



## Strategies for Successful Recruiting and Retention

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- Attend 90% of this presentation
- Fill out the online evaluation for this session



Online Evaluation

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### OREGON-COLUMBIA, NECA WORKFORCE DEVELOPMENT

## Apprenticeship

- Employ a Workforce Development Coordinator, Bridget Quinn
- Responsibilities include:
  - Working with prospective apprentice applicants, including women and minority candidates
  - Providing information and guidance about how to access apprenticeship, improve qualifications and access related job options that best improve candidate qualifications.

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## EXAMINING THE WORKFORCE

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## Applicant & Apprenticeship Demographics

- In 2022, the NECA-IBEW Electrical Training Center received 2,304 applications
  - 1,643—Inside Electrician program
  - 241—Limited Energy Technician program
  - 420—Limited Residential Electrician program
- Average age of apprentices registered in 2022 was 28 versus 29 in 2021.

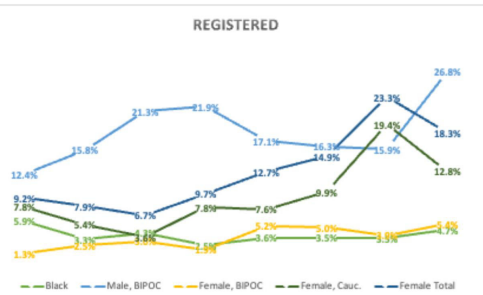
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## Applicant & Apprenticeship Demographics

### 2022 Apprentice Registrations Compared to 2021

Percentages are based off total registrations (all demographics)

Black	increase	34%
BIPOC Male	increase	72%
BIPOC Female	increase	41%
White Female	decrease	33%
Total Female	decrease	20%



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## Apprenticeship Diversity

Program: Inside

Apprentice Count: 875

### General Summary

Male:	717	81.94%
Female:	155	17.71%
Minorities:	224	25.60%
Veterans:	46	5.26%

### Minority Summary

Male:	181	20.69%
Female:	43	4.91%
Veterans:	10	1.14%

### Minority Breakdown

American Indian or Alaskan Native	17	1.94%
Asian/Pacific Islander	52	5.94%
Black	28	3.20%
Hispanic	126	14.40%
Unknown	3	0.34%
White	649	74.17%

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## Apprenticeship Diversity

**Program:** Limited Energy

**Apprentice Count:** 148

### General Summary

Male:	119	80.41%
Female:	28	18.92%
Minorities:	33	22.30%
Veterans:	2	1.35%

### Minority Summary

Male:	27	18.24%
Female:	6	4.05%
Veterans:	0	0.00%

### Minority Breakdown

American Indian or Alaskan Native	6	4.05%
Asian/Pacific Islander	11	7.43%
Black	3	2.03%
Hispanic	13	8.78%
White	115	77.70%

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## Apprenticeship Diversity

**Program:** Res 2-5

**Apprentice Count:** 37

### General Summary

Male:	35	94.59%
Female:	2	5.41%
Minorities:	12	32.43%
Veterans:	3	8.11%

### Minority Summary

Male:	12	32.43%
Female:	0	0.00%
Veterans:	3	8.11%

### Minority Breakdown

American Indian or Alaskan Native	1	2.70%
Asian/Pacific Islander	1	2.70%
Black	1	2.70%
Hispanic	9	24.32%
White	25	67.57%

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## Apprenticeship Diversity

**Program:** All Programs

**Apprentice Count:** 1060

### General Summary

Male:	871	82.17%
Female:	185	17.45%
Minorities:	269	25.38%
Veterans:	51	4.81%

### Minority Summary

Male:	220	20.75%
Female:	49	4.62%
Veterans:	13	1.23%

### Minority Breakdown

American Indian or Alaskan Native	24	2.26%
Asian/Pacific Islander	64	6.04%
Black	32	3.02%
Hispanic	148	13.96%
Unknown	3	0.28%
White	789	74.43%

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BEING INVOLVED

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## Apprentice Engagement

- Track minority and women from orientation, application, testing, interviews and progress throughout apprenticeship to graduation.
- Mentorship
- Ambassador 48: Trains Local 48 Apprentices and Journey workers to attend outreach events at local high schools and community centers.
  - Trained 79 new ambassadors in 2022
  - NECA-IBEW Electrical Training Center participated in 462 hours of outreach, to include: Career fairs, classroom career speaking, hands-on activities such as Girls Build Summer Camp, and apprentice panels.
- Tutoring

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## Community and School Outreach

- Applicant Support
  - 2022 focus on black applicants
  - Increased effort to offer individualized support:
    - Monthly review of BIPOC and female applicants
    - Provide aptitude test advice and interview tips
    - Referrals to the WorkSource workshops
    - Distribute list of mentorship and networking opportunities, which include connections to SIS, EWMC, and RENEW.

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## Community and School Outreach

- Mt. Hood Community College Aptitude Test Prep Class
  - NECA-IBEW Electrical Training Center contracted with Mt. Hood Community College to develop and deliver curriculum for aptitude test preparation.
    - Class is open to the public and published on the NIETC website.
  - NECA-IBEW Electrical Training Center offers scholarships to diverse applicants who have scored a 3 or 4 on the aptitude test and are nearing their 6-month re-test waiting period.

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## Pre-Apprenticeship Programs

- Review & Monitor Success of Programs
  - Oregon Tradeswomen
    - Host Women in Trades 2-day conference with 750-1000 school age girls
    - The following day, host the public (1000+) to explore apprenticeship programs in the building trades.
  - Constructing Hope
  - NIETC Pre-Apprenticeship (in house)—started with Federal grant now funded in house

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## Hosting In-Service Day

- Audience:
  - HS Counselors
    - Show importance and benefits of careers in the trades
  - Math & Science Teachers
    - Demonstrate relevance of Math & Science to apprenticeship programs.

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## RETENTION STRATEGIES

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## Retention Programs

### RISE UP Training

- RISE Up (Respect, Inclusion, Safety and Equity in the Construction Trades)
- Respectful Workplace Program designed to provide all workers with the tools and support necessary to create and maintain a safe, inclusive, and productive environment for everyone.
- At the close of 2022, the NECA-IBEW Electrical Training Center started delivering RISE Up training to all incoming Basic Skills classes, which outfits our new workers with the tools to address inappropriate behavior on the job.

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## Retention Programs

### Positive Jobsite Culture Training

- Curriculum developed by the Workforce Development Coordinator at NECA-IBEW Training Center
- Developed when the contract with an outside diversity training agency was discontinued.
- PJC is part of Term 1 apprentice curriculum and explores the benefits of a diverse workforce and incorporates positive bystander intervention techniques and practice.

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## Retention Programs

### Construction Diversity Equity Fund (CDEF):

Received funds from 1% of the cost of new Multnomah County construction projects which exceed \$1 million and the cost of renovations which exceed \$200,000.

- 2022, the NECA-IBEW Electrical Training Center received \$20,000 in funds to help cover operational costs for pre-apprenticeship program
- \$10,000 in supportive services funds for diverse apprentices who are already in apprenticeship programs.
- Some examples of the use of supportive services funds:
  - Funds helped a 2nd term Limited Energy apprentice keep their family's housing after missing a month of work because of a COVID infection.
  - Supplied a 1st term Inside Electrician apprentice with gas cards so she could commute to work.
  - Provided a laptop to a 2nd term Inside Electrician apprentice who was struggling to complete her homework by using the browser on her cell phone.

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## Minneapolis & St. Paul Electrical Industry Recruiting

Kristin Causby (Mpls NECA) & Andrew Colvard (St. Paul NECA)



- Opportunity for Girls Scouts across MN to practice construction trades skills, learn from female mentors, and see themselves in a trades career.
- Hands on construction projects
  - Power connections
  - Fire Alarm
  - Tool Demos
  - Pipe Bending
  - Meter Testing
  - Safety
- Project Management courses
- **"Learn from the Pros"**
  - Volunteers range from 1<sup>st</sup> year apprentices to CEO's



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## Power Girls Program – Reach & Future

- 70% of Girls Scouts "Liked" or "Loved" Electrical Day
- STEM Outcomes
  - 60% high STEM value
  - 56% high STEM confidence
  - 40% high STEM competence
  - 51% high interest in STEM
- 250+ Girls Scout participants over 6 events
- 50+ electrical volunteers over 6 events
- **FUTURE:** 5 events annually (4 JATC's, 1 summer camp)
  - Create a certificate program for entry into electrical apprenticeship

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- After-school workforce development program for 11<sup>th</sup> & 12<sup>th</sup> grade students of South Minneapolis
- Trade Skills
  - Carpentry - HVAC
  - Electrical - Plumbing
- Life Skills
  - Developing personal characteristics - Financial Literacy
  - Interpersonal Skills - Employability
- **The Goal:**
  1. Enter full time employment with industry partner
  2. Apply for construction trade apprenticeship
  3. Enroll in post secondary technical training program

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## Recruit to Retain

3 E's in recruiting to retain

1. EXPLORE
2. EMPOWER
3. ENRICH



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# Strategies for Successful Recruiting and Retention

EDWIN LOPEZ-NYECA CHAPTER



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## Local 3 IBEW Apprenticeship Overview

- 5-year program. Minimum 9,100 hours on-the-job Training.
- 900 hours classroom training over 5 years (Electrical Theory Class)
- College component where all apprentices graduate with a college degree



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## Local 3 Retention Rate

- Local 3 has a 75% retention rate overall
- 88% taking the 1<sup>st</sup> year apprentices out of the equation
- JATC Loan Scholarship Program



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## Local 3 Demographics

- African American participation 18.2%
- Hispanic / Latino participation 26.18%
- Asian / Pacific Islander participation 5.91%
- Native American participation 0.4%
- Female participation 13%
- Total 1,253 Active Apprentices



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## Direct Entry Programs

- Construction Skills
- Non-Traditional Employment for Women
- Helmets to Hardhats
- NYCHA Resident Training Academy
- Pathways to Apprenticeship
- Rebuilding Together NYC
- Building Works



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## Apprentice Mentor Program

- Over 15 years of Mentor Program
- Contributes to apprenticeship retention %

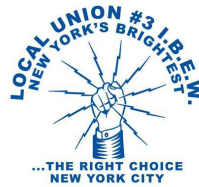


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## Affiliated Clubs of Local Union#3 IBEW Apprentice Mentorship Program

- 18 Fraternal Clubs



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## Complete the Online Evaluation



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