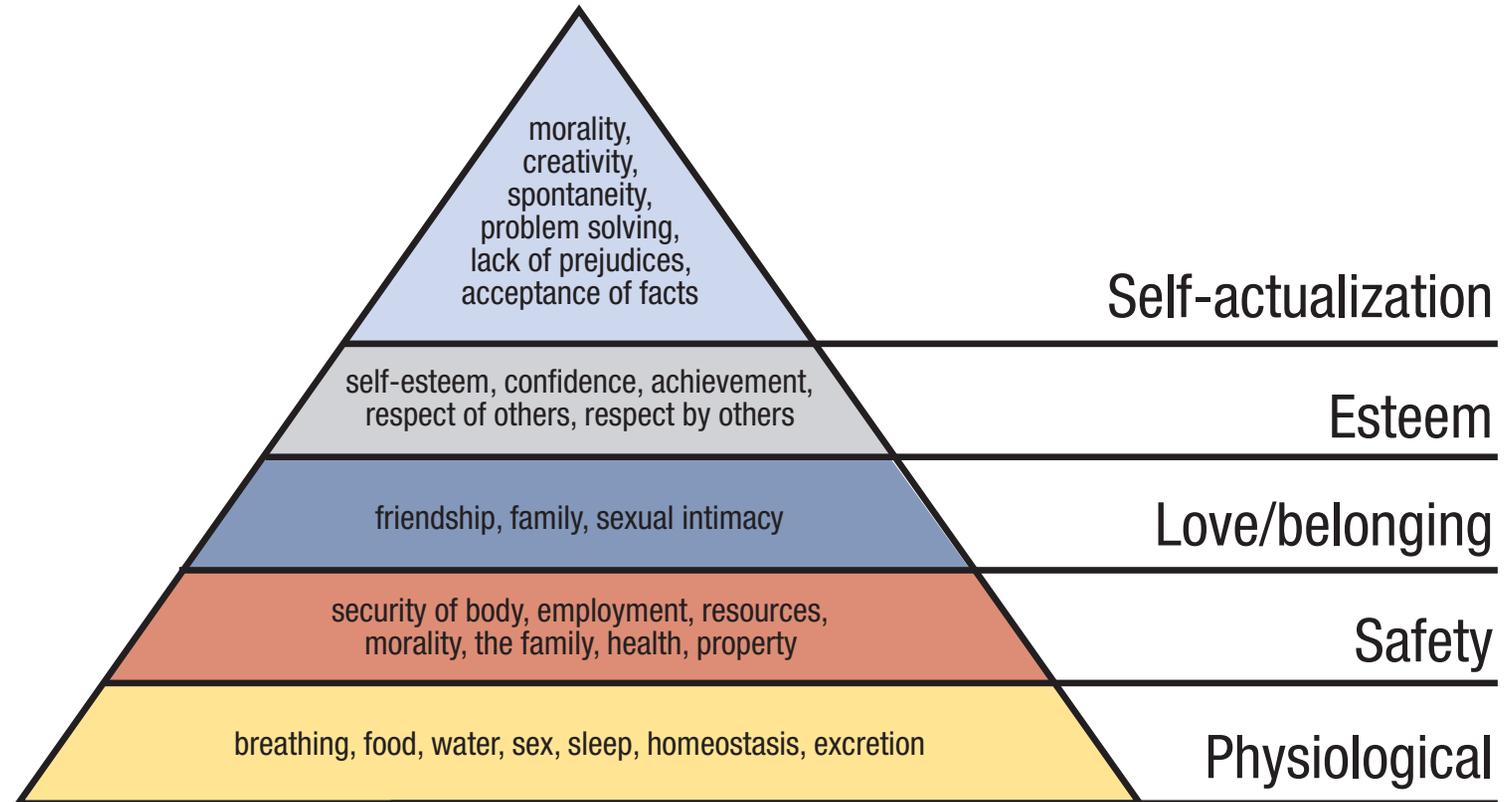
would stay at a company for more than 10 years. Of the 61%, 31% said they would stay more than 20 years.

62%

would rather customize their own career plan than have the organization lay one out for them.

WHAT THEY WANT

IT'S NOT DIFFERENT



Median Age Of First Marriage By Gender: 1890–2018

The age of people's first marriages has risen since the 1960s, and the gap between men and women's first marriages has gotten closer over the years.

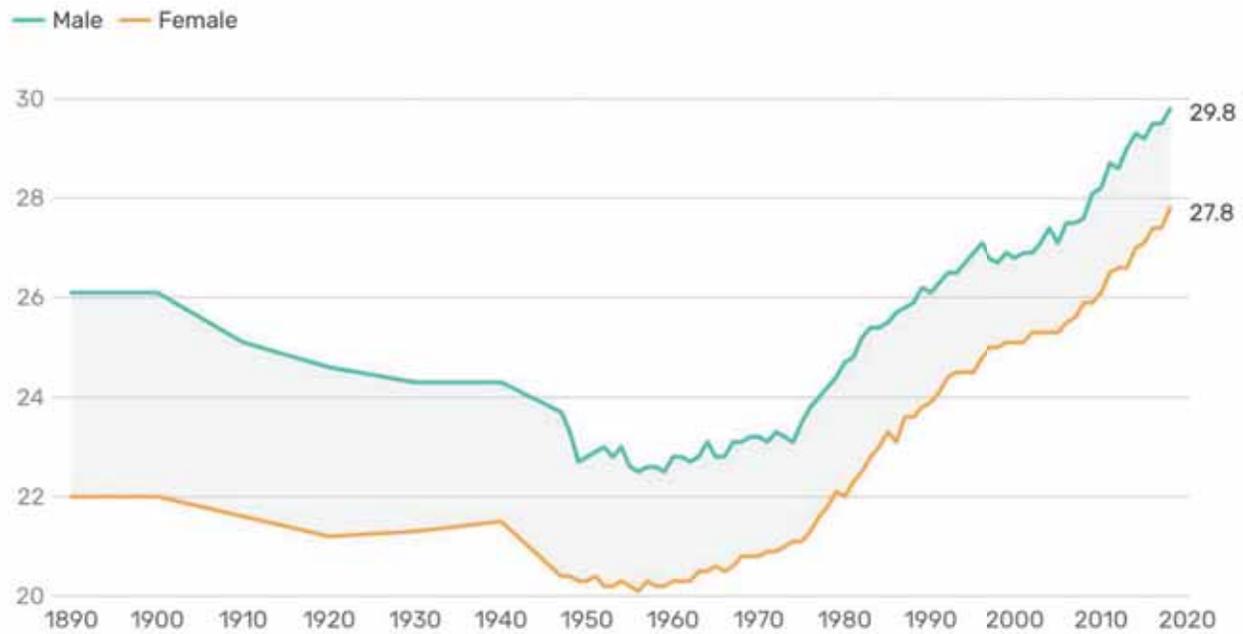


Chart: The Balance • Source: U.S. Census Bureau

Median Age Of First Marriage By Gender: 1890–2018

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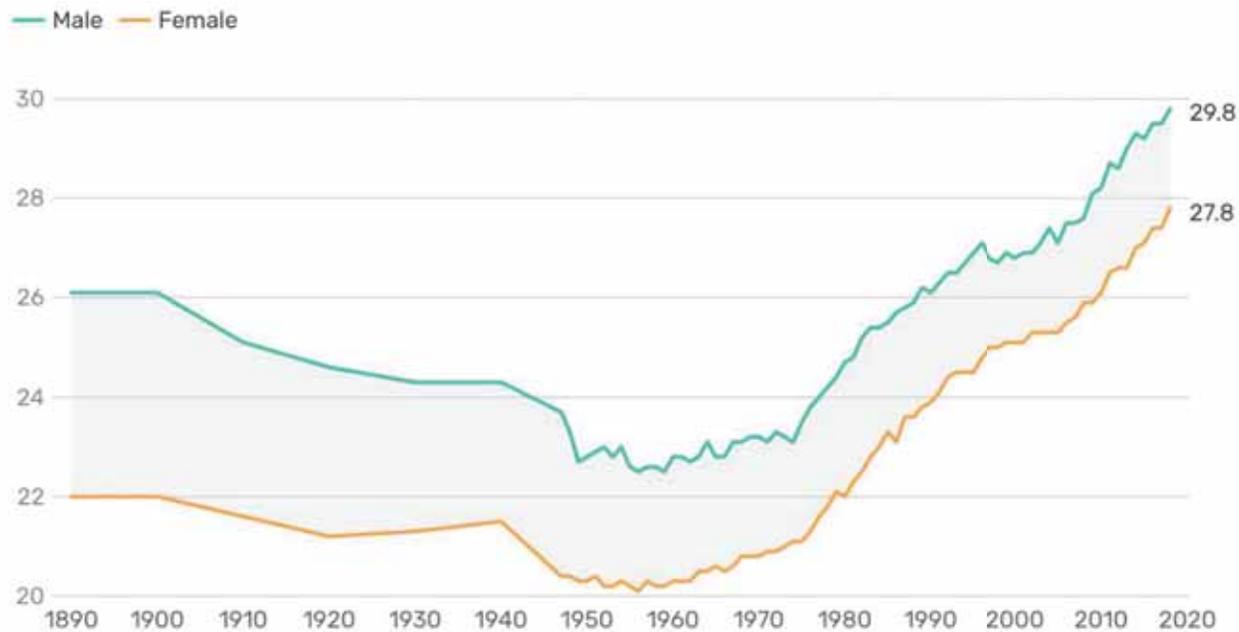
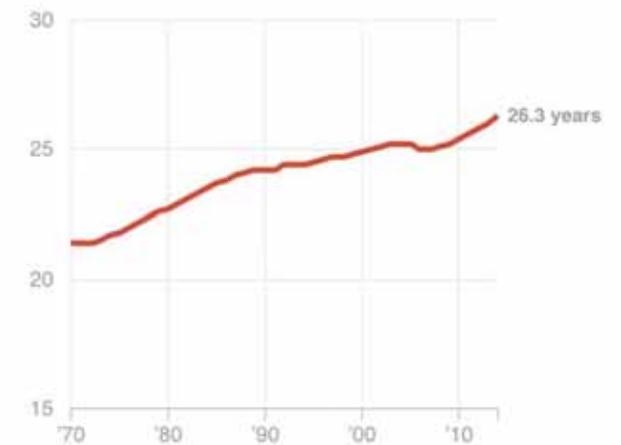


Chart: The Balance • Source: U.S. Census Bureau

Average Age Of U.S. First-Time Mothers (1970-2014)



Source: CDC/NCHS, National Vital Statistics System (PDF)

Credit: Rae Ellen Bichell and Alyson Hurt/NPR

SO HOW DO WE ATTRACT THEM

BUILDING PERSONAS

Josh



High school - Graduate - Future apprentice

- 18-25 years of age
- Likes welding, drafting and gaming design
- Independent
- Goal of being financially independent
- Fear of not finding meaningful career

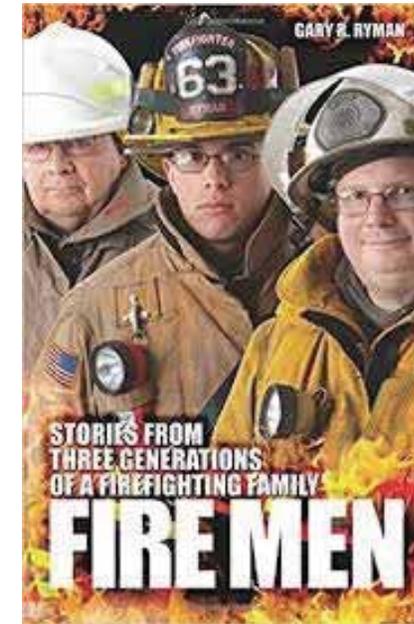
- Wants independence from parents
 - Doesn't like the idea of sitting at a desk
 - Searching for a career fit
 - No debt
 - Not ready to start a family
- Ideal communications via:
 - Video
 - Guides and lists
 - Narrative stories of SMART members having great success
 - Checklists of finding a great career or how to pick a career

SMART / SMACNA APPRENTICES

HOW DID YOU LEARN OF THE TRADE?

	Friend/ Family	School Counselor	Job Fair	Internet/ Social Media	Radio Ad	TV Ad	Newspaper Ad	Sporting Event	Total
1 st year apprentices	469	22	31	42	3	3	5	2	34.26%
2 nd year apprentices	309	24	16	23	2	0	4	0	22.68%
3 rd year apprentices	297	11	9	15	1	0	4	1	20.07%
Last year apprentices	411	19	10	20	3	1	7	2	28.27%
Totals	1,489	76	66	100	9	4	24	5	1,684
Percentage	88.4%	4.5%	3.9%	5.9%	0.5%	0.2%	1.4%	0.3%	100%

FRIENDS AND FAMILY = LEGACY



There are some groups that don't have problems attracting folks

SMART / SMACNA APPRENTICES

WHAT ATTRACTED THEM?

	Health care	Retirement benefits	Training	Wages
1st year apprentices	298	291	337	378
2nd year apprentices	229	226	232	263
3rd year apprentices	211	208	214	260
Last year apprentices	278	267	275	329
Totals	1,016	992	1,058	1,230
Percentage	68.6%	66.9%	71.3%	82.9%

1,482 respondents

TOP EARNING JOBS

HIGHEST PAYING JOBS IN THE TRADES

The median pay for the 15 highest paying blue-collar jobs, based on a survey of nearly 1,000 respondents conducted between November 2016 and November 2018

Senior piping designer	\$92,600
Air traffic controller	\$90,600
Elevator mechanic	\$88,200
Locomotive engineer	\$80,900
Boilermaker	\$74,700
Lineman	\$72,300
Refrigerator mechanic	\$71,400
Instrument and electrician technician	\$68,700
HVAC service manager	\$68,000
Police sergeant	\$67,800
Operating engineer	\$67,700
Electrical supervisor	\$66,600
Stationary engineer or boiler operator	\$65,500
HVAC controls technician	\$65,200

WORDS MATTER

WE HAVE WHAT THEY WANT

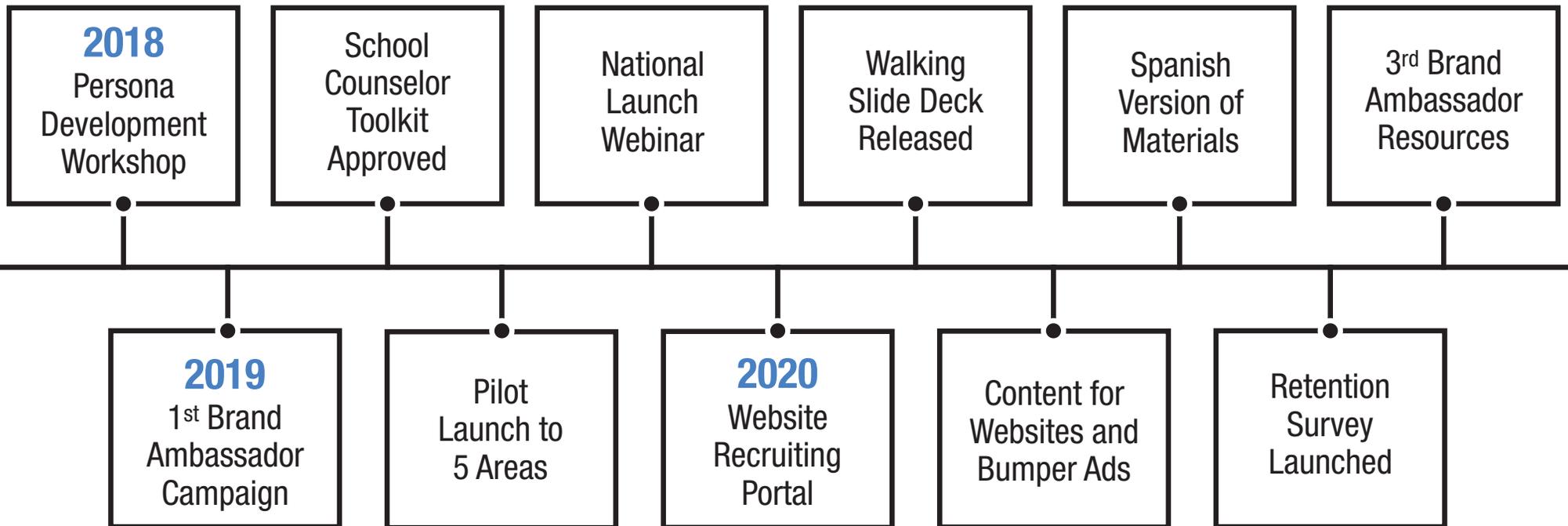
WHAT WORKERS WANT

WHAT WE HAVE

Mentorship	Apprenticeship
Clear career path	Apprenticeship
Technical skills	Across wide spectrum
Leadership	Foreman
Strong values	Building America Great since 1888
Flexible - benefits	Maternity leave
Work life integration	Craft is transferable
Industry or functional knowledge	Yes! –That is what ITI is all about

A MULTI-YEAR INITIATIVE

ROADMAP FOR RECRUITING AND RETENTION



BRAND AMBASSADOR RESOURCES

USING SOCIAL MEDIA TO CONNECT

Friends and family outreach

Each winner will receive
\$100 gift card to Amazon.com

The first campaign

THE INDUSTRIAL ATHLETE
MY JOB IS MY GYM

#MJMG



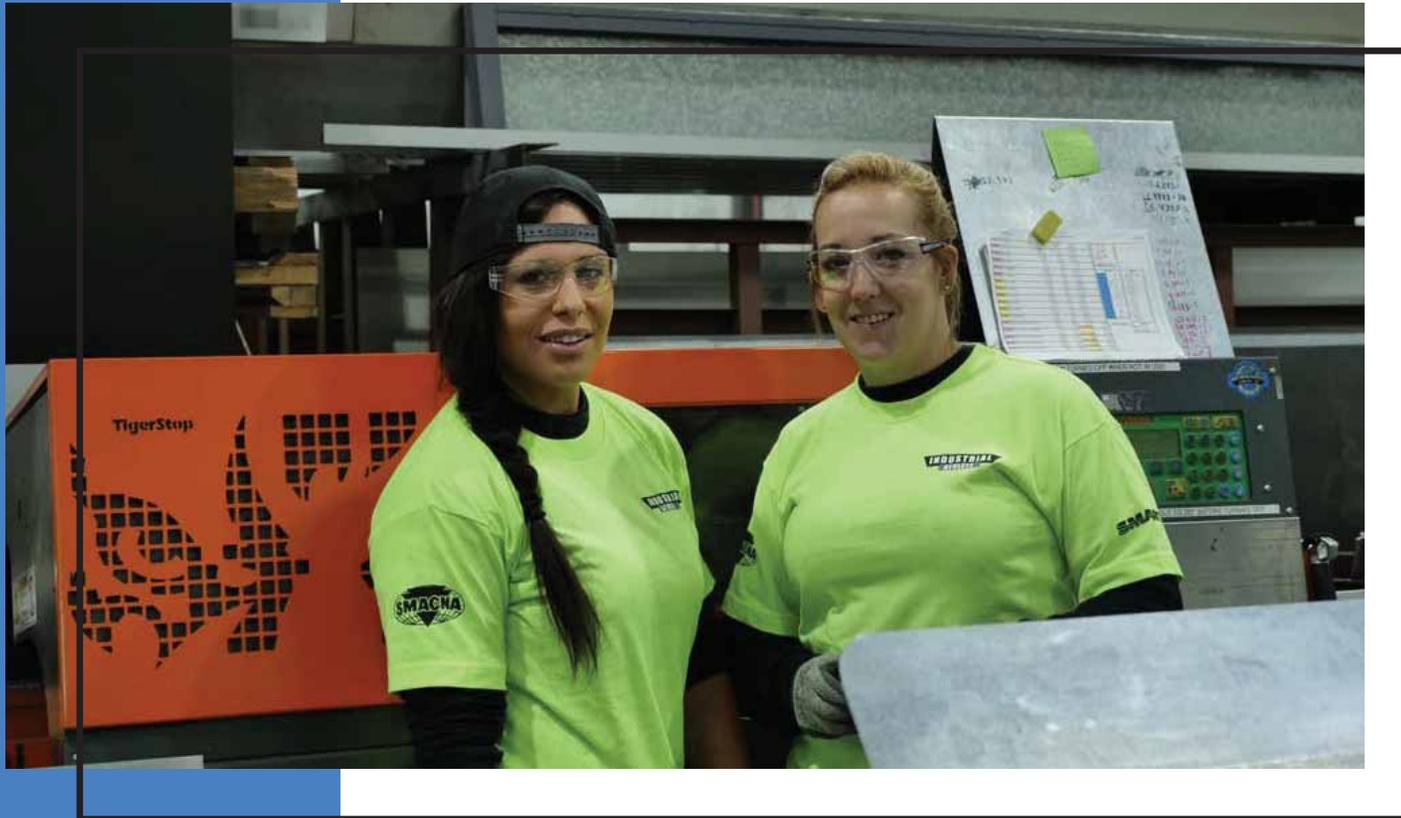
OPTIONS



POSTING PHOTOS AT WORK



FINDING BRAND AMBASSADORS



FUTURE RESOURCES

PROMOTING CRAFT SKILLS

The second campaign

INDUSTRIAL ARTIST
CRAFT BY DAY, ARTIST BY NIGHT

#CBDABN



SCHOOL COUNSELOR TOOLKIT

RESOURCES YOU CAN CUSTOMIZE

EARN INCOME AND BENEFITS!



WHILE LEARNING A TRADE!

Starting Wage	\$17* An Hour Average
Starting Income	\$35,360
	<small>Includes Pension and Healthcare + Paid Vacation</small>

PERFECT FOR STUDENTS WHO DON'T LIKE SITTING AT A DESK!

- Gain access to a variety of positions
- Dive right into a career that cannot be outsourced!
- Earn money from day one with immediate benefits!

Contact Information
www.smw112.org





BE PAID TO EARN A DEGREE...



WHILE LEARNING A TRADE!

Starting Wage	\$26-\$30 An Hour Avg.*
Monthly Income	\$4,500
FIRST YEAR INCOME	\$54,000
	<small>*Pension, Paid Vacation, and Healthcare</small>

PERFECT FOR STUDENTS WHO DON'T LIKE SITTING AT A DESK!

- Gain access to a variety of positions
- Dive right into a career!
- Graduate with zero student debt!

Contact Information





EARN INCOME AND BENEFITS!



WHILE LEARNING A TRADE!

Starting Wage	\$33* An Hour Average
Starting Income	\$68,640
	<small>Includes Pension and Healthcare + Paid Vacation</small>

PERFECT FOR STUDENTS WHO DON'T LIKE SITTING AT A DESK!

- Gain access to a variety of positions
- Dive right into a career that cannot be outsourced!
- Earn money from day one with immediate benefits!

Contact Information
www.smw104.org





SCHOOL COUNSELOR TOOLKIT

RESOURCES FOR PROSPECTIVE APPRENTICES



5 YEARS INTO A SHEET METAL CAREER...

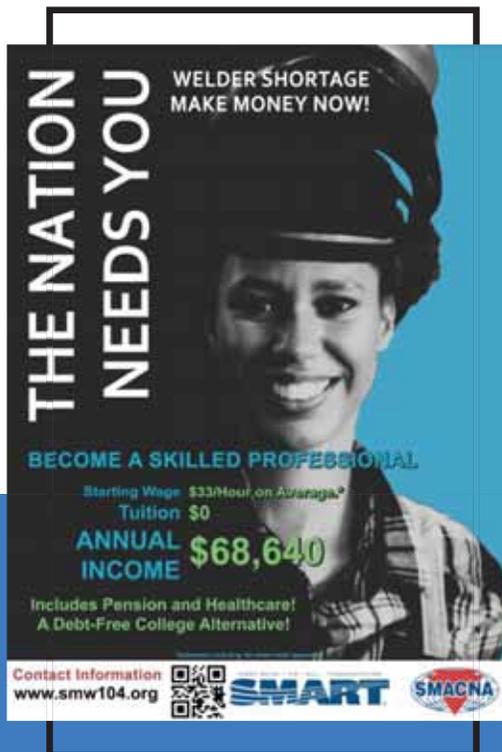
- HAVE NO STUDENT LOANS
- HAVE A SKILLED PROFESSIONAL CAREER IN A HIGH DEMAND INDUSTRY!

YOU COULD BE WORKING AS A

- Project Engineer - Installer
- Service Technician

& Earn \$160,160/Year!
Including Pension, Paid Vacation, and Healthcare

Contact Information
www.smw104.org



THE NATION NEEDS YOU

WELDER SHORTAGE MAKE MONEY NOW!

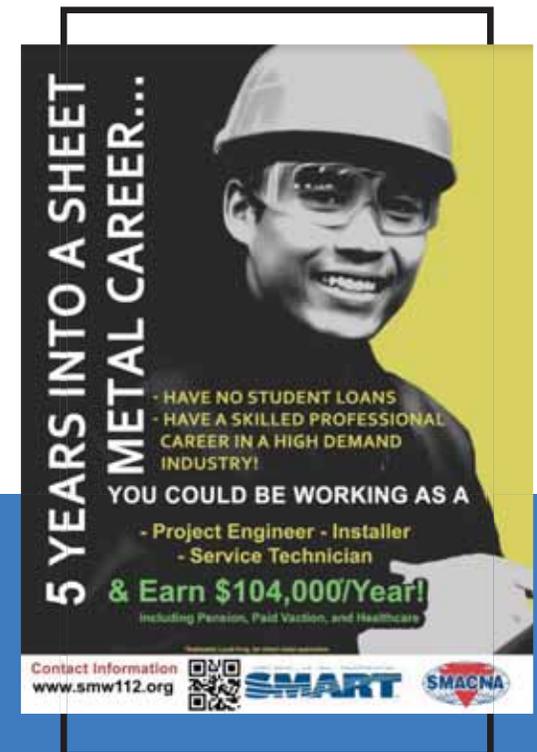
BECOME A SKILLED PROFESSIONAL

Starting Wage: \$33/Hour, on Average*
Tuition \$0

ANNUAL INCOME \$68,640

Includes Pension and Healthcare!
A Debt-Free College Alternative!

Contact Information
www.smw104.org



5 YEARS INTO A SHEET METAL CAREER...

- HAVE NO STUDENT LOANS
- HAVE A SKILLED PROFESSIONAL CAREER IN A HIGH DEMAND INDUSTRY!

YOU COULD BE WORKING AS A

- Project Engineer - Installer
- Service Technician

& Earn \$104,000/Year!
Including Pension, Paid Vacation, and Healthcare

Contact Information
www.smw112.org



SCHOOL COUNSELOR TOOLKIT

RESOURCES FOR PARENTS

DOES YOUR TEEN WANT A GREAT CAREER, A DIPLOMA, AND NO DEBT?



Going to a traditional college isn't the only way to earn a degree

Sheet metal programs start at \$25/hour and graduate trainees with a degree

Upon completion, they will:

- Earn \$50/hour average
- Have an associates or bachelor's degree with no student loans
- Be working in a skilled and high-demand field as an engineer, fabricator, designer, or welder

Contact Information   

MORE COMING SOON

CUSTOMIZE RESOURCES



PARTNERS IN PROGRESS

ALL IN 2020

ROOST METAL | AIR | RAIL | TRANSPORTATION
SMART



WE NEED YOUR HELP

THIS IS FOR YOU

The future of this industry is in your hands



Find brand ambassadors and get them posting



Get materials for guidance counselors and do outreach



Look for website content & ads to use, add them to your site

**THANK
YOU**

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bordeaux11@gmail.com

PAUL PIMENTAL

SMART
202-783-5880
ppimentel@smart-union.org

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703-803-2981
jwatson@smacna.org

Go to <http://bit.ly/SMARTRecruit> to order