

The New Way to Recruit

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Local 602

Kip Bagley & David Geith
Mesa Energy Systems, EMCOR

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Local 85

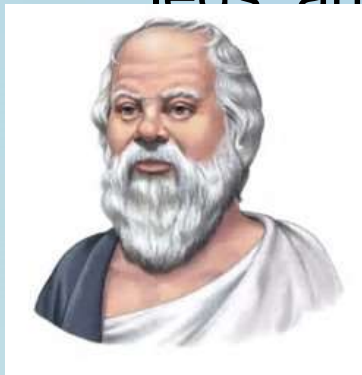


“I Can’t Understand this New Generation!”

Sound Familiar?

"The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households.

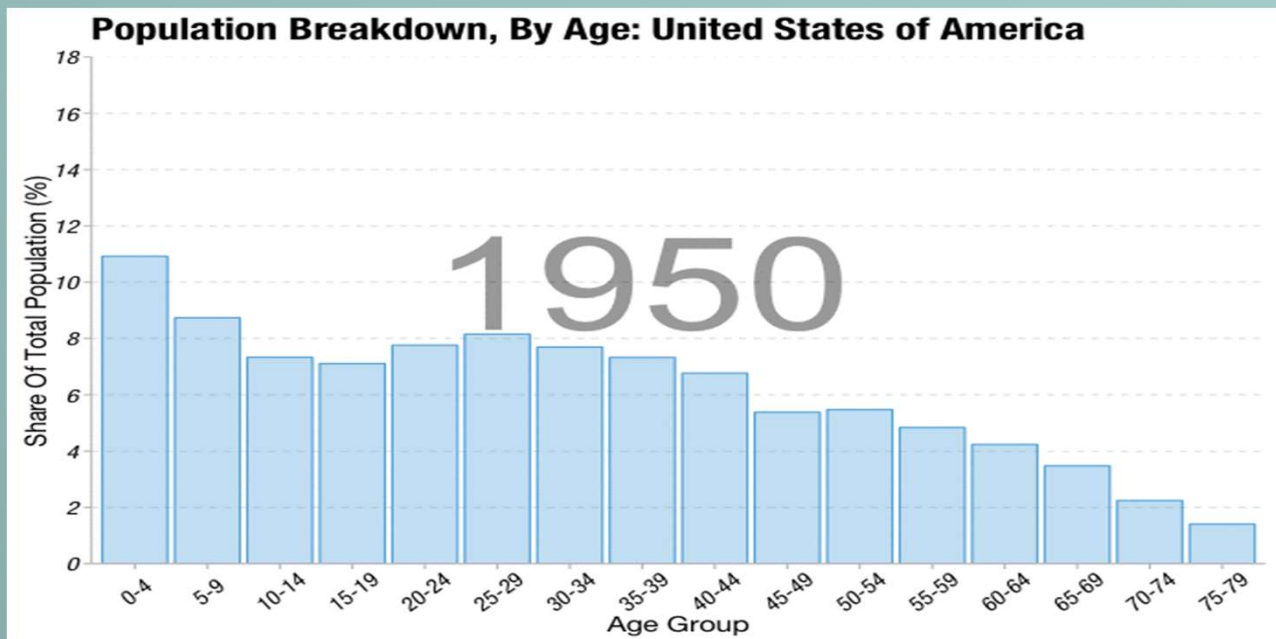
They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers."



Socrates (469-399 B.C.)

Intro: The NEW way to recruit!

- Do you know what % of your skilled work force will be retiring in the next 2-5 years?
Mesa's is 25%!
- Do you have a plan to replace this large talent loss?
- Do we have a labor shortage or a “union” labor shortage?

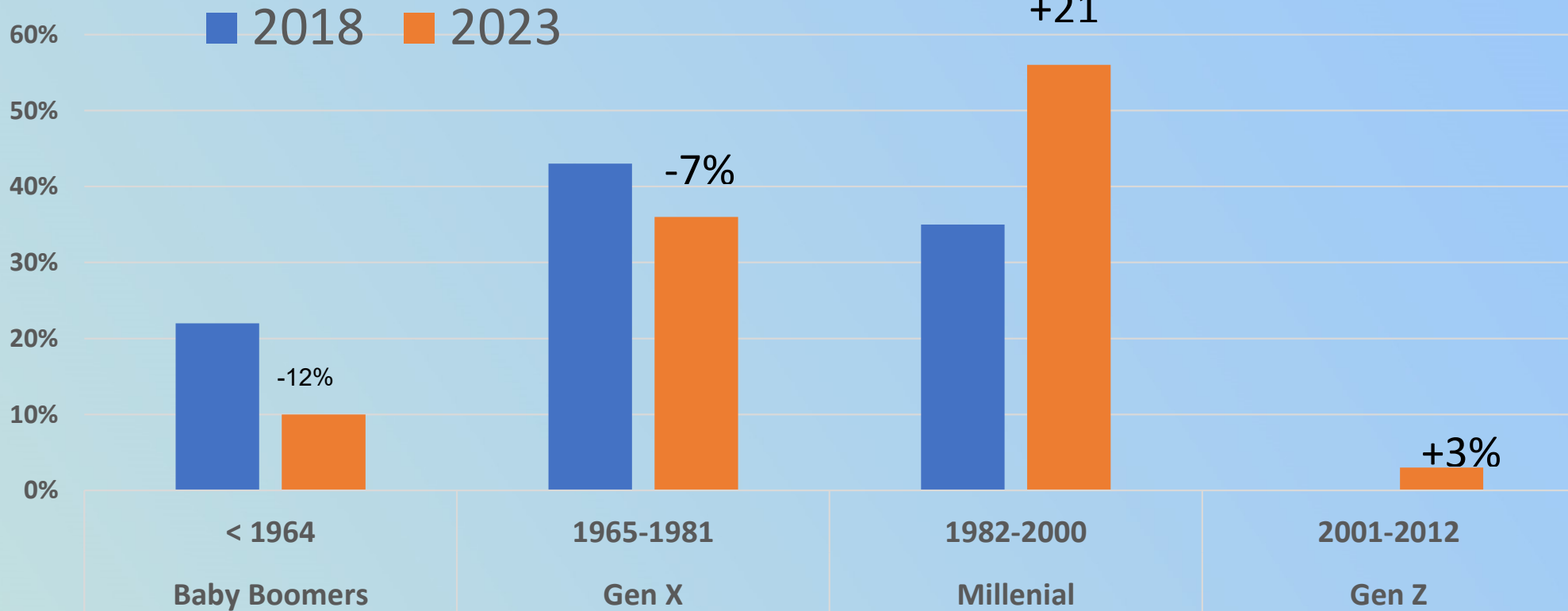


WE HAVE REACHED THE CLIFF!



MSCA23
PROPEL

Mesa Workforce Age



Recruiting Methods

- Utilize existing employee's referrals. Success ratios are much higher than standard methods.
- Start an employee referral bonus program.
- Many other ways to find talent the group will discuss.
- Closely check your technician retention rates. If too high (anything >33% lost) you should look at yourself closely to determine why you're not keeping folks. Money, management, flexibility etc.

Successfully Recruiting

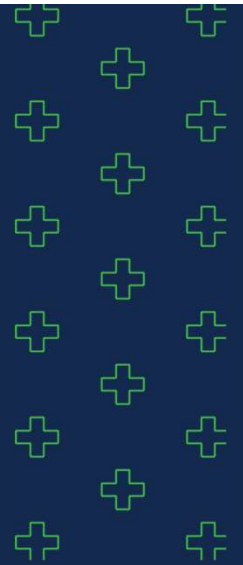
**Do we have an HVACR technician shortage? Or a “union” technician shortage?
Are there mass buildings with “no AC” due to lack of field staffs?**

- 1. Make your company culture better:** A positive and supportive work environment can attract and retain talented HVAC technicians.
- 2. Make and publish a compelling HVAC job posting:** A well-written job posting that highlights the benefits of working for your company can attract more qualified candidates.
- 3. Use marketing to promote your job ads:** Use social media, email marketing, and other advertising channels to reach a wider audience.
- 4. Ask for recommendations:** Ask your current employees, customers, and other industry professionals for referrals.
- 5. Use your network to find potential hires:** Attend industry events, join online forums, and participate in other networking opportunities to find potential candidates.
- 6. Get the word out on all platforms available to you:** Use job boards, company websites, and other online platforms to advertise your job openings.
- 7. Take calculated risks and invest in HVAC training:** Consider hiring candidates with less experience and investing in their training to develop the skills you need.
- 8. Ask the right questions:** During the interview process, ask questions that help you assess the candidate's skills, experience and work ethics.
- 9. Consider several factors such as training, experience, and professional efficiency** when looking for the perfect HVAC technician.





Digital and Social Media Recruiting



Introduction: Chris Madello

- **23 Year Member of UA Local 602 – Washington DC**
- **Full Time Field Organizer Maryland Pipe Trades in 2010**
- **Local 602 Service Agent/Organizer**
-Service Agent and Manpower
- **Currently:**
 - **Business Manager/FST UA Local**
 - **President of the Mid-Atlantic Pipe Trades Association**
 - **Still an Organizer – 13 years 10 months**
- **Not a rookie**
- **Not an Expert**



Our Local Union

- **Size**
- **Apprentice**
- **Contractors**
- **Heavy Service Focus**
- **Growth in Service**
- **Great Service Training**
- **Training Can't be the only Answer**



How We Have Done It In The Past



Paid Organizers



Referrals



Generational



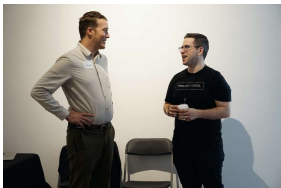
Career Fairs



Visiting Supply Houses



School Visits



Word of Mouth



...A Little bit of Luck!

Why Social Media?



Where your audience gets their news now



Cuts Down on

- Manpower for Recruiting
- TIME!



Measurement



You Cast a *much* wider net and expand your network



Reach *Only* Those You Want to Reach



80% of *every* generation uses social media at least 1x per day

Paid vs Organic Social – What's the difference?

ORGANIC (POSTED TO PAGE)

Reach existing members/employees/stakeholders/network etc

Gives your team a personality, voice and tone

Acts as a communications tool

Build it and hope they come strategy



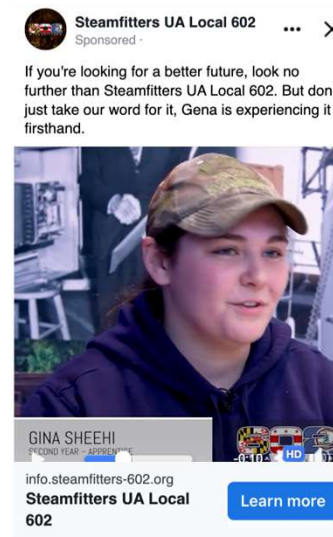
213 Impressions
5 Clicks
81 Video Views

PAID (TARGETED TO SPECIFIC RECRUITS)

Hyper-targeted and powerful recruitment tool

Reach those who have experience and do not know about you

Seen by 31,100% more people who fall within your target audience for recruitment



66,396 Impressions
2,898 Clicks
17,992 Video Views

Digital Marketing Definitions

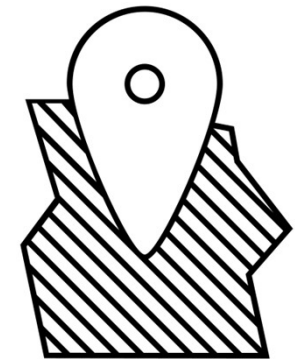
Impressions: Total number of times your ad was shared on social media, regardless if it was clicked or not.

Reach: Total number of people (unique users) who see your ads.

Clicks: When someone takes an action and engages (clicks) on the ad you are sharing on social media.

Followers: In social media, a follow represents a user who chooses to see all of another user's posts in their content feed.

Digital Marketing Assets



Facebook

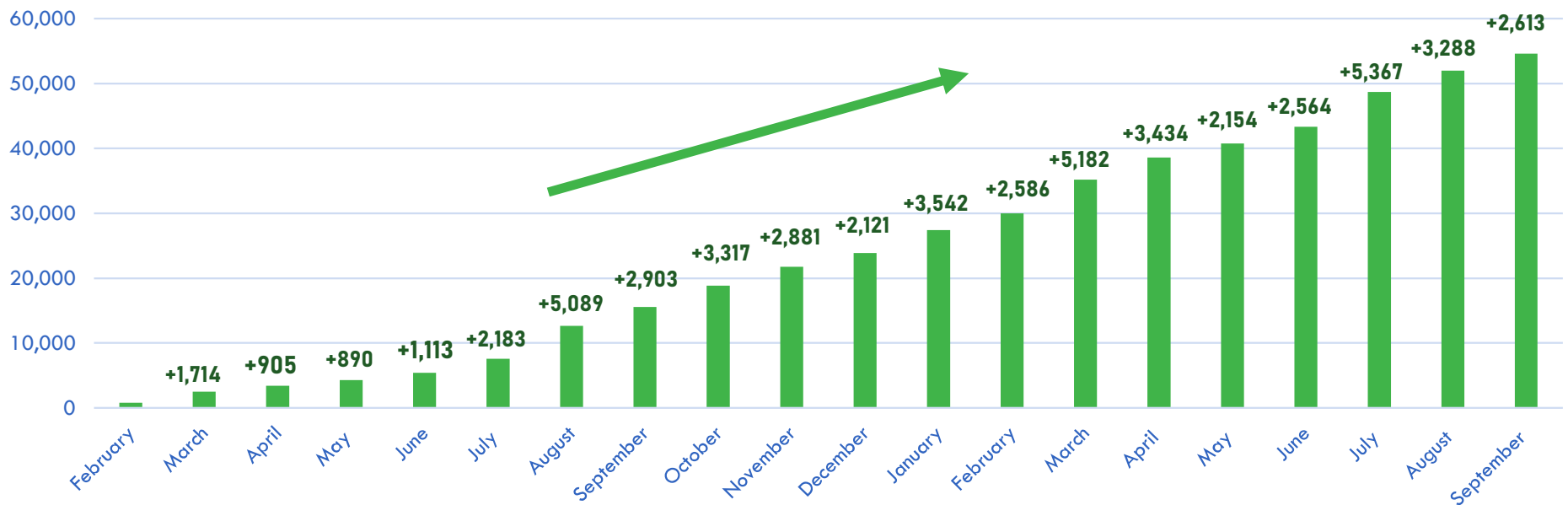


10,336,938
Total Impressions

1,363,083
Total Reach

97,327
Total Clicks

FB Page Views Growth by Month



Instagram

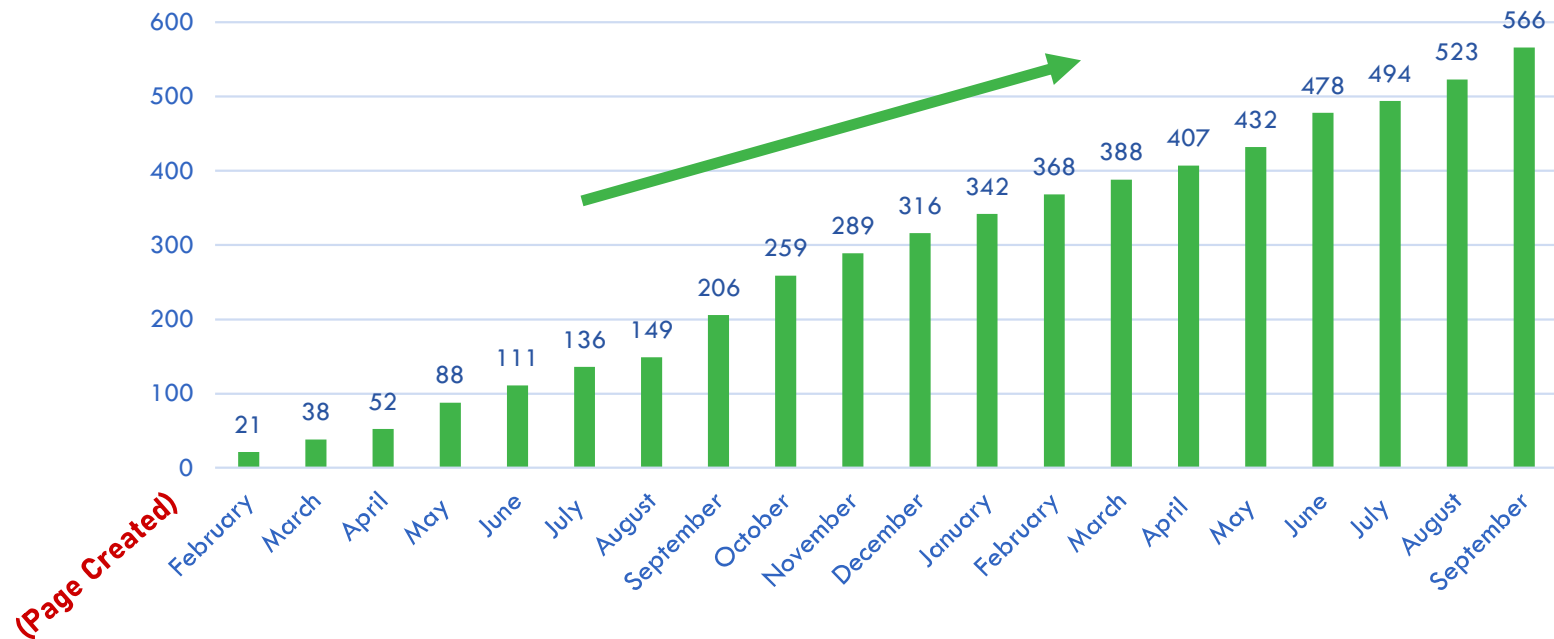


6,409,331
Total Impressions

1,001,607
Total Reach

49,602
Total Clicks

IG Follower Growth by Month



LinkedIn



2,503,349

Total Impressions

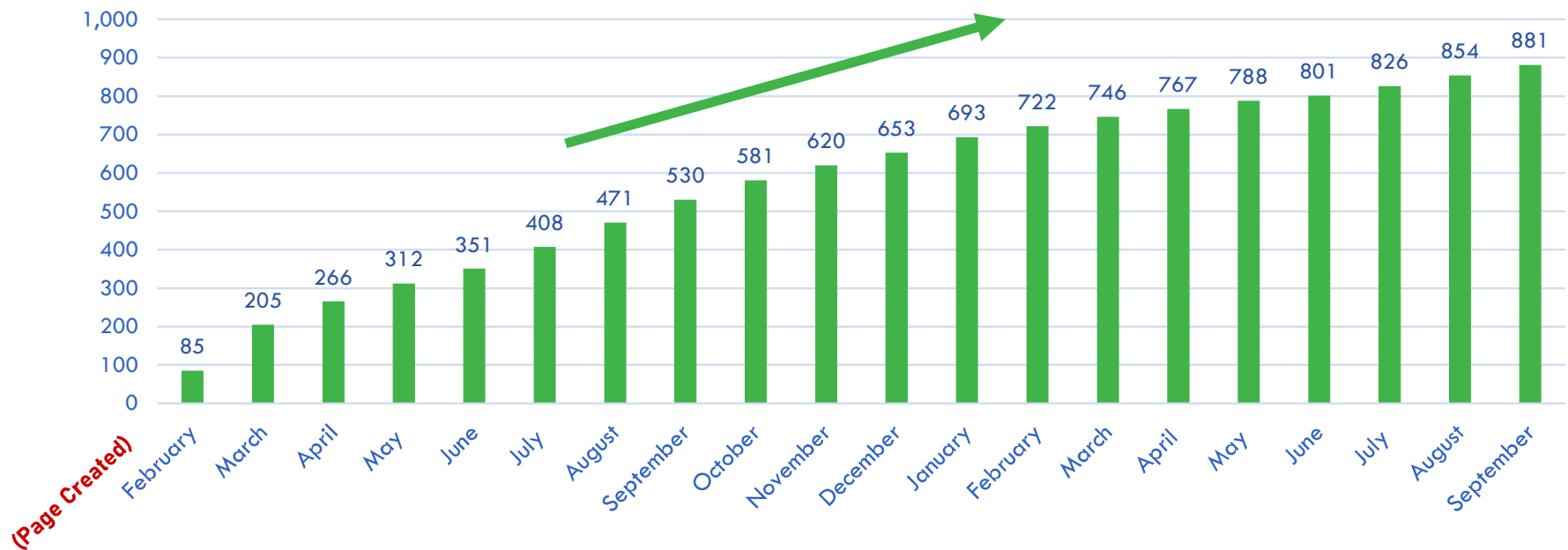
633,202

Total Reach

14,842

Total Clicks

Total LinkedIn Followers by Month



YouTube



1,667,741

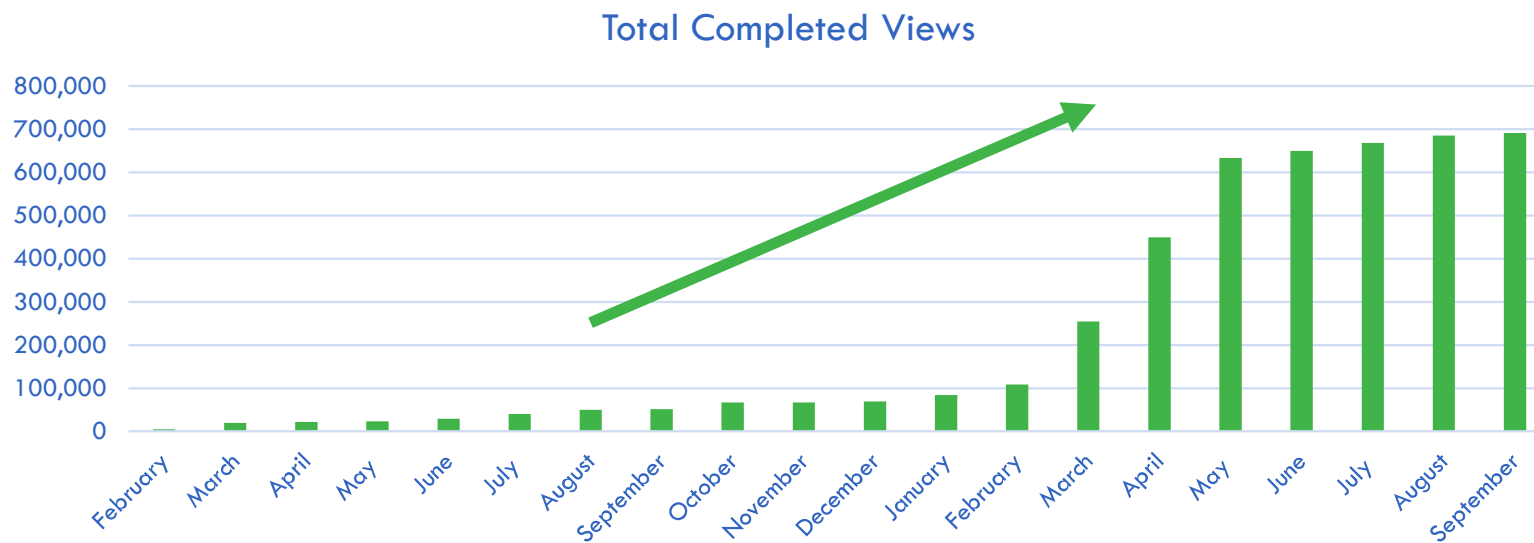
Total Impressions

967,741

Total Completed Views

1,852

Total Clicks



Spotify & Pandora (Targeted Audio)



5,867,459

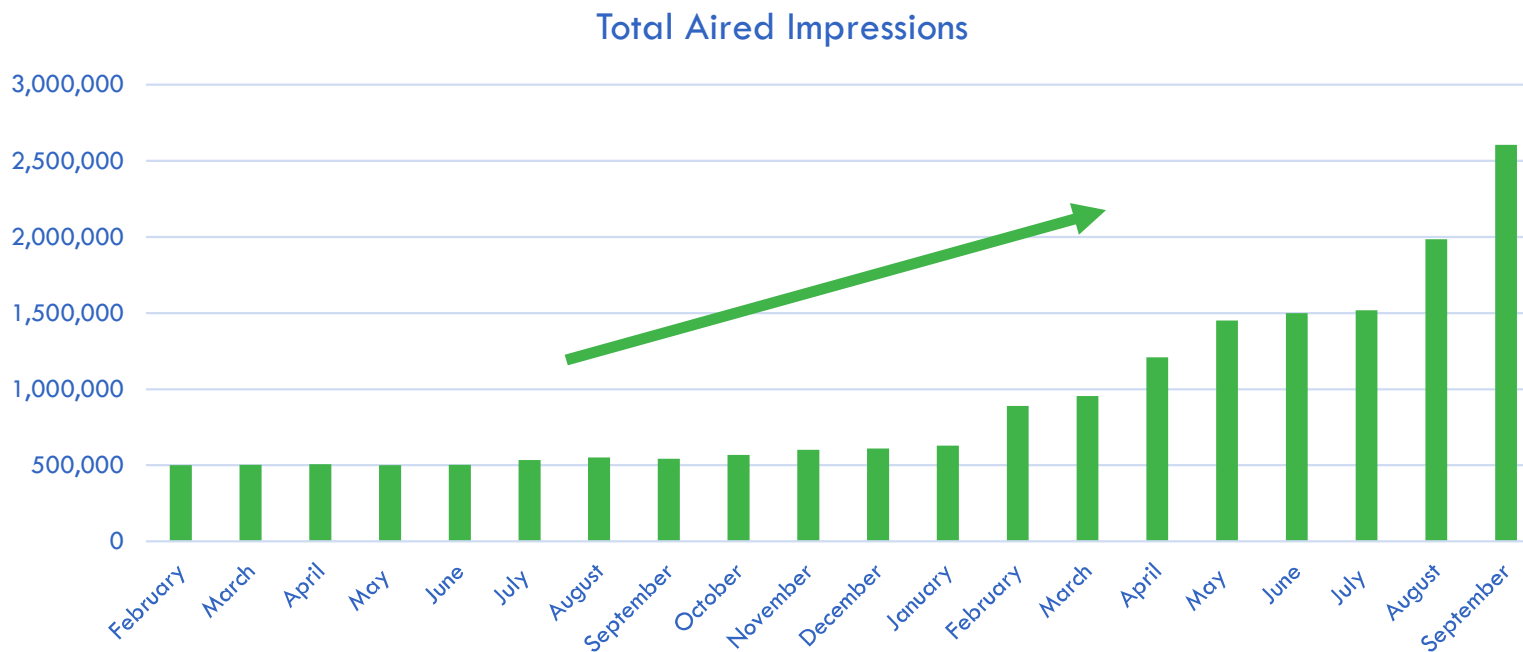
Total Aired Impressions

1,921,888

Total Reach

4,065

Total Clicks



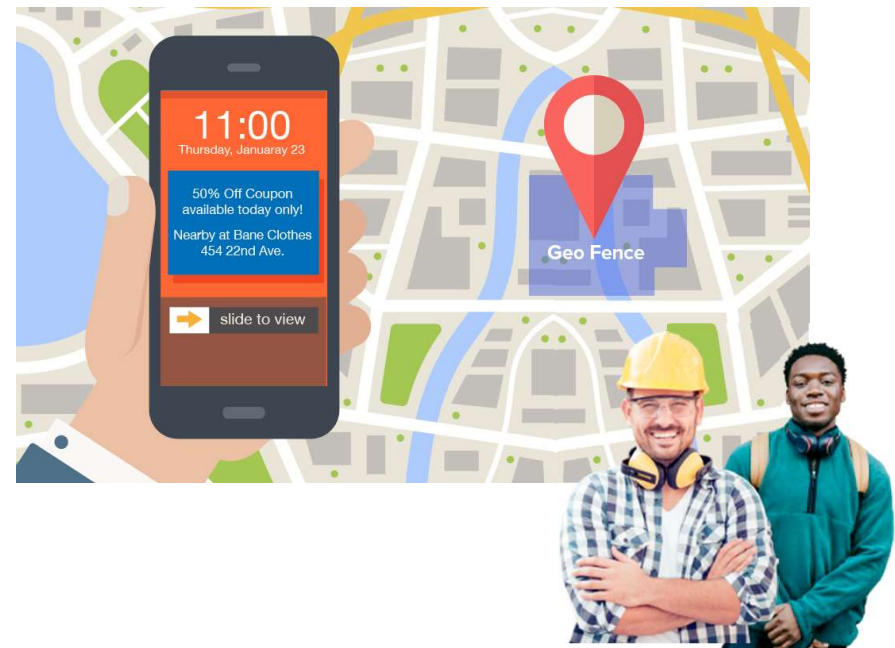
Geofence Display:

What is It? How do we Use It?



Geofencing creates a virtual fence around a specific location

- When someone who we are looking to reach enters that virtual fence, we can send our ads to them any time, anywhere (they do not have to be in the fence)
- One way that we use geofencing is to reach contractors, decision-makers and workers at key non-unionized sites in the DC area to motivate interest in joining Steamfitters

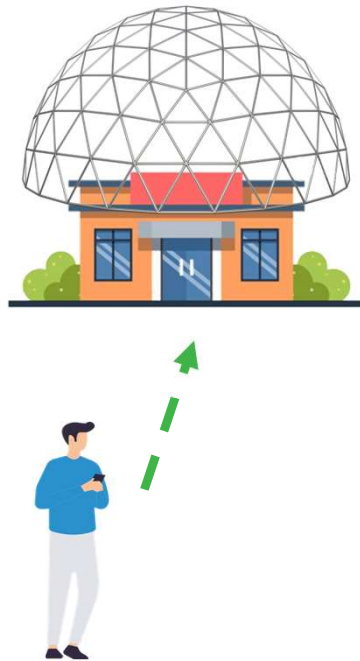


Geofence: How it Works

Virtual “Dome” is Placed over a Select Location



Your Target Person goes *in* the “Dome”



Your Person is now caught and will be served ads after having left the Dome



Your Targeted Ads Will be Served to this Person as they travel to other locations



...at the jobsite



...at the office



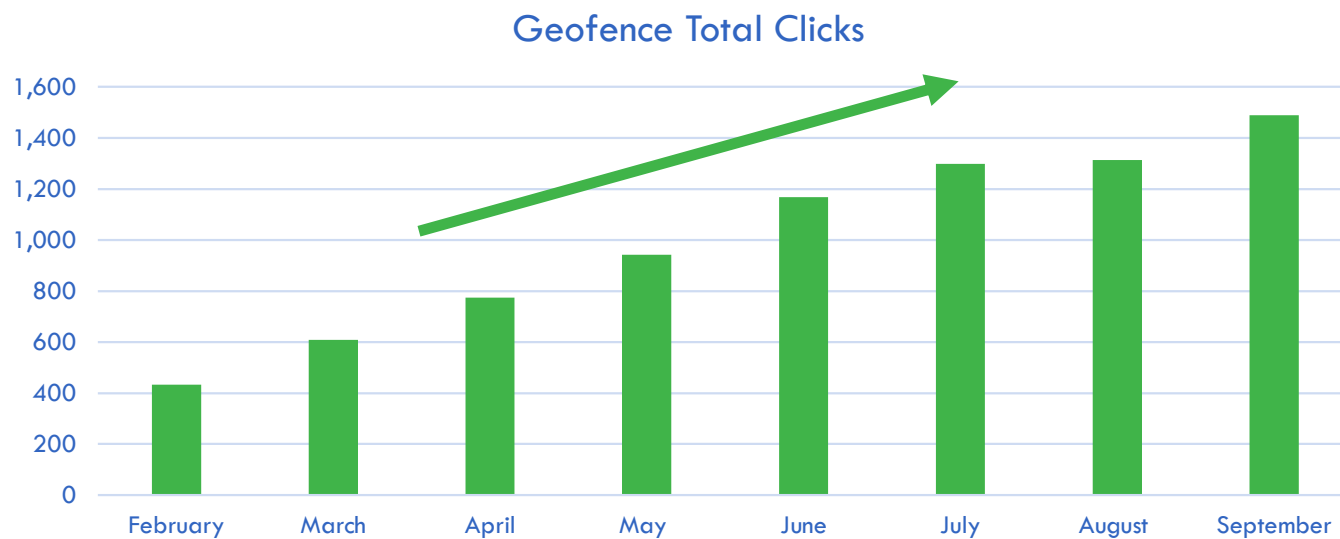
...at home

Geofence Display



2,435,300
Total Impressions

2,810
Total Clicks



EXPRESS RECAP: KEY DIGITAL MARKETING WINS



FACEBOOK

DISPLAY

YOUTUBE

INSTAGRAM

LINKEDIN

SPOTIFY +
PANDORA

>10.3MM

Impressions

>2.4MM

Impressions

>967,000

Completed Views

~1M

Total Reach

633,000

Total Reach

1.9MM

Total Reach

~97k

Clicks

2.8k

Clicks

>1,800

Clicks

>49,000

Clicks


>14,800

Clicks

>4,000

Clicks

Creative Examples





Steamfitters UA Local 602

Sponsored

ID: 758969249180277

Hiring our contractors for your HVAC, Refrigeration and Mechanical Systems brings you numerous benefits with virtually no drawbacks. Our members and contractors provide the highest level of service in the industry.






Steamfitters UA Local 602

Sponsored

ID: 1612775992536840

If you're looking for a better future, look no further than Steamfitters UA Local 602. But don't just take our word for it, ask a member firsthand.




GINA SHEEHI

SECOND YEAR - APPRENTICE

INFO.STEAMFITTERS-602.ORG

Steamfitters UA Local 602

Learn More




Steamfitters UA Local 602

788 followers

Promoted

The steamfitters trade is a path for everyone, no matter their background. You have a chance to earn the best on-the-job training in the DMV with our apprenticeship school, which will set you up for a bright future!




CATRINA FLEMING

STEAMFITTER

0:01 / 0:15

Steamfitters UA Local 602




Steamfitters UA Local 602

788 followers

Promoted


If you're currently working as or looking to begin as a Welder, HVAC Service or Control Technician, and highest wages, the best healthcare and retirement then Steamfitters UA Local 602 is the best choice.



Steamfitters UA Local 602

info.steamfitters-602.org

Learn more





Steamfitters UA Local 602

Sponsored

ID: 1377989606098697

Being a steamfitter member opens up doors to so many possibilities. You'll have the opportunity to find what you love to do within the Local 602 and pursue that to its fullest capacity!






Steamfitters UA Local 602

Sponsored

ID: 960136911687259

The best chance to learn the steamfitters profession is through our apprenticeship program. The ability to speak with professionals and fellow students about the things you learn will be an advantage when it's time to start your new career.



MICHAEL CARTER

SECOND YEAR - STEP 2 APPRENTICE

INFO.STEAMFITTERS-602.ORG

Steamfitters UA Local 602

Learn More

Creative Examples



Steamfitters UA Local 602

Sponsored

ID: 1612775992536840

...

If you're looking for a better future, look no further than Steamfitters UA Local 602. But don't just take our word for it, Gena is experiencing it firsthand.



GINA SHEEHI
SECOND YEAR - APPRENTICE



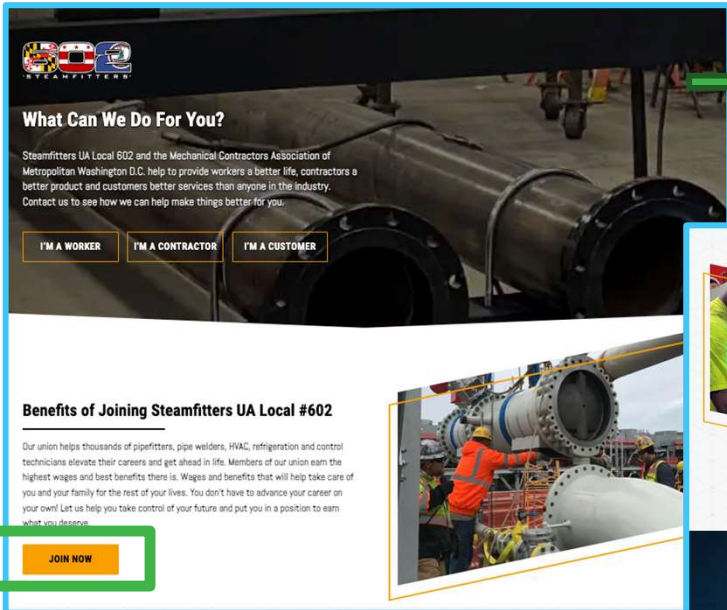
INFO.STEAMFITTERS-602.ORG

Steamfitters UA Local 602

[Learn More](#)



Landing Pages



What Can We Do For You?

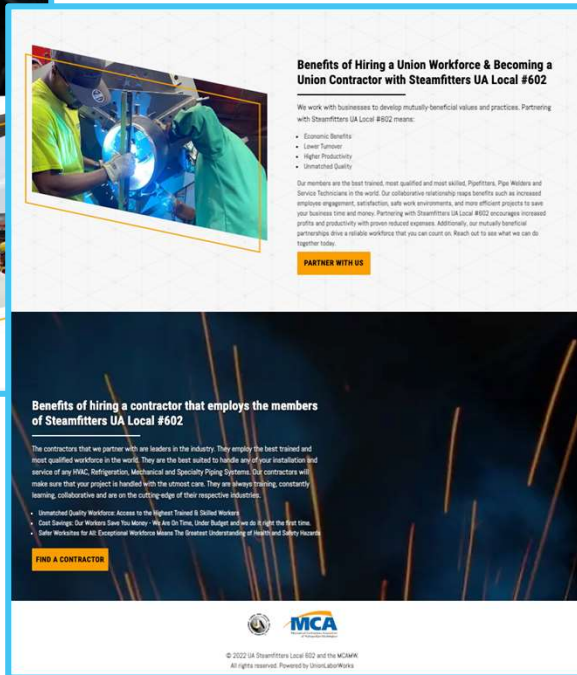
Steamfitters UA Local #602 and the Mechanical Contractors Association of Metropolitan Washington D.C. help to provide workers a better life, contractors a better product and customers better services than anyone in the industry. Contact us to see how we can help make things better for you.

[I'M A WORKER](#) [I'M A CONTRACTOR](#) [I'M A CUSTOMER](#)

Benefits of Joining Steamfitters UA Local #602

Our union helps thousands of pipefitters, pipe welders, HVAC, refrigeration and control technicians elevate their careers and get ahead in life. Members of our union earn the highest wages and best benefits there is. Wages and benefits that will help take care of you and your family for the rest of your lives. You don't have to advance your career on your own! Let us help you take control of your future and put you in a position to earn what you deserve.

[JOIN NOW](#)



Benefits of Hiring a Union Workforce & Becoming a Union Contractor with Steamfitters UA Local #602

We work with businesses to develop mutually beneficial values and practices. Partnering with Steamfitters UA Local #602 means:

- Economic Benefits
- Lower Turnover
- Higher Productivity
- Unmatched Quality

Our members are the best trained, most qualified and most skilled. Pipefitters, Pipe Welders and Service Technicians in the world. Our collaborative relationship reaps benefits such as increased employee engagement, satisfaction, safe work environments, and more efficient projects to save your business time and money. Partnering with Steamfitters UA Local #602 encourages increased profits and productivity with proven reduced expenses. Additionally, our mutually beneficial partnership shows a reliable workforce that you can count on. Reach out to see what we can do together today.


[PARTNER WITH US](#)

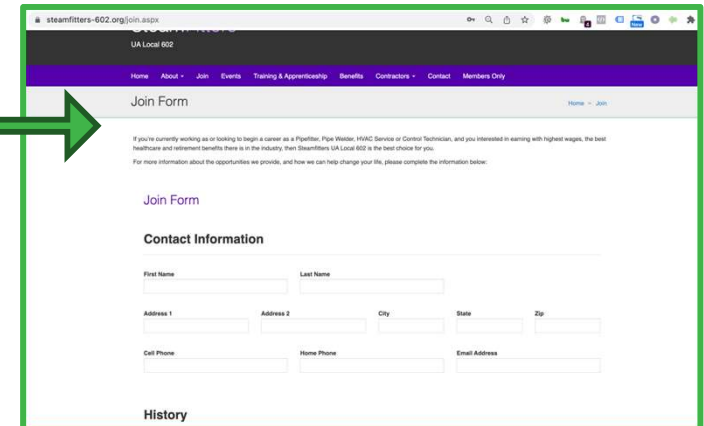
Benefits of hiring a contractor that employs the members of Steamfitters UA Local #602

The contractors that we partner with are leaders in the industry. They employ the best trained and most qualified workforce in the world. They are the best suited to handle any of your installation and service of any HVAC, Refrigeration, Mechanical and Specialty Piping Systems. Our contractors will make sure that your project is handled with the utmost care. They are always training, constantly learning, collaborative and are on the cutting edge of their respective industries.

- Unmatched Quality Workforce Access to the Highest Trained & Skilled Workforce
- Cost Savings: Our Workers Save You Money - We Are On Time, Under Budget and we do it right the first time.
- Safety Measures for All Construction Workflows Means The Strongest Understanding of Import and Safety Measures

[FIND A CONTRACTOR](#)


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steamfitters-602.org/join.aspx

UA Local #602

Home About Join Events Training & Apprenticeship Benefits Contractors Contact Members Only

Join Form

If you're currently working as or looking to begin a career as a Pipefitter, Pipe Welder, HVAC Service or Control Technician, and you're interested in earning with highest wages, the best healthcare and retirement benefits there is in the industry, then Steamfitters UA Local #602 is the best choice for you. For more information about the opportunities we provide, and how we can help change your life, please complete the information below:

[Join Form](#)

Contact Information

First Name Last Name

Address 1 Address 2 City State Zip

Cell Phone Home Phone Email Address

[History](#)

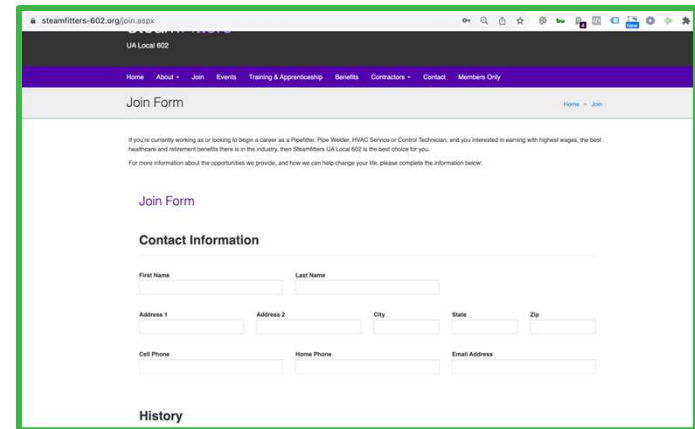


Steamfitters 602 Landing Page

Join Form

1. Join Form
2. Resume
3. Email
4. Spreadsheet
5. Contact Everyone

- A. Experience
- B. Limited/No Experience



The screenshot shows a web browser window with the address bar displaying "steamfitters-602.org/join.aspx". The page has a dark header with "UA Local 602" and a navigation menu with links: Home, About, Join, Events, Training & Apprenticeship, Benefits, Contractors, Contact, and Members Only. The main content area is titled "Join Form" and includes a brief introduction about the union's benefits. Below this is a "Join Form" section with a "Contact Information" heading. The form contains several input fields: First Name, Last Name, Address 1, Address 2, City, State, Zip, Cell Phone, Home Phone, and Email Address. At the bottom of the form is a "History" section.

22 Months of Digital Marketing: What Has it Done for Us?



Online Applications *through Join Form*

- 5004 People Applied
- 1,646 of them had Experience in the Trade
- 799 of them were Non-union Contractors
- 716 Apprenticeship Applications
(only 421 applied last year)

Enhance Your Recruiting: ADD DIGITAL!

Keep Doing These...



Paid Organizers



Referrals



Visiting Supply Houses



Career Fairs



Generational



Word of Mouth



School Visits



...A Little bit of Luck!

...but also do these!



Benefits of Digital Marketing

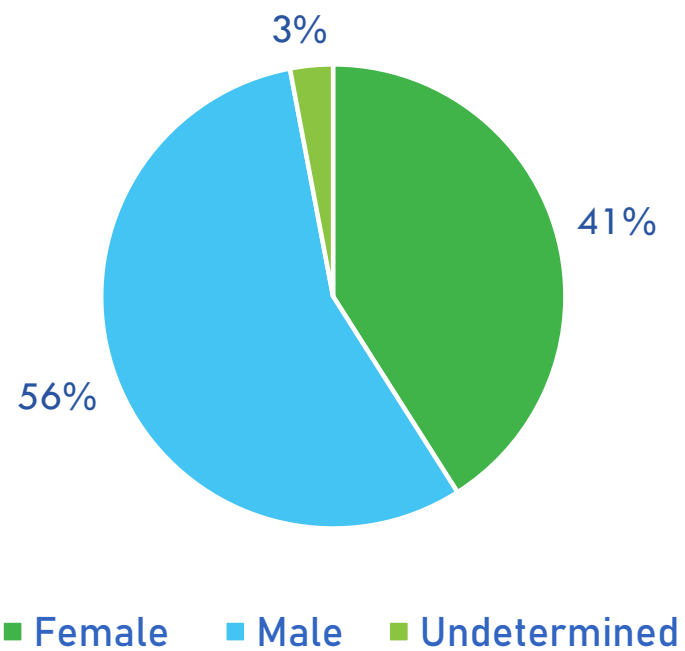
REACH MORE PEOPLE

- From Outside of Your Word-of-Mouth Network
- From More Diverse Backgrounds
- Who May Not be Familiar with the Trade
- Who *Are* Interested in the Trade

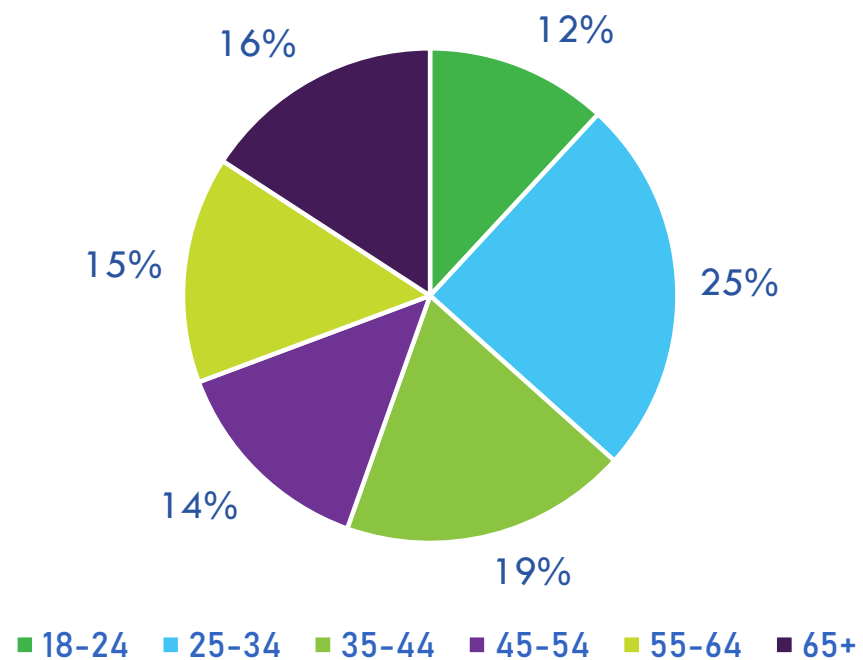


Demographic Data

Total Gender Breakdown



Total Clicks by Age



Results

Over the Course of a 22-Month Campaign

**17,200,000
Reach Outs**



**5,000
Applications**

What Have I Learned?



**Don't Try
Doing it Yourself**



Have a Vision



**Commit
Long-Term**



Vet Vendors



**Know How to
Tell Your Story**

**Be More Efficient with Your
Systems, Time, and Money**

What to Consider Before Starting Digital Marketing

You can tailor everything to fit you:

- **Pricing and Budgeting**
- **The size of the campaign**
- **The message**
- **The audience**
- **Where you want the message**
- **How you want it delivered**
- **When you want it delivered**

What to Consider Before Starting Digital Marketing

Always Collaborate with Your Vendors

- They teach YOU and YOU teach them
- They are experts in digital marketing, but YOU are the subject-matter expert of your trade and/or company
- They become an extension of your marketing team
- It saves you time down the line and they become an expert (but it requires engagement from you in the beginning!)
- You both become more efficient

Questions

Student Chapter - Details

Benefits

- First pick of top students
- Summer Internships – Cost Offset
- Higher retention rates
 - (Mesa) 90% retention rates versus 59%

Requirements

Us:

- Participation of a Local Exec & Contractors

School:

- No Cost
- Partner with Union Companies
- Apply for Grants

Chapter Standards

- Student board creates, approved by Local Exec.
- Recommendations
 - Maintain a GPA of _____
 - Attendance requirement
 - Invite union contractors to speak at chapter meetings
 - Clean driving record
 - Etc.

Student Chapter Grants & Awards

Grants

Emerging Chapter Grant: \$5,000 (3x/5yrs)

Intended to award newly founded MCAA student chapters with an Emerging Chapter Grant to help get the ball rolling on creating a sustainable student chapter

Attendance Scholarships

Helps pay for their attendance to our conference and others that MCAA puts on

Summer Interns – Contractor incentive

1. 1 Intern = \$1,000 grant
2. 2+ interns = \$2,000 grant

Successful hires = \$500 gift card for new hire

Awards

Student Chapter of the Year: \$3,000

Recognizes exceptional achievement in governance and leadership, membership recruiting, fundraising, community involvement and career development.



Educator of the Year: \$5,000

The educator of the year award honors the involvement and engagement of our industry's academic leaders.

Student Chapter Scholarships

13 Scholarships
\$2,500 - \$5,000

HVAC Excellence School Partnerships



Articulation Agreement

Between HVAC Excellence and the United Association
for Advanced Placement in an HVACR Apprenticeship Program

Agreement

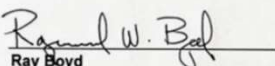
This agreement is between the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada (UA), and HVAC Excellence. The agreement is effective from August 15, 2023, and shall continue in force until either party notifies the other in writing or cancels the agreement.

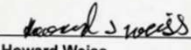
This agreement establishes an advanced placement opportunity in a local union's HVACR apprenticeship program for applicants who meet the following requirements:

1. The applicant must be a graduate of an HVAC Excellence accredited program in good standing with HVAC Excellence. A current list of accredited programs can be found at:
<https://www.escogroup.org/accreditation/accreditedprograms.aspx>
2. The applicant must successfully pass a series of five HVAC Excellence Employment Ready/Specialty exams within two years of their date of application. These include Electrical, Air Conditioning, Electric Heat, System Performance which covers critical charging, airflow, psychrometrics, and combustion analysis, and one of the following exams (Gas Heat, Oil Heat, or Heat Pumps) within two years of their date of application.
3. The applicant must have graduated with a C average or better.
4. Upon admission to a United Association Local Union's HVACR apprenticeship program, the applicant may be classified as a second-year apprentice and receive up to one year of training credit, in recognition of the critical training received at the accredited program. This is consistent with the apprenticeship program's policies for the awarding of advance credit.
5. The local union's training director may require the apprentice to complete the program's required safety courses, such as OSHA 10, or History courses such as UA Heritage, in addition to the regular advanced placement requirements.

It is the applicant's responsibility to provide all documentation as required for this advanced placement.

This agreement shall be reviewed for modification by a committee consisting of both parties every two (2) years or as required by industry changes. This agreement shall remain in force until such aforementioned changes are agreed upon.

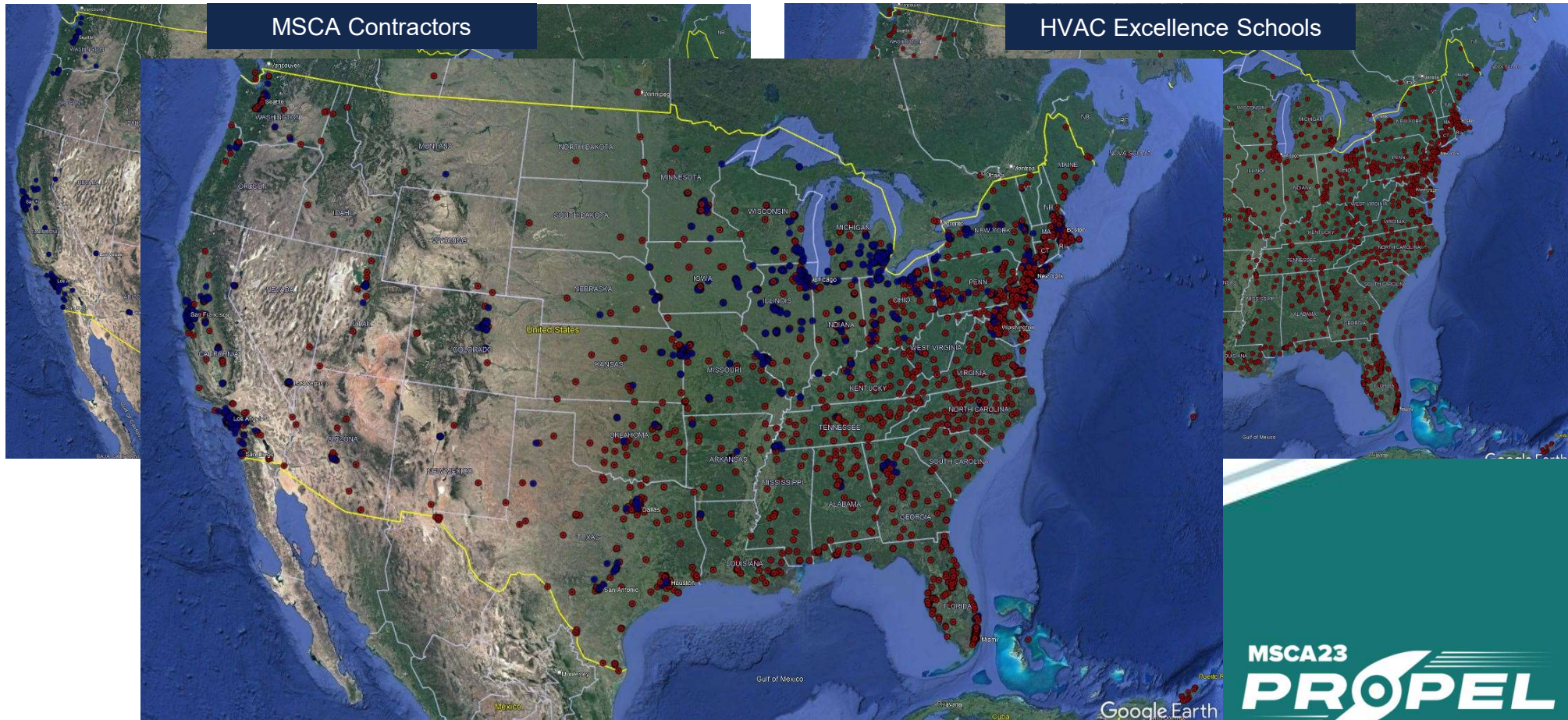

Ray Boyd
Training Director
United Association


Howard Weiss
President
HVAC Excellence, ESCO Group

8/14/2023
Date

MSCA23
PROPEL

HVAC Excellence School Partnerships



The New Way to Recruit

THANK YOU

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David Geith

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