Date: July 1, 2019

To: SMART Local Union Business Managers
SMACNA Chapter Executives

From: The SMART/SMACNA Best Practices Market Expansion Task Force Co-Chairs
Marc Norberg, SMART Co-Chair
Carol Duncan, SMACNA Co-Chair

CC: James Page, iTi Administrator

Subject: 2019 Sheet Metal Industry Best Practices Apprentice Survey Results and Recruiting Efforts

SMACNA and SMART recognize the ongoing 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 initiative.

As part of its recruiting initiative, the Best Practices Task Force, in conjunction with the International Training Institute (iTi), annually surveys 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 was distributed to the 150 training coordinators who shared it with approximately 14,000 apprentices this past Spring.

The percentage of apprentices who responded to the survey was 13.1 percent, up from 11.8 percent in 2018. 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. The goal of the Best Practices Task Force is to make these tools available to all SMART local unions and SMACNA chapters by the end of July. The rollout will include an educational webinar that will provide you with an overview of the program. The time and date of the webinar will be announced soon.

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.