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Marketing Strategies for Indiana Building Trades

Technology has come a long way within the 21st century. With these advances come new opportunity for businesses and apprenticeship programs to reach those who may be interested in becoming a part of the Union and helping build a future for themselves while also helping build Indiana. Within this essay we will look at some ways that things have changed and new ways of reaching those ready to step out into the workforce who are looking for opportunities just like the ones the Indiana Building Trades have to offer. We just have to find ways to help them bridge the gap and find the pathway they're looking for.

Young adults are often on their phones and glancing through social media platforms making social media marketing a base for any business or in this case apprenticeship program. It's important for Indiana Building Trades to know their target age range when engaging new workers and where to find them. Social media offers a new way of advertising with ease, providing outreach for a wide audience and reaching more than television or radio. Social media also offers a direct link for a customer or interested applicant to ask questions, express their interest, and find out more striking up a conversation with just the click of a button. It's also important for trades to showcase their work and examples of employees on the job to spark greater interest in the fellowship found within the Union organization. Social media also allows opportunities for other contractors, businesses, or even employees to easily share reviews that you can use to share with the rest of the world making the field more attractive. Social media is an easy way for employees to share their experience, work, and what they do with others which should also be encouraged to increase awareness from those are in the field (Hall, 2022).

Speaking of employees, never underestimate the word-of-mouth approach for increasing numbers and getting others interested in building a future within the Indiana Building Trades.

Employee and member incentives can go along way in helping gain knowledge about individuals who may be interested in signing up for apprenticeship programs or even leads on new job sites. Offering an incentive for a referral that completes the apprenticeship program may help to increase numbers. Incentives could be anything from time off or a referral bonus, that would pay for itself if the worker is successful for even a short period of time. You could also use this approach to help increase knowledge and get leads on upcoming projects. If a member hears of a new building project coming to an area and you get the contract then offer an employee who provided the lead an incentive just so they keep their ears open for opportunities on the horizon in their area.

Lastly, and perhaps the best strategy of increasing the apprenticeship programs for the Indiana Building Trades Union's would be to just dedicate time. Take the time to visit small Indiana High Schools like **Redacted. Identifying.** . There are so many of my graduating class that even though we are two days from graduation are just not sure where their journey is headed. Indiana's college going rate has been steadily declining since 2015, with 59 percent going on to college in 2019. Falling below 60 percent for the first time since 2009 (Lubbers, 2021). There are so many great workers in our area that aren't even aware of all the different opportunities the Indiana Building Trades has to offer. Many don't want to continue schooling because the testing has been a lot and the years especially since Covid have been extra stressful and long, but they are left just picking something or just finding any job until they figure out what to do next. The key is to have each of the building trades explain what opportunities they can offer prior to graduation. Recruitment taking place and offering apprenticeship programs even before the graduation day when they are just grasping at straws. Several of our 2022 class liked taking advantage of working towards their CNA license, taking welding or automotive

classes or even going to work half the day at Menards or the nursing home getting them a head start in their next step. These opportunities whether on job training or schooling get them started on a pathway, working towards their future before their graduation day. Lessening the stress of going to school for as long and having experience and direction. What if we could offer this type of a program for those who are over 18 as a building trades pathway? Allow students to begin an apprenticeship program or come to the job sites to carry materials or do other side jobs while they watch the experienced journeymen in their trades?

I am not sure if any of these would be successful, or if there are ways to make them work. What I do know is that the Indiana Building Trades would be such a great opportunity for so many. Like my cousin Redacted who just shrugs and says “I don’t know, going to Ivy Tech I guess.” If we knew how to increase awareness of all the different types of jobs and benefits, they have to offer, if we took the opportunity to speak and recruit the students maybe one small school at a time it could be exactly what is needed to bridge the gap helping the new apprentice, the Indiana Building Trades, and Indiana as a whole.

References

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