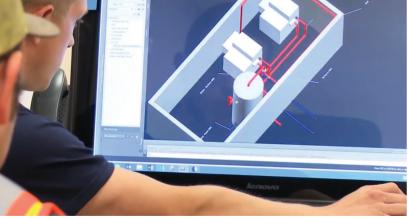
# Conquer the WORKFORCE Challenge

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### TAKE ACTION! RESOURCES TO GROW YOUR BUSINESS.

PHCC's online Workforce Development Resource Center provides everything you need in one central location. Visit www.phccweb.org/workforce or call (800) 533-7694 to get started.



# Defusing the Workforce Time Bomb

Q: What is the number one asset of a successful business?

A: Trained and qualified employees.

If you're like many other PHCC members, you know that finding those skilled workers has become increasingly difficult.

#### THE WORKFORCE DEMAND

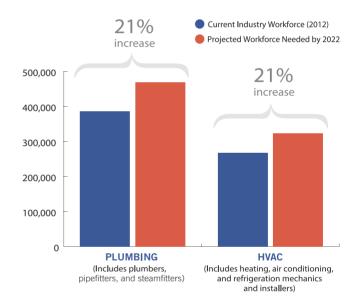
The critical need for trained professionals combined with the relatively short time frame has resulted in what many are calling the "workforce time bomb."

PHCC members from R.T. Moore Co., PHCC of Indiana, Pioneer Heating and Air Conditioning, Inc. and S &D Plumbing spoke on Capitol Hill about the impact: the need for workers was resulting in millions of dollars lost in construction and business opportunities.

Neutralizing this time bomb requires an industry-wide effort and PHCC is rising to answer the call. Across the country, members, state and local chapters, manufacturers, wholesalers and industry partners are creating innovative new recruitment solutions.

This booklet includes examples that have worked effectively in the industry that can be done in your local area and useful tools to help you get started. If you have questions or need assistance, email membership@naphcc.org.

We have the resources to accelerate your recruiting efforts!



You've probably seen some of the staggering statistics. For instance, the U.S. Bureau of Labor Statistics estimates that the p-h-c industry will need approximately 138,200 new workers by 2022. At the same time, US Census data shows that the need for plumbing and HVACR technicians will increase by 21% by the same year. That's in addition to the number of workers needed to replace those expected to retire.

#### ACKNOWLEDGEMENTS

PHCC-National Association and the PHCC Educational Foundation thank PHCC Corporate Partner Bradford White Water Heaters for sponsoring the production of this special resource guide for PHCC members.

This publication draws from materials developed by PHCC—National Association and the PHCC Educational Foundation in partnership with PHCC members, affiliated chapters and industry partners committed to building our industry's workforce. Special appreciation is extended to the Bradford White, Kohler Company, Milwaukee Tool, PHCC of Indiana, PHCC National Auxiliary, A.O. Smith, Roger the Plumber, R.T. Moore Company, Viega and Foundation Board Member Tom Applegate.



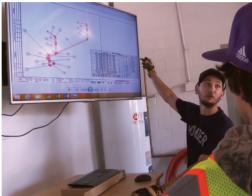


"We're making sure that students, parents, counselors and teachers know that there are opportunities for professionals in our industry."

> - Sam Dowdy Owner, S&D Plumbing www.plumbingpipelineprogram.com









# What You Can Do

#### **T**ADVOCATE

Make time to tell your federal and state legislators how the workforce shortage is affecting your company, your employees and your community. Ask for their help in increasing funding for training and in raising awareness of the critical need for skilled workers.

#### **m** EDUCATE

Be proactive about letting educators, guidance counselors, students and parents know how lucrative and rewarding a career in the p-h-c industry can be and the many career paths it offers.

#### CONNECT

Participate in job fairs, career days and job shadowing opportunities. Develop your own recruitment programs. PHCC members have gotten creative with great results.

#### 🗞 COLLABORATE

Partner with other contractors, manufacturers and wholesalers to establish relationships with local schools by donating equipment, materials or classroom assistance time.

REMEMBER: As we undertake new and innovative programs to recruit, train and retain the next generation of workers, we all benefit...our member companies continue to be successful, the industry is stronger and we further PHCC's mission by ensuring a qualified workforce that will continue to protect public health and safety and the environment.

# How PHCC Can Help

"It's great to hear contractors talking with home-grown programs they deve for contractors to express their continu leading the conversation."

PHCC-National Association and the PHCC Educational Foundation have established an online Workforce Development Resource Center (www.phccweb.org/workforce). Customize these brochures, posters and presentations with your company name and logo, and print copies to share with local schools, educators, parents and students.

### The Tools

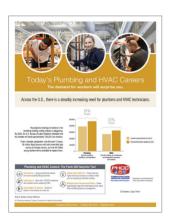
#### PHCC LOGO

Display the PHCC logo near your own — on materials you share with local media, educators, parents and students as well as your website, business cards, and vehicles...even the front door of your business!

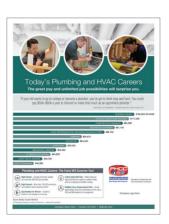


#### POSTERS AND FLYERS, BANNER DISPLAYS

Share surprising facts about careers in the p-h-c trades, with eye-catching charts and graphics — perfect to give to career counselors or as handouts at career fairs. Use the downloadable art to customize with your logo and contact info for printing in flyer or poster format, or as a graphic for a pull-up banner display!



The P-H-C Industry Needs You! (employment opportunities)



Opportunities for Great Pay! (average pay levels for various positions)



Put Your STEM Skills to Work! (the value of STEM skills in the trade)



Pick Your P-H-C Career Path! (the many types of jobs in the p-h-c trades)

about the success they are having in recruiting new employees eloped and refined over time. These workforce solutions are a way ued need for skilled and career-minded employees — with PHCC - Michael Copp

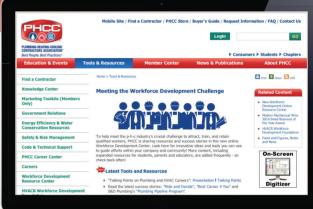
Executive Vice President, PHCC—National Association



# Career Day Tips

Participating in a school's career day or career fair is a great way to educate young people about p-h-c careers — and help them see themselves working at your company!

www.phccweb.org/careerdaytips



#### BEFORE THE EVENT

- · Identify the best options for a career day event by considering the range of possible target audiences and venues.
- Think outside the box! In addition to schools, you can work with military organizations, scout meetings, orphanages and foster care organizations and even host an event at your own shop.

#### GET THEIR ATTENTION

- Include visuals in any promotional materials you use.
- Bring products you stock and/or tools and let them try them out. (Be sure to consider the age of your target audience, and have proper safety precautions in place.)
- Give real-world examples of how p-h-c systems are part of the audience's everyday lives.
- Demonstrate how plumbing and HVAC technologies are being used in the room or facility where you are giving the presentation.

#### PUMP UP THE BENEFITS

- Explain the multiple career opportunities in your profession.
- Show the importance of the p-h-c industry to the health and safety of your community...and the world.
- · Share success stories.
- Have students provide their contact information to you for follow-up.

#### AFTER THE EVENT

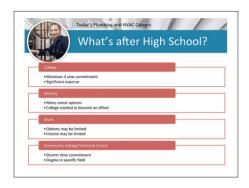
- Send thank you notes to both attendees and those who helped you arrange the event.
- Invite attendees to visit your business and/or shadow you for a day.
- · Send a press release and photos to local media and post information on social media about your event.

#### LETTERS TO PTAS, PRINCIPALS, GUIDANCE COUNSELORS AND INDUSTRY PARTNERS

Use our customizable letters to generate interest in setting up career days, job shadowing opportunities, class visits, etc. Work with local newspaper and media to highlight the importance of developing the p-h-c workforce.

#### P-H-C CAREER PRESENTATION & SPEAKER NOTES

Professionally designed PowerPoint file, complete with surprising statistics and eye-catching graphics. Customize with your logo and contact information to present to PTAs, student groups and others.







P-H-C CAREER VIDEO PROMOTING P-H-C CAREERS COMING SOON! www.youtube.com/user/NationalPHCC

## **Best Practices**

#### CAREER WEBSITE

PHCC of Indiana has developed a website that targets 18 to 24 year olds promoting the "modern profession of plumbing." In only three months the site paired more than 200 prospective employees with employers.

www.thebestcareer4you.com

#### RIDE AND DECIDE

PHCC of Tennessee runs the Ride and Decide program which helps foster the next generation of skilled workers by allowing local high school juniors and seniors to experience the trade first-hand on a paid basis. The second year pulled in more than 50 students who were interested in exploring a career in the industry.

www.rideanddecide.com

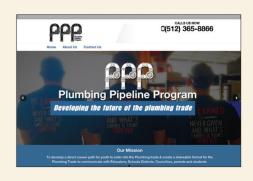
#### m PLUMBING PIPELINE PROGRAM

Sam Dowdy, owner of S & D Plumbing in Taylor, Texas, started the "Plumbing Pipeline Program" to increase the next-generation's interest in p-h-c careers. He's also reaching out to students participating in local career days for kindergarten and elementary students and other recruiting activities.

www.plumbingpipelineprogram.com







#### PRE-APPRENTICESHIP TRAINING PROGRAM

This new online educational program offered by the PHCC Educational Foundation gives prospective plumbing and HVAC apprentices an opportunity to learn about the p-h-c trade before entering into a longer-term apprentice program. It's a great tool to share with high-school students, counselors and parents during career fairs.

www.phccweb.org/apprentice

#### PLUMBING AND HVAC APPRENTICE AND JOURNEYMAN TRAINING

The PHCC Educational Foundation has developed state-of-the-art training programs, including pre-apprentice training programs, distance eLearning, soft skills webinars, textbooks and instructor resources.

Scholarship opportunities are also available from the PHCC Educational Foundation, National Auxiliary and many PHCC-affiliated chapters.

www.phccweb.org/scholarships

#### SOCIAL MEDIA CONTENT

Brief messages about the advantages of p-h-c and career options are available to share via your preferred social media channels.



PHCC's online Workforce Development Resource Center provides everything you need in one central location. Visit www.phccweb.org/workforce or call (800) 533-7694 to get started.

#### APPRENTICESHIP PROGRAMS

Participation in PHCC of Iowa's apprenticeship program has been steadily increasing over the past five years. The chapter credits a strong volunteer committee - plus skilled, motivated instructors and students - for its program's success.

www.phccia.org/index.php/apprenticeship

#### **₩** WORKFORCE LEGISLATION

PHCC of Virginia was successful in advocating for workforce legislation that sought to increase apprenticeships, incentivize veteran hiring, offer financial aid for non-credit certification training and more!

www.pmpv.org

#### 🙈 COLLABORATION

PHCC of Colorado collaborated with government representatives to enact bills focusing on workforce development in their state. The laws showcase a variety of strategies to address the issue, including the creation of outreach efforts and specialized grants.

www.phcccolorado.org







PHCC of lowa reached out to the next generation during its local middle school's STEM Day.

"PHCC members in Indiana realized we needed to do something bigger from an industry perspective that would build brand awareness of the skilled trades. We now have the advantage of leveraging our new statewide website to share a central, consolidated message and provide us with qualified leads on new employees."

- John Bain Vice President, Internal Operations & Talent, R.T. Moore Co.



# What Do I Do Now?

We've provided customizable resources and tools to get you started.

Remember, we're always here to help! If you need advice on what to do or how to begin contact us at:

workforce@naphcc.org or (800) 533-7694.

#### THANK YOU

We appreciate the dedication and commitment of PHCC members across the country for their countless efforts to strengthen our industry and build its workforce. Your hard work and dedication truly shows that our industry is made of the best people dedicated to best practices.

#### ADDITIONAL RESOURCES













180 S. Washington St., Ste. 100 | Falls Church, VA 22046 www.phccweb.org/workforce