UNDERSTANDING OUR INDUSTRY NEEDS

Our industry knows that careers in construction are in high demand with high wages, and there is opportunity for advancement, all with little-to-no debt. But still, the skilled crafts are among the top five hardest roles to fill today.¹

In fact, 80% of construction firms throughout the country face difficulties hiring.²

The most critical problem with the industry boils down to this: There are not enough people joining the industry and obtaining the skills necessary to offset the number of experienced craft professionals retiring.

This is a major concern for the industry because it takes eight to 12 years for an individual to become a fully trained craft professional.³

A skills shortage like this leads to late project schedules, high costs and safety issues.⁴ As an industry, it is critically important that we make a push to recruit, train and retain the next generation of craft professionals.

To do this, we have to change the perceptions surrounding the construction industry and improve recruitment efforts.

By 2030, an estimated 40% of the current workforce will be retired.⁵

PERCEPTIONS OF CONSTRUCTION AND HOW TO CORRECT THEM

“One of the biggest roadblocks the industry faces is negative perceptions about construction.”
When recruiting, it is important to reach students and young adults to shift their perceptions and inform them of the opportunities in construction. As these groups are the ones who will become the next generation of craft professionals, they are the focus of the majority of the industry’s recruiting resources.

But there is another group of people who can act as a roadblock to recruiting the youth — their parents. If a parent thinks that the industry is unsafe and dead end, they likely won’t support their child’s decision.

In recruitment efforts, it is also critically important to change the perceptions of a student’s ‘influencers.’ An influencer is anyone who guides a student when they are choosing their career path, including:

- Parents
- Teachers
- Guidance counselors

### 4 KEYPONTS

With NCCER’s experience in construction industry recruitment and image enhancement, as well as compiled research, there are four important pieces of information to consider in your efforts.

1. Different messages are needed to influence students versus parents when it comes to changing perceptions about construction careers.

2. Playful and emotional messages — as opposed to rational messages — in social media and digital advertising increase engagement faster.

3. Pay to play is a must. Spending money on Google Ads, programmatic marketing and social media advertising is essential to see a significant difference in your efforts.

4. Utilizing specific keywords on your website and in your content is crucial in targeting (or reaching) parents looking for careers for their children.

### SOURCES


5. NCCER, Construction Industry Institute, Construction Users Roundtable, Ironworkers/IMPACT and representatives from CII member. (2018) Restoring the Dignity of Work: Transforming the U.S. Workforce Development System into a World Leader. PowerPoint® last accessed 10/2/2019. [https://nccer.sharepoint.com/:p:/s/publicshare/EeHrnO5Z5yrVNSpV10cBo6HYBt3kKATZG_w3CtVa/yxcCZA?rtime=ZuogbGJH10g](https://nccer.sharepoint.com/:p:/s/publicshare/EeHrnO5Z5yrVNSpV10cBo6HYBt3kKATZG_w3CtVa/yxcCZA?rtime=ZuogbGJH10g)