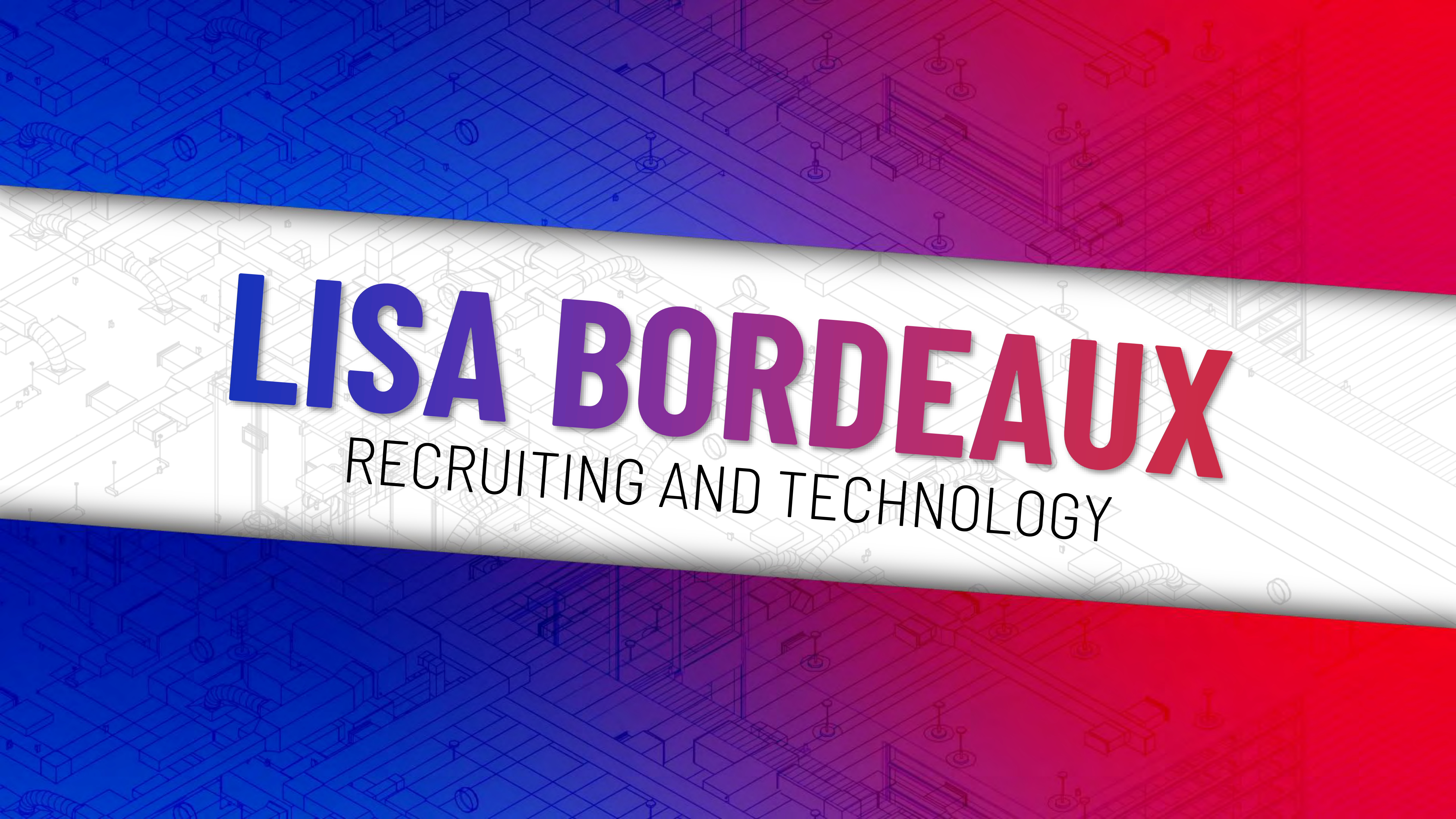


BUILDING the FUTURE TOGETHER



Please wear you mask
during all session



LISA BORDEAUX
RECRUITING AND TECHNOLOGY

BUILDING the **FUTURE** **TOGETHER**



Please wear you mask
during all session

SCARCITY OF TALENT

“The skill shortage is growing due to the increasing complexity of jobs, decreasing birth rates in many countries, and more intensive competition for talent around the globe”.

-EB Hunt, Will we be Smart Enough, the Cognitive Approach to the Coming Workforce

QUALITY OF SOURCING

The quality of your hire is constrained by the quality of who applies.

Sourcing is much less about the number of candidates and more about their quality.

There has emerged a specialized field of recruiting marketing that uses sophisticated Web technology to sort through applicants and workforce data to find sources that produce the best candidates with the least cost.

- Steve Hunt, CommonSense Talent Management

RELATIONSHIPS & NETWORKING

Networking is arguably the most important tool for recruiting.

Invest in tools to help build and maintain networks of candidates.

Provide tools and rewards to employees that introduce qualified candidates

- Tools for social networking
 - Social media posts to share
 - Brand Ambassadors
- Internal tools: company picnics, invite a friend to lunch
- Cards to distribute

PINP - BEST PRACTICES MARKET EXPANSION TASK FORCE

Has created a series of resources for local areas:

Social Media tools

- Posts to share
- Brand Ambassador Videos to share
- Info-Graphics
- Spanish-Language Content
- Shirt Logos to Share with Hashtags for prizes

ALL THE RESOURCES WE CREATE STILL REQUIRE YOU

Recommended that Local Areas

- Identify individuals in the local area to post on social channels and encourage others to share posts
- Consider using Facebook Custom Audiences to increase the reach
- Leverage tools on LinkedIn, TikTok, Twitter, Instagram to promote jobs and Sheet Metal Careers

RECOMMENDED NEXT STEPS - ON SOCIAL CHANNELS

- Use Recruiting Banners
- Customize Posters and Handouts with your Information
- Use the Posters and Infographics
- Use Hashtags
- Create listings on LinkedIn

The background features a complex isometric grid of white lines on a blue-to-red gradient. Scattered throughout are various technical icons, including gears, bolts, and mechanical components, rendered in a light, semi-transparent style.

Recruiting Tools

ORDER WEBSITE

Customize & order resources online



It is on the [Partner in Progress website](#).

Power Point Slides Recommended uses:

- Download onto an iPad
- Share on a Projector
- Use to illustrate points when talking with students at Career Fairs
- Add the information to your local site
- Use to create posts on social media sites

**Insert your
Name**

Insert your Role

Insert your Organization

2020 SHEET METAL INDUSTRY FACTS

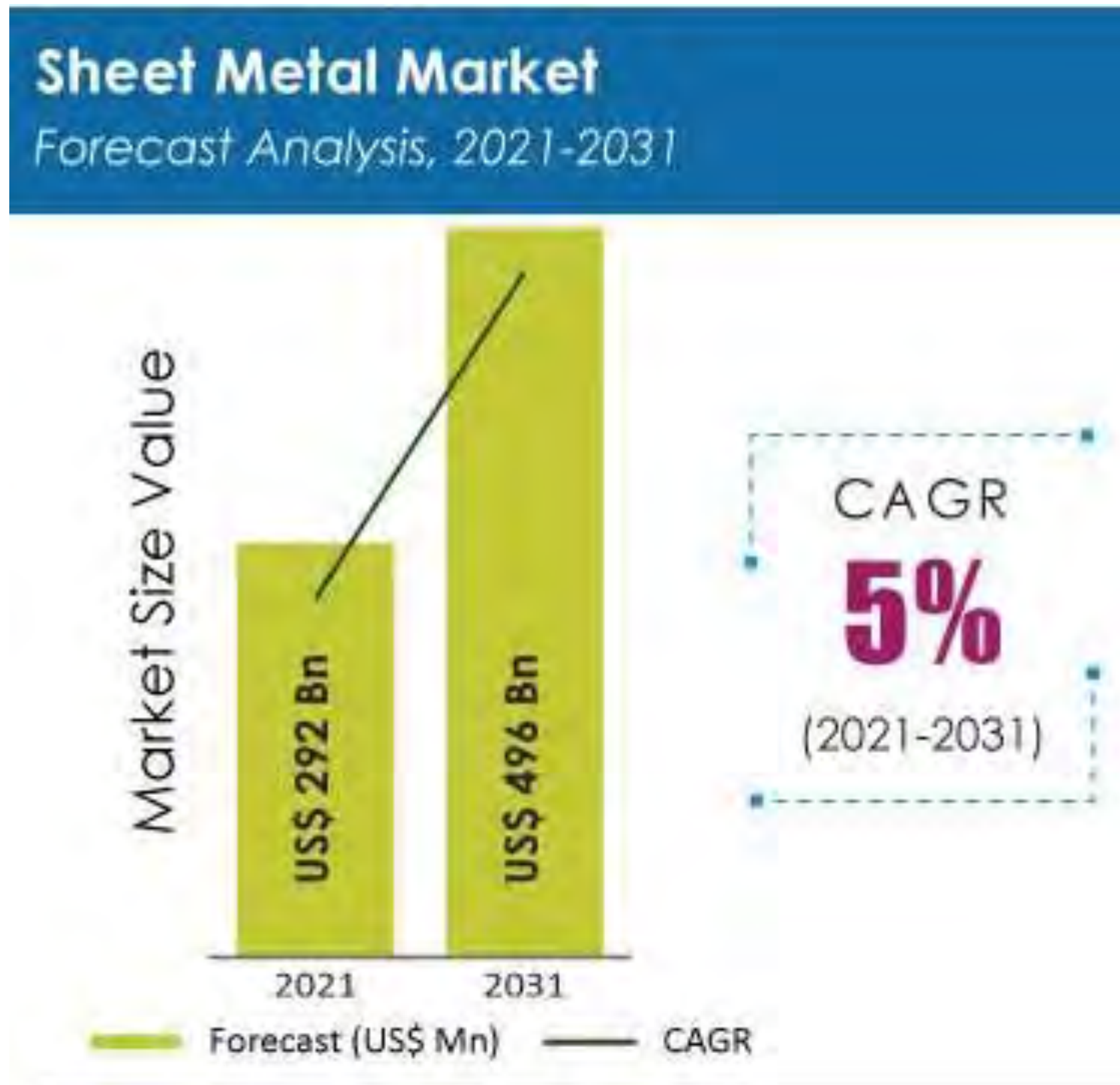
Sheet metal is one of the common building materials used across construction sector for various applications.

Continuous expansion of building & construction sector is one of the key drivers for the metal market

Sheet metal is metal formed by an industrial process into thin, flat pieces.

Sheet metal is one of the fundamental forms used in metalworking, and it can be cut and bent into a variety of shapes.

Countless everyday objects are fabricated from sheet metal.



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

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

2020 SHEET METAL INDUSTRY FACTS

Starting out

- Typically earn average of \$50-\$55,000 / year while training
- Trainees are Mentored up and Trained, both on the Job and in the Classroom
- Tuition Cost is \$0
- Graduate with a College Degree and Zero Student Debt
- Pension, Paid Vacation, Healthcare are part of the package

After 5 years

- Workers have No Student loans and a College Degree
- Have a Skilled Professional Career in a High Demand Industry
- Will work as Project Engineer, Installer, Service Technician, Foreman or other
- Typically earn \$80,000 / year on average

Thank you!

Insert your Role

Insert your

Organization

WEBSITE RESOURCES

Banner Ads

- Banners, Content & Bumper Ads
- Download from PINP website under "Resources"




BANNER ADS IN USE

Place on your site or in social networks


Welcome to Sheet Metal Workers Local #5. Our Brother/Sister Hood represents Sheet Metal Workers in East TN, North GA, SW Virginia and North Carolina. Our Membership fight for Wages, Working Conditions, Benefits and Respect. Professionals In Fabrication, Installation, Air Balancing, Service, Industrial Air Systems, Architectural Metal, Industrial Welding and much more. Please feel free to visit this site and call a Representative with any questions.

YOUR UNION WANTS YOU




TEXT SMART TO 21333 TO SIGN UP FOR UPDATES

SMART MARKETPLACE




SIGN IN FOR SMART MEMBER BENEFITS


TEXT SMART TO 90975



Message and data rates may apply




ARE YOU REGISTERED TO VOTE?




BIGGEST GAINS IN 2017 UNION MEMBERSHIP WERE FOR YOUNGER WORKERS

RESOURCE CENTER

EXPLORE
OUR COLLECTION OF MEDIA RESOURCES



WELDER SHORTAGE! MAKE MONEY NOW!



LEARN A SKILLED CAREER IN SHEET METAL WITH NO STUDENT LOANS!

SMART SMACNA

Recent News

Sheet Metal Workers in Unity with our Community

Throughout the 2017 year Sheet Metal Workers Local #5 are very proud to have assisted our Community in many ways.


[READ MORE](#)

SMART Army #5

SMART ARMY On September 21st Sheet Metal Workers Local #5 we're notified that a Chattanooga Veteran and his Family had been left with an exposed metal roof by a shoddy Contractor named Massaw Roofing. Army Veteran

BECOME A MEMBER

JOIN US
WE ARE STRONGER WHEN UNITED

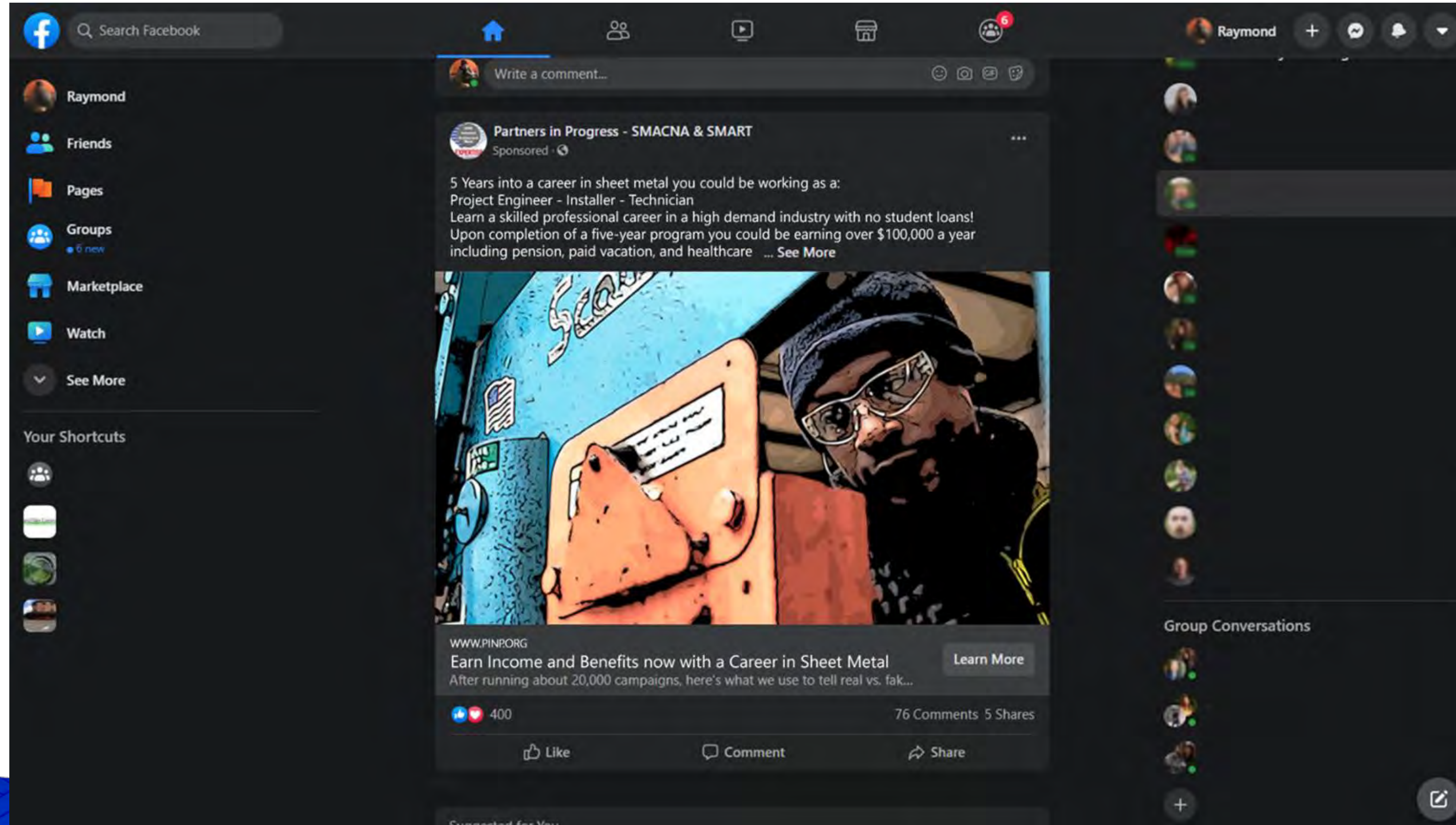


SMART Blog Feed

SMART-TD, BLET and ARLA urge Supreme Court to protect FELA — Jul 31

BANNER ADS IN USE

On Facebook, LinkedIn, TikTok, or Instagram



SCHOOL COUNSELOR RESOURCES

Resources you can use

- Send as PDF's to local school counselors.
- Use at Job Fairs.
- Hand out to possible Candidates.
- They also be used online.

Have you ordered yours?

BE PAID TO EARN A DEGREE...



WHILE LEARNING A TRADE!

Starting Wage	\$20- \$30 An Hour Avg.*
Monthly Income	\$4,500
FIRST YEAR INCOME	\$54,000
	+Pension, Paid Vacation, and Healthcare

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

*Estimated National Avg. for sheet metal apprentices

Contact Information   

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

*Estimated Local Avg. for sheet metal apprentice

Contact Information  www.smw112.org  

SCHOOL COUNSELOR TOOLKIT

Resources For Prospective Apprentices - Parents

Resources for
Parents as well.

**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



PINP WILL CUSTOMIZE FOR LOCAL AREAS USE WITH CANDIDATES

EARN INCOME AND BENEFITS!



WHILE LEARNING A TRADE!

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

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	\$20- \$30 An Hour Avrg.*
Monthly Income	\$4,500
FIRST YEAR INCOME	\$54,000
	+Pension, Paid Vacation, and Healthcare

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
	Includes Pension and Healthcare + Paid Vacation

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  

ORDER ON THE PINP WEBSITE

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

*Estimated Local Avg. for sheet metal apprentice

Contact Information
www.smw104.org



THE NATION NEEDS YOU

**WELDER SHORTAGE
MAKE MONEY NOW!**

BECOME A SKILLED PROFESSIONAL

Starting Wage \$33/Hour on Average,⁹
Tuition \$0

ANNUAL INCOME \$68,640

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

*Estimated Local Avg. for sheet metal apprentice

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

*Estimated Local Avg. for sheet metal apprentice

Contact Information
www.smw112.org



NEW FOR CANDIDATES

Spanish language versions available



**LA NACIÓN
TE NECESITA**

ESCASEZ DO SOLDADOR
¡GANE DINERO AHORA!

CONVIÉRTETE EN UN PROFESIONAL CALIFICADO

Salarios Iniciales \$30 Por Hora, ¡O Más!*

Tuition \$0

INGRESO ANNUAL \$64,820

Incluye Pensión y Asistencia Sanitaria



SER PAGADO PARA APRENDER UN OFICIO

MIENTRAS APRENDE UN OFICIO!

Salario Inicial	\$25.91* Promedio por Hora
Salario Inicial	\$53,000
	Incluye Pensión y Asistencia Sanitaria

PERFECTO PARA ESTUDIANTES QUE NO LES GUSTA QUEDARSE QUIETOS

.....

- Obtenga acceso a una variedad de puestos, sumérgase en una carrera que no se puede subcontratar, cero deuda estudiantil

INFOGRAPHICS

WHO BENEFITS?


Sheet Metal Workers are Industrial Athletes who stay active at work and earn a good living.

FROM YOUR CAREER IN SHEET METAL?


YOUR FAMILY
because you can provide a good living with great benefits



HEART & BRAIN
because you are active on the job because you have a wide range of job opportunities



YOUR HANDS
because you are learning a craft for life



YOUR FUTURE
because you will always have work and a worthwhile career



BECOME AN INDUSTRIAL ATHLETE

Find a training center near you <https://www.sheetmetal-iti.org/find-a-training-center>



ALL ABOUT SHEET METAL

Perks of a Great Career

DEVELOP SKILLS, NOT DEBT
You don't need an expensive 4-year degree to get a great career. You earn income while you learn the trade.



UNIQUE CAREER PATHS
Sheet Metal Workers work on Buildings, Planes and Rail. There are many high paying jobs in sheet metal.



COMPETITIVE PAY & BENEFITS
Sheet Metal is one of the highest paying trades, and it can't be outsourced!



JOB SECURITY
Sheet Metal workers are needed in every state. Once you learn the trade, you will have a great job for life...



"I'VE HAD THE OPPORTUNITY TO CREATE & LEARN SOME AMAZING THINGS IN MY CAREER."
JIMMY BOYCE, UMW SHEET METAL WORKER

Find a training center near you: <https://www.sheetmetal-iti.org/find-a-training-center>



BRAND AMBASSADOR RESOURCES

Using Social Media to connect

Friends and family outreach

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

The campaign

The Industrial Athlete
My Job is My Gym

#MJMG



BRAND AMBASSADORS IN ACTION



Each Brand Ambassador was provided
\$100 Amazon Gift Card

<https://www.instagram.com/explore/tags/mjmg/>

Facebook Custom Audiences

The background features a complex isometric grid of lines and geometric shapes, creating a technical or architectural feel. The color transitions from a deep blue on the left to a vibrant red on the right, with the white text centered across this gradient.

ABOUT FACEBOOK CUSTOM AUDIENCES

Custom audiences allows for targeting of Facebook users based on:

- Email addresses you upload for look alike
- Website traffic (provided the Facebook Pixel is on your website)
- You can gauge your engagement rates using [Facebook ads' relevance scores](#).

CUSTOM AUDIENCES CONTINUED...

1. In the Audience section, below Custom Audiences, select Create New.
2. Choose Custom Audience from the dropdown.

The screenshot displays the Facebook Audience targeting interface. At the top, there is an 'Audience' section with a search bar and two buttons: 'Create New' and 'Use a Saved Audience'. Below this is a 'Custom Audiences' section, which is highlighted with a blue border. It contains a search bar and two buttons: 'Exclude' and 'Create New'. The main targeting area includes 'Locations' (set to 'Everyone in this location'), 'Age' (18 - 65+), 'Gender' (All, Men, Women), and 'Languages'. At the bottom is the 'Detailed Targeting' section with search bars and 'Suggestions' and 'Browse' buttons. On the right side, there is an 'Audience Size' gauge and an 'Estimated Daily Results' section.

The background features a complex isometric technical drawing of a mechanical assembly, rendered in a light blue color. The drawing includes various components such as gears, shafts, and housing parts, all arranged in a perspective view. The overall background has a color gradient that transitions from a deep blue on the left to a vibrant red on the right.

LinkedIn

LINKEDIN FOR RECRUITING

Benefits of Recruiting with LinkedIn

“Over 155 million workers in the U.S. have LinkedIn profiles; over 20,000 companies in the U.S. use LinkedIn to recruit; over 3 million jobs are posted on LinkedIn in the U.S. every month.

-LinkedIn Blog

LinkedIn provides a large network of candidates on a platform dedicated to connecting professionals.

LinkedIn is mobile friendly. When a job post is published, it can appear on a potential candidate's phone immediately.

There are two types of recruiting:

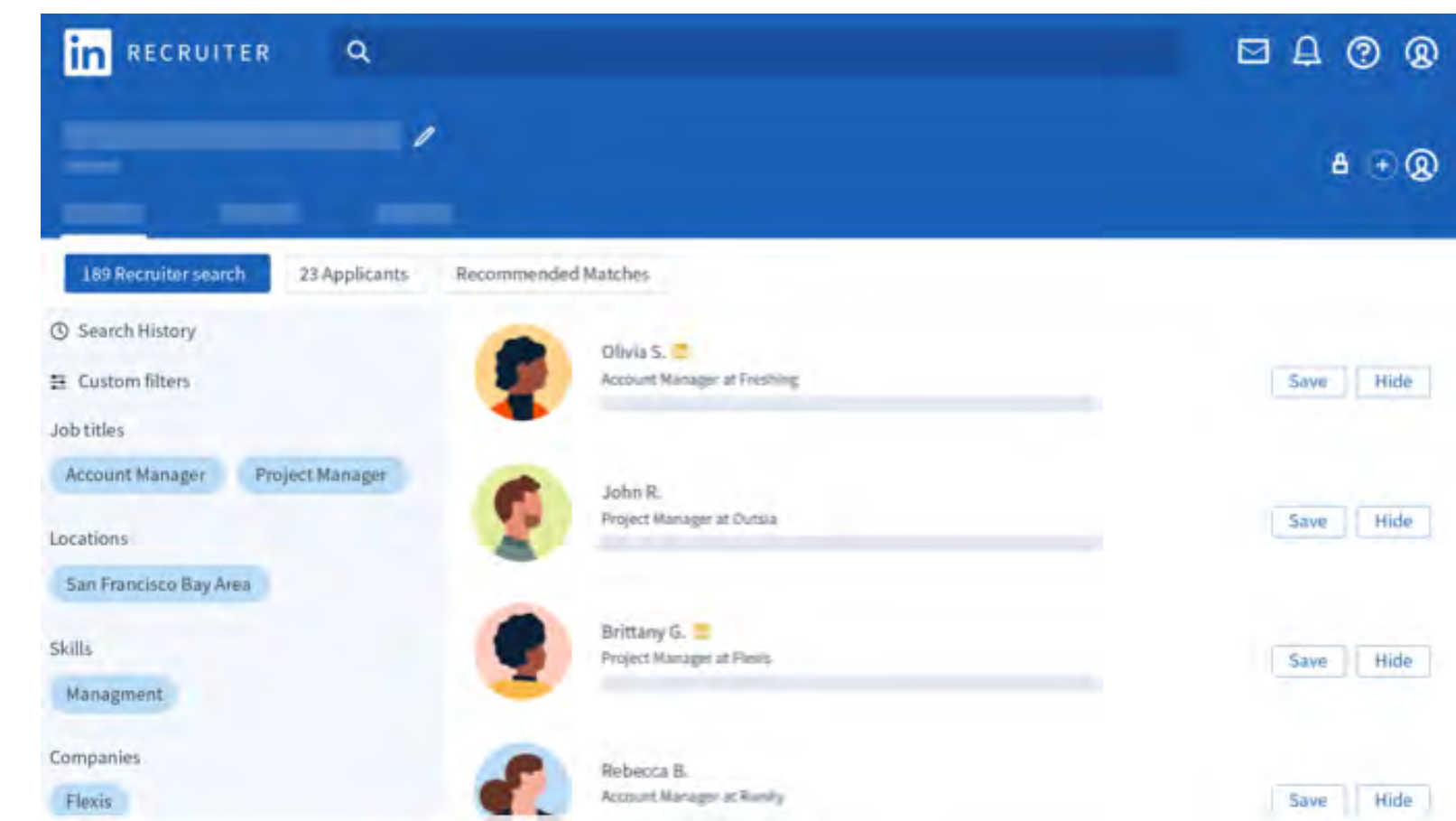
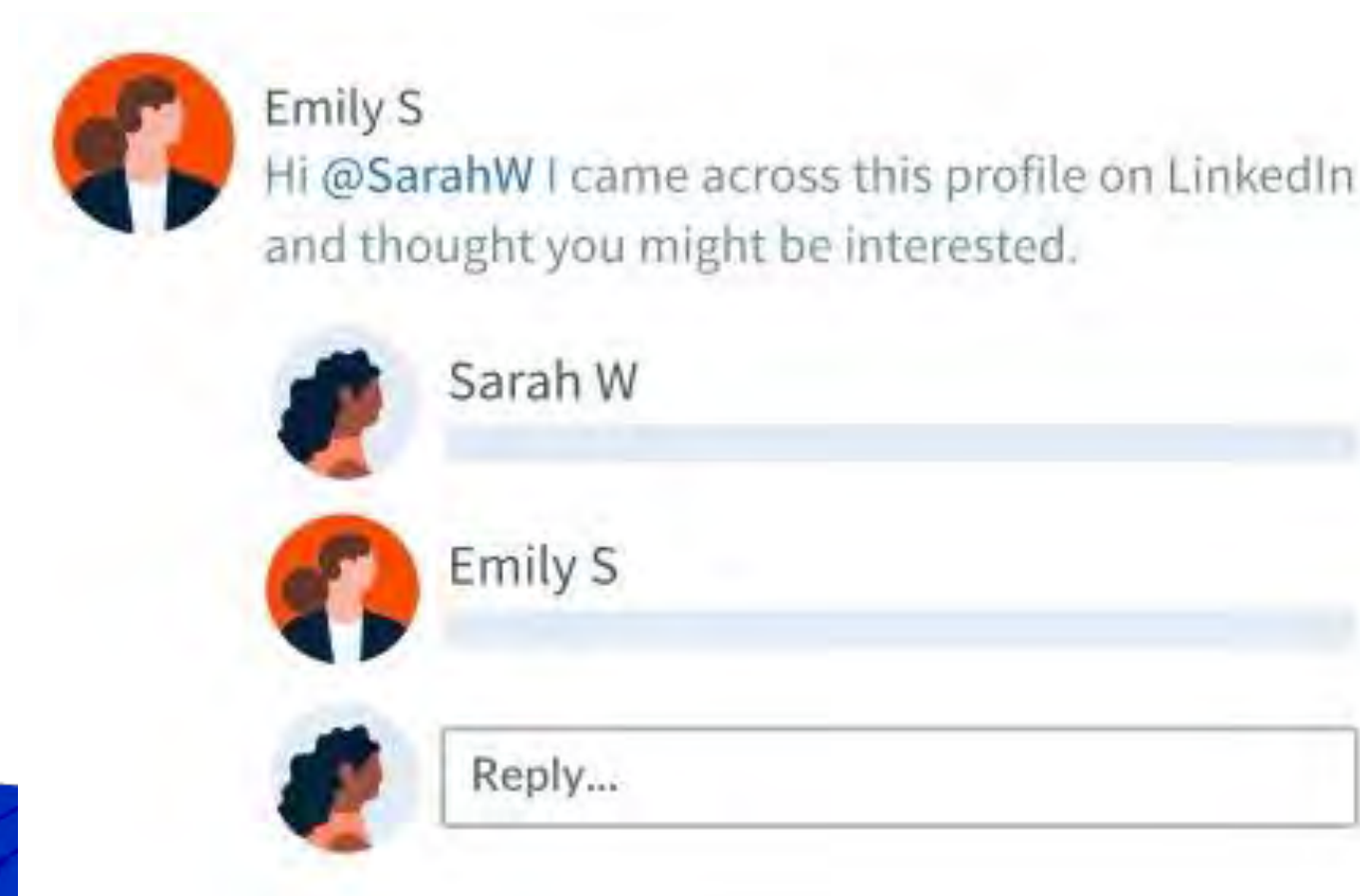
- **LinkedIn Recruiter:** Hiring platform that helps find, connect with and manage the people you want to recruit.
- **LinkedIn Talent Hub:** Applicant tracking system (ATS) that lets you hire, manage, and outsource all in one platform.

LINKEDIN RECRUITER

LinkedIn Recruiter provides advanced search filters and recommended matches to prioritize candidates.

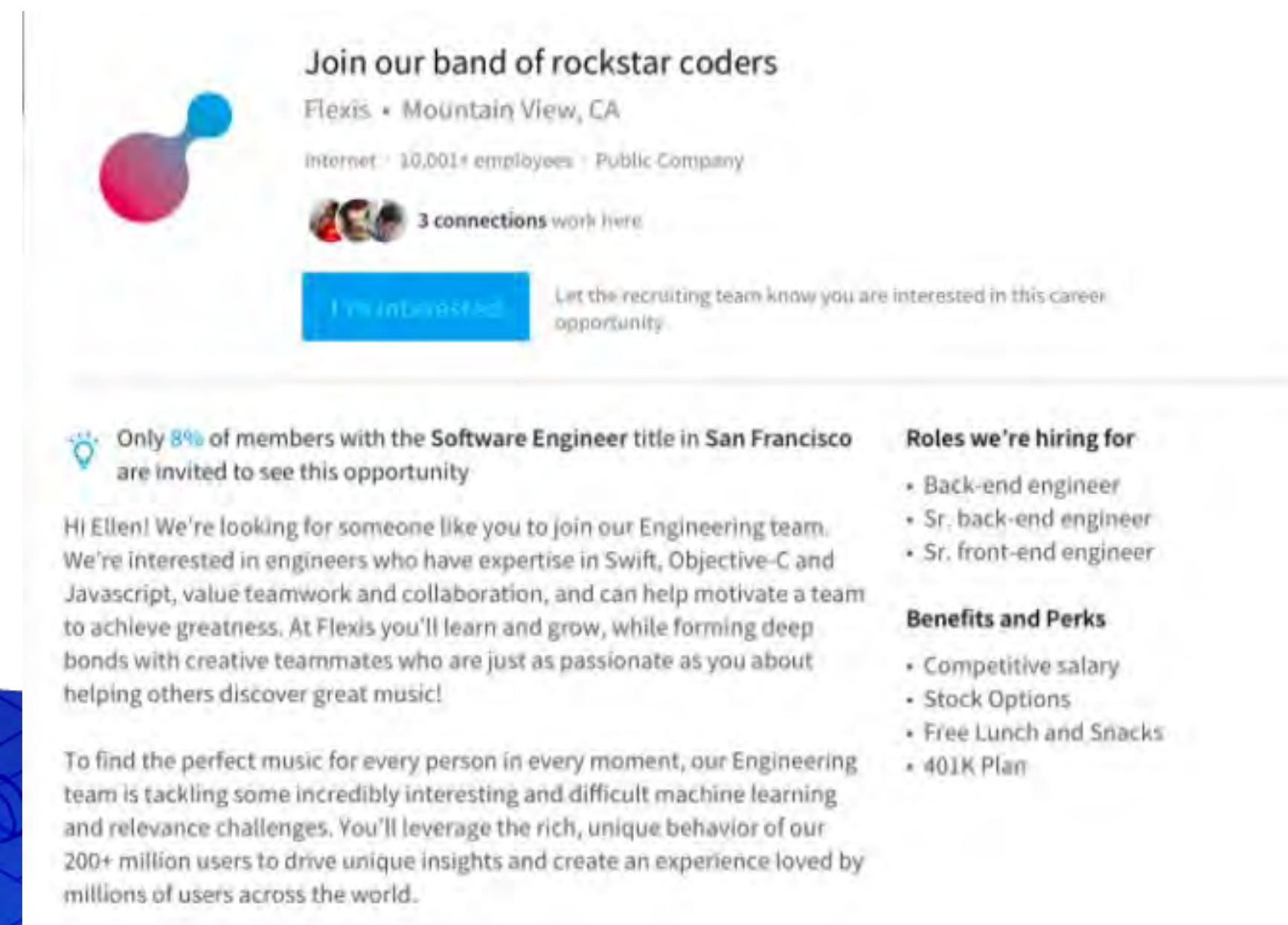
Outbound recruiting.

Once you have a list of candidates you can engage with them by using LinkedIn's messaging system, InMail. Bulk messaging and saved templates let you reach out to more candidates faster. Easily share candidate profiles with team members for feedback. Track performance of your InMails to log progress.



LINKEDIN RECRUITER CONTINUED...

- LinkedIn Recruiter allows you to search for passive candidates. 60% of the workforce is not looking for a new job, but willing to discuss a new opportunity.
- Join relevant LinkedIn Groups and post jobs there (*Sheet Metal HVAC/FAB/CAD/CAM/BIM, Jobs for Sheet Metal Workers, and HVAC Professionals* are examples of relevant groups on LinkedIn).
- LinkedIn's Pipeline Builder captures candidates' attention with personalized landing pages tailored to your ideal audience. Candidates can express interest with a one-click "I'm interested" button.



Join our band of rockstar coders
Flexis • Mountain View, CA
Internet • 10,001+ employees • Public Company
3 connections work here

[I'm interested](#) Let the recruiting team know you are interested in this career opportunity.

Only 8% of members with the **Software Engineer** title in **San Francisco** are invited to see this opportunity

Hi Ellen! We're looking for someone like you to join our Engineering team. We're interested in engineers who have expertise in Swift, Objective-C and Javascript, value teamwork and collaboration, and can help motivate a team to achieve greatness. At Flexis you'll learn and grow, while forming deep bonds with creative teammates who are just as passionate as you about helping others discover great music!

To find the perfect music for every person in every moment, our Engineering team is tackling some incredibly interesting and difficult machine learning and relevance challenges. You'll leverage the rich, unique behavior of our 200+ million users to drive unique insights and create an experience loved by millions of users across the world.

Roles we're hiring for

- Back-end engineer
- Sr. back-end engineer
- Sr. front-end engineer

Benefits and Perks

- Competitive salary
- Stock Options
- Free Lunch and Snacks
- 401K Plan

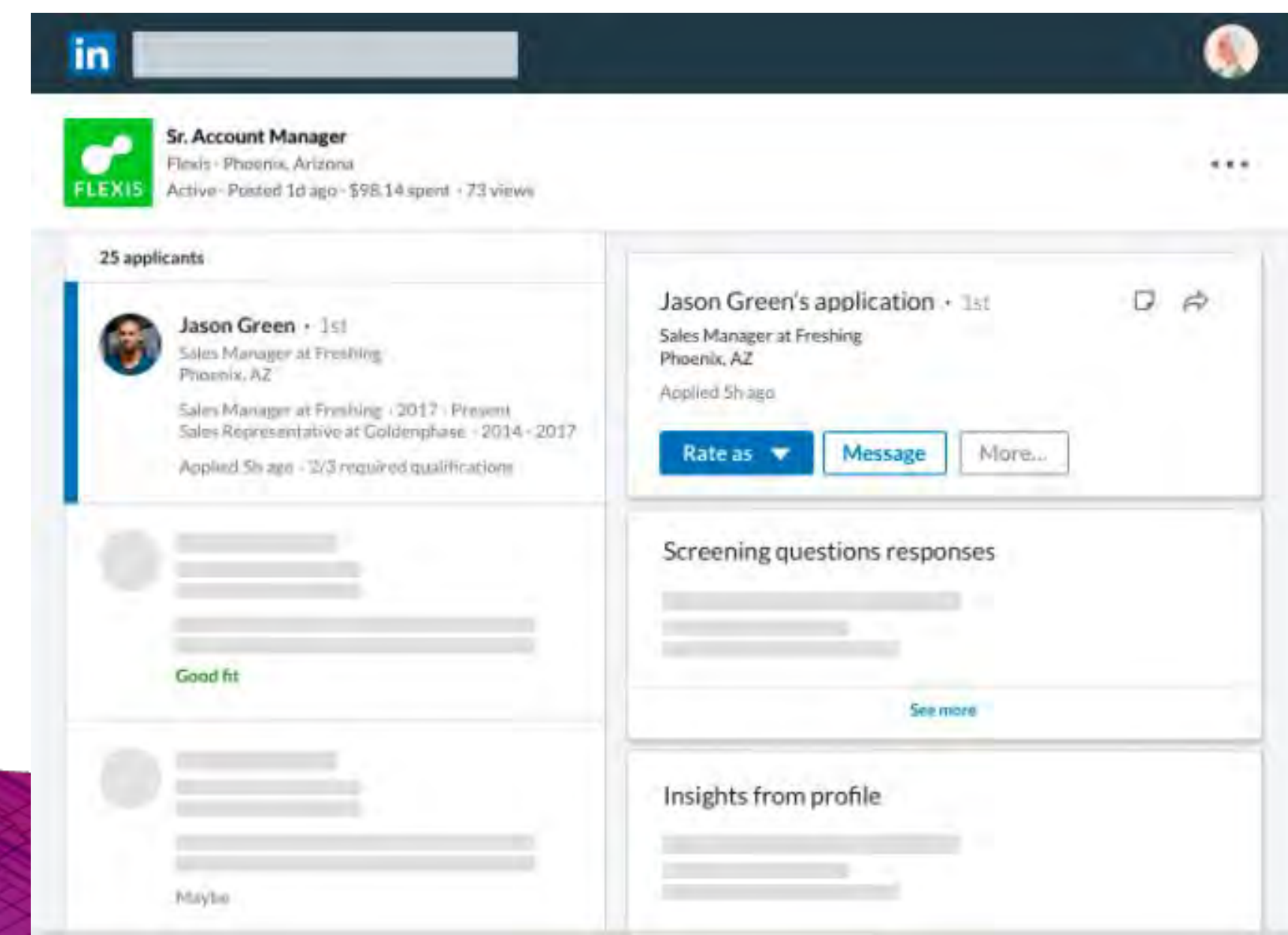
LINKEDIN TALENT HUB

An applicant tracking system (ATS) that lets you hire, manage, and outsource all in one platform.

Inbound recruiting.

With Talent Hub, you get a pipeline of people who applied for your job ad, and through the tool, you can narrow down the candidates until you find your ideal employee.

- First, you fill in and post your job details. Talent Hub helps you by providing descriptions based on millions of other job postings.
- Then, after posting a job ad and candidates fill it in, you get an overview of employees ready to source.
- You can share top candidates with your hiring team so they can review and provide feedback.

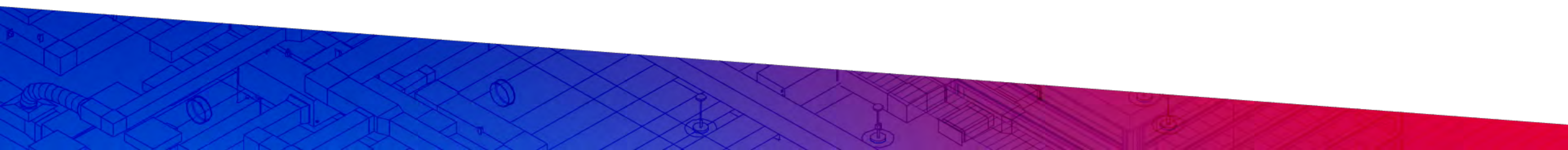


LINKEDIN TALENT HUB CONTINUED...

Other LinkedIn Talent Hub features include

- Real-time data and insights
- Effortless collaboration with your hiring team
- Seamless communication using Google and Outlook email integrations
- Integration with other external HR and recruitment tools

With Talent Hub, potential employees will be coming to you rather than the other way around. This is an effective tool if you already have a decent company presence on LinkedIn.



TIPS FOR HIRING WITH LINKEDIN

Create and share job posts

- Creating a job post on LinkedIn is free with the option to boost the post at a cost to increase your reach.

Consider LinkedIn InMails

- With a free account, you can only send connection requests or direct messages if you're already connected. With InMails, you can bypass all that and send a direct message to a potential candidate's inbox.
- To use LinkedIn InMails, you need to upgrade to a premium account which can cost you anywhere from \$29.99 per month to \$119.95 per month.

Encourage Referrals

- This works best if you don't have a huge following or the advertising budget to shell out on reaching hundreds of people. Instead, you can use this to your advantage and encourage word-of-mouth referrals. Organizations that have effective referral programs can reach over 50% of all hires from referrals.
- The best recruitment referral program is a financial reward.

ADDITIONAL RESOURCES

[See what you can achieve with LinkedIn Talent Solutions](#)

[LinkedIn Recruiter](#)

[LinkedIn Talent Hub](#)

[How to Recruit on LinkedIn: 12 Free Strategies](#)

QUOTE

“The future doesn’t belong to the faint-hearted, it belongs to the brave”.

-Ronald Reagan

CONTACT INFORMATION

For additional information, please
contact:

Lisa Bordeaux
503-422-6764



**PLEASE REMEMBER TO FILL OUT YOUR
BREAKOUT SURVEY ON THE APP**

BUILDING the FUTURE TOGETHER



Please wear you mask
during all session