

SHEET METAL INDUSTRY LABOR MANAGEMENT COOPERATION FUND

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To: SMART Local Union Business Managers
SMACNA Chapter Executives

From: The SMART/SMACNA Best Practices Market Expansion Task Force Co-Chairs
Darrell Roberts, SMART Co-Chair
Kathy Kerber, SMACNA Co-Chair

CC: Mike Harris, iTi Program Coordinator

Subject: Apprentice Surveys Provide Insight for Best Practices' and Industry Recruiting Efforts

SMACNA and SMART recognize the on-going need to recruit qualified applicants to fulfill our industry's current and future manpower requirements. This need prompted the SMACNA/SMART Best Practices Market Expansion Task Force to jointly develop an industry recruiting strategy.

In developing its recruiting plan, the Task Force, in conjunction with the International Training Institute (iT), surveyed industry apprentices to obtain information to ascertain how they learned about the sheet metal industry, their experiences in and perceptions of the industry. The survey data demonstrated that the way people learn about the Sheet Metal Industry is through friends, family, guidance counselors and social media.

The Best Practices Task Force is using the information gained from the apprentice surveys to develop recruitment tools, programs and strategies that can be used by labor and management groups at the local level. All SMART Local Unions and SMACNA Chapters will receive the Task Force recommendations and tools as soon as they are available. SMACNA and SMART encourage all local unions, chapters and JATCs to begin the conversation to enhance their recruiting efforts by reviewing the responses from the surveys of those currently indentured at various stages in industry apprenticeship programs.

To receive a copy of the source data, contact Sabrina Hendershot, shendershot@smacna.org.

