



plumberstraininginstitute.com

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Finding Apprentices



Meet Potential Applicants Where They Are

Consider looking for local programs that work with youth and veterans.

Local High School

- VFW Halls
- Career Tech Centers (CTC's)
- American Legion Halls

Create a detailed presentation that discusses all the positives of an apprenticeship.

- Company Career Path (With Our Training Programs)
- **Income Potential**

Offer Workplace Visits

Some people may not know what it takes to be a plumber. Have local students job shadow for the day to see if they are interested.



Considerations

- Interviews are scary for young people—how can you make sure they're comfortable?
- Are grades necessarily as important as good communication and other soft skills?





Ch. 1 **Finding Apprentices**

Building The Job Description



Chapter 2 Building The Job Description

The Basics: Job vs Career

Decide which skills are essential vs. desirable. Is it more important to you that your apprentice has previous experience in trade work, or that they have good work ethic and time management skills? Make sure you organize skills in order of what is most important to your business and what is most interesting and accessible to inexperienced job applicants.

Salary: Growth vs Starting Salary

Let's be honest, the most important thing for most job seekers is pay. Provide information about starting salary and salary at the end of their apprenticeship. Make sure you are offering competitive pay, not only in comparison to other plumbers, but also to other entry level jobs in your area.

Another important consideration is whether apprentices have the chance to earn a permanent position as a Journeyman after their apprenticeship is over.



Ch. 2Building The Job Description

Chapter 2 Building The Job Description

When Writing The Job Description:

Be sure to include what experience is needed, what education level, any examinations that are required, and length of apprenticeship. Also be sure to discuss what the day to day looks like on the job, i.e. physical requirements, working conditions, etc.

There Are 3 Types Of Work Activities:

1. Non-Productive Activities

Receiving instructions from the supervisor, travel time, etc

2. Productive Skilled Activities

Practicing a technique, working independently on already mastered skills

3. Productive Unskilled Activities

Cleaning the shop, interacting with customers, etc.

Know the ratio of time that an apprentice will spend on these different types of tasks. The ratios should change throughout the program...more and more time should be put towards Productive Skilled Activities as the program progresses. Having a clearly structured program with a natural progression of duties will help potential candidates feel secure they will learn what they need to learn.

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Ch. 2Building The Job Description

Advertising Your Job



Chapter 3 Advertising Your Job

Advertising The Position

You can write the best help wanted ad in history, but if no one sees it you've wasted your time and energy. Here are a few ways to get in front of young people.

- Career Tech Center Job Placement (local high school)
- Job sites such as Indeed.com, Monster.com etc
- Social media more and more young people are turning to social media to look for career opportunities
- Local college/library bulletin boards
- Leave a detailed program write up with local high school guidance counselors
- Apprentice specific websites (https://www.apprenticeship.gov/apprenticeship-ginder is one example)

Sell Your Company

What is special about your company? Is it the benefits? The company culture? Think carefully about this and be sure to highlight it in your job description. Ask yourself these questions:

- What career growth do you offer?
- What accreditations do you have?
- Why will they be successful with **YOUR** company?
- What awards have you won?
- What is your company most proud of?
- What are your company's values—and how are they demonstrated?
- Why do YOU work for your company?
- Why do your employees work for your company?

Ch. 3Advertising Your Job

Career Progression



Chapter 4 Career Progression

Career Progression

Plumbing is a career and you should leverage that fact. Make sure you're presenting this position as an opportunity for lifelong advancement.

Providing tools for advancement such as <u>exam prep</u> and mentorship programs for apprentices is one of the best ways you can attract new people. Make it clear that this is an opportunity to make as much money as someone with a college degree without the debt and years of studying.

The ability to advance your career and income as a plumber is your biggest selling point.

Providing <u>online video exam prep</u> for your apprentices assures they will succeed and you will save money on travel and missed work.





Free apprentice sign up sheet on the back!

Personalize this form by replacing the wrench with your logo!

Ch. 4Career
Progression

Start Your Career Today



Become a Plumbing Apprentice! Earn while you learn!

- No Student Debt
- Up To _____ Per Hour Starting Salary
- Opportunity For Career Advancement!

Fmail



Name

Phone #