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## 2022 Edwin Marsh Memorial Scholarship Essay

Although there could be many, one major strategy that I feel could help the Indiana Building and Trades Unions market their apprenticeship programs is simply exposure in high schools and academies throughout the state. Unfortunately, many students don't get the exposure to trade programs as heavily as they do other career paths. The issue, in my opinion, is the awareness of opportunities and advantages of entering a trade either right out of high school or shortly thereafter. Trade apprenticeships might be generalized regarding how schools share information with students due to the lack of comprehension by school officials. Therefore, I feel that there is both a lack of knowledge and understanding about the Indiana Building and Trades Unions and the many apprenticeship programs they offer. While there might not be a "fix all" technique to combat the exposure problem, establishing positive relationships and communication with career specialists/counselors in high schools could be extremely beneficial. This can be done in a variety of ways including, but not limited to: making phone calls, sending pamphlets about program information, setting up tables during student lunch hours, and attending career fairs generally put on in the fall of most school years.

Additionally, most students in high schools are presented with a unique opportunity to receive career and technical education while also attending a smaller number of high school courses. This opportunity comes from career centers (Area 31, Central Nine Career Center, etc.), that provide students with hands on experience and learning programs tailored to a specific career path. The programs offered at career centers vary exponentially but many of them relate to the Indiana Building and Trades Unions. Therefore, a marketing technique for the Indiana Building and Trades Unions would be to gain exposure by visiting classes and courses in these specific academies where students who already have an interest in a trade would be more apt to

take in the information that the union organization has to offer. Students that finish programs at these career centers gain certifications and experiences that would blend them seamlessly into the apprenticeship programs. In addition to gaining exposure to the apprenticeship program, students would have a chance to meet union representatives and make connections in the organization before having to reach out on their own, which could seem intimidating to young students. Overall, the Indiana Building and Trades Union could gain exposure within high schools and academies by providing information, visiting students/schools, and gaining connections with the younger generation that may be intimidated to enter a trade due to their lack of knowledge.

The next strategy that would be beneficial in marketing the apprenticeship programs is advertisements on social media through union accounts. The website for the Indiana Building and Trades Unions is inviting and gives an abundance of rich information, but I do feel that marketing in the realm of social media could take the programs to the next level. In today's generation of employees, everyone has social media and uses it as a means for communication and gathering information. The Indiana Building and Trades Unions could advocate for themselves by doing promotional events or advertising the programs and its benefits to future employees on social media. While most know how to post general messages on social media, there are influencers who can be hired to market certain events and programs that cater directly to the type of audience the unions wish to reach. It is a specialized area of expertise, but this type of investment will serve a benefit of not only exposure but also of reaching those who aren't in high schools or academies.

Social media platforms like Facebook, Instagram, Twitter, etc. have algorithms in place to meet the type of viewer the Indiana Building and Trades Unions wishes to attract and educate

in their apprenticeship programs. With the major advancements in technology and heightened user experience, social media advertisements are some of the largest revenue generating programs in companies due to the number of users and interactions when marketing advertisements are posted. Regarding what types of content to market on social media, the type of marketing I would suggest is what is exciting to an audience when scrolling on their phone or computer such as pictures or videos. If the Indiana Building and Trades Unions can post inviting photos or videos of actual work in the apprenticeship programs being done, viewers would be more likely to click and learn more information as opposed to just posting words. Also, posting success stories or current apprentice stories appeal to the human nature of others, and seeing that they could be in the same position and doing the same fulfilling work of those that chose to enter the program.

The final technique that should be mentioned is the community involvement aspect. When members of the public are aware of community involvement, businesses not only gain exposure but also a positive reputation. Community events such as career fairs, local festivals, carnivals, or charity opportunities are a productive and efficient way to target communities that don't necessarily have a great deal of access to the Indiana Building and Trades Unions apprenticeship programs. These events also serve as networking opportunities to public officials in attendance and for future employees/apprentices. There isn't an exact price for participation in these types of events, but they will undoubtedly bring promising publicity to the organization and its members.

### **Conclusion**

In conclusion, there have been three marketing techniques listed to better advertise the Indiana Building and Trades Unions apprenticeship programs. First, I discussed the ability to

gain exposure in both high schools and career centers across the state which will appeal to the younger generation of future apprentices. The cost for this, in my opinion, will only be time from the union representatives. Generally, public schools don't charge companies to come and teach their students about career opportunities in the future, which is a major advantage to this type of marketing. Second, social media would be the next best marketing strategy to reach a larger audience of men and women in order provide information about the apprenticeship programs. The cost for marketing on social media varies depending on whether members in the organization are controlling the social media sites or if the organization will hire outside specialists for this role. Lastly, the capability to be involved in communities across the state is a positive way to gain exposure and reputation from members of the public. The price of these events may vary based on the size, but they will market the Indiana Building and Trades Unions on a broader scale. If the Indiana Building and Trades Unions implements the strategies for marketing their apprenticeship programs previously outlined, I have no doubt that men and women will be more apt to reach out and take the next steps to get involved in such an appreciable organization.