

3

Appealing to the younger generation is crucial to the economic future of any business. For the building trades though, it is crucial for the economic future of America. 17 and 18 year olds, who are still unsure about what career they want to embark upon, are the future of America and Building Trade workers are a necessity. There are many cost effective strategies that would benefit the future of the Indiana Building Trades, and help get more young people get involved.

Many companies use things such as signing bonuses or referral bonuses to help get people to work for them. For the younger generation, this strategy is very effective. Many young adults' thoughts when looking for jobs is "what job is going to get me the most money, the fastest." By implementing some sort of quick guaranteed benefit, such as free starter tools, would help make the Building Trades look more appealing. Companies are paying their employees bonuses for good attendance or getting a vaccine. When a young adult is comparing jobs and at one you get money just for showing up, and at the other you are expected to pay for your own tools out of pocket, the majority are going to be more inclined to pick the first option. The long term benefits of the trades are great but most 17 and 18 year olds aren't thinking about retirement or health insurance. Also, the guarantee of going to school while in the apprenticeship and getting college credit from that is something that should be emphasized. Many students want to take a year off of school after high school, but by emphasizing that by joining the trade you get to try something new and take classes that count toward college that you don't have to pay for, it could become a very real consideration for those students.

The days of job fairs are over! Every new job opportunity can be found online and for the majority of people, that is the preferred method. At a job fair, you are exposed to only a handful of opportunities but anyone could find hundreds of needed jobs with a google search on their computer. The future is technology and by exposing the building trades online more, it would

increase engagement. A specific way to help push the building trades more is getting on social media. Almost every young person has an Instagram or Twitter account and by making an account dedicated to the Indiana Building Trades and reaching out to people, it would benefit greatly. The person who ran the account could directly message people they feel is a possible fit for the trades with something along the lines of, "Hello, my name is...with the Indiana Building Trades, Would you be interested in learning more about a great possible career?" This tactic could be very effective. The people will appreciate the personal encounters and this also gives them opportunities to ask any questions that they may have. Also, creating advertisements to market the trades is effective. It is possible to direct advertisements on social media and mobile games to a certain age group or certain location. By directing advertisements to the specific area and to young adults, many more people would know the Indiana Building Trades is an option for them. Put the name Indiana Building Trades online as much as possible and it is bound to increase the interest in the apprenticeship and the building trades union. People need to understand what the building trades consist of. The specific trades should be emphasized and that there are many options. If someone doesn't like **Trade A** they can transition to **Trade B** and having that flexibility and being able to find what you love to do is appealing to young adults. Putting all the specific trades in advertisements and online marketing could prove to help exposure.

As time goes on, everything is just getting more and more technological so it is important to adjust marketing tactics to the time. Online marketing tactics are more effective than ways such as job fairs. These are just a few of the ways to increase the attractiveness of the Indiana Building Trades to the younger generation.