



Recruiting Tomorrow's Workforce

The Lift & Move USA program

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What is the Skills Gap?



How big is the Skills Gap?



- **The United States aging workforce**
 - According to the US DOL Bureau of Statistics, there are currently 5.8 million skilled positions that are unfilled.
 - In the next 5 years 20 million baby boomers in the skilled industries will be at retirement age and there are less than 10 million millennials on target to fill those positions.



Industries competing for labor?



- General maintenance
- Mechanic engineers
- Technical maintenance
- Sewing operator
- Production specialist
- Equipment operator
- Computer & technical designer
- Network engineer
- Network analyst
- Welders
- Product designer
- Electrician
- Security manager
- Systems technician
- Product developer
- Plumbers
- Engineer
- Health care specialist
- Fashion designer
- Beautician
- Manufacturing experts
- Etc., etc., etc.

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Why is there a skills gap?



- An education system that has placed an extreme priority on high school students going to college at the expense of the trades.
- Misconception that skilled employees can't earn as much as a college graduate.
- Stigma of being a "blue collar worker".
- Industries that have cannibalized employees from their competition rather than making the investment to develop their own pipeline of new talent.

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The Genesis of Lift & Move USA



- The Specialized Carriers & Rigging Association initiated discussions to develop a solution.
- At the Miami WCTS in 2014, SC&RA, NCCCO and KHL came together to create Lift & Move USA.
- 3 years later, many different organizations have all come together to address this industry priority.



Specialized Carriers & Rigging
FOUNDATION

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Target Audience

- Target young people between the ages of 17-24 interested in entry level positions with the opportunity for a long term career
 - high school students,
 - technical & community college students
 - veterans



Event Strategy



- Create half-day Lift & Move USA events to showcase industry careers to schools, colleges and veterans' organizations.
- Four or five events organized each year around the USA.
- Events hosted where possible at an SC&RA member's facility.
- Let students see equipment up-close.
- Rotate participants through a series of 'learning stations', where host workers share their career stories.
- Educate teachers & counselors about career opportunities.
- Build relationships between industry companies and high schools, technical colleges and other organizations.

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Organization & Logistics



- **Funding**
 - Major funding from program partners.
 - Event funding from sponsors and local contributors
- **Event Logistics**
 - Lift & Move USA team guide hosts through the process.
 - Provide a flexible event template to work from.
 - Participates in site meetings & leads weekly planning conference calls.
- **Host Commitment**
 - Give over their facility, staff and equipment for a day.
 - Planning takes several months and includes: site work, building relationships with schools & administrators, interacting with local vendors and a multitude of other details.

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Where do we find prospects?



- Local High Schools
- Community Colleges
- Trade Schools
- Job Corps
- Helmets to Hardhats
- VETS
- SkillsUSA
- Friends & Families

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The First Lift & Move USA

Chicago, IL
June 2015



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A Few Lessons Learned



- Moved from a two-day event to a half-day...start at 9 am finish after lunch.
- Hold during a school day, during the school year.
- Events hosted by a crane and transportation company at their facility rather than a hotel.
- Do not use traditional 'lecture-style' format. Instead, rotate students through stations led by crane operators, welders, mechanics, drivers, riggers, etc.
- Provide hands-on opportunities with equipment, plus simulators.

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Progress and Actions



- First event in Chicago attended by 150 students and events since have expanded to almost 800 (Houston in 2016, hosted by TNT).
- While we have had as many as 850 students attend, a typical event will have between 300 and 500 students.
- By the end of 2017 after 9 events, almost 4,000 students and several hundred teachers will have attended Lift & Move USA events, creating excitement and knowledge of the industry.
- We are now building a Jobs Register of student contact information and will maintain links with students through eNewsletters and other communications (such as Social media).

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Jobs Register launched in 2017



- **Purpose**
 - To create a way to maintain contact with students & teachers and recruit them to the industry.
- **How**
 - Through a monthly electronic newsletter.
 - Includes interesting articles on big jobs happening in the industry.
 - Provide links to entry level positions with SC&RA companies that are looking for those candidates.
 - Provide participating SC&RA members with a template page that will guide young people with one-stop access to the available entry level positions and how to apply for those positions with contact information.

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Lift & Move USA 2016 & 2017



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SkillsUSA.org



Lift & Move USA has built a relationship with SkillsUSA, a major national organization focused on improving the quality of the skilled workforce in the USA.

- Members include 19,500 teachers/instructors and more than 335,000 students from all 50 states.
- Total of 395,000 members, including Alumni, Students & Teachers.
- SkillsUSA work closely with WorldSkills, its international equivalent, working in 75 member countries.

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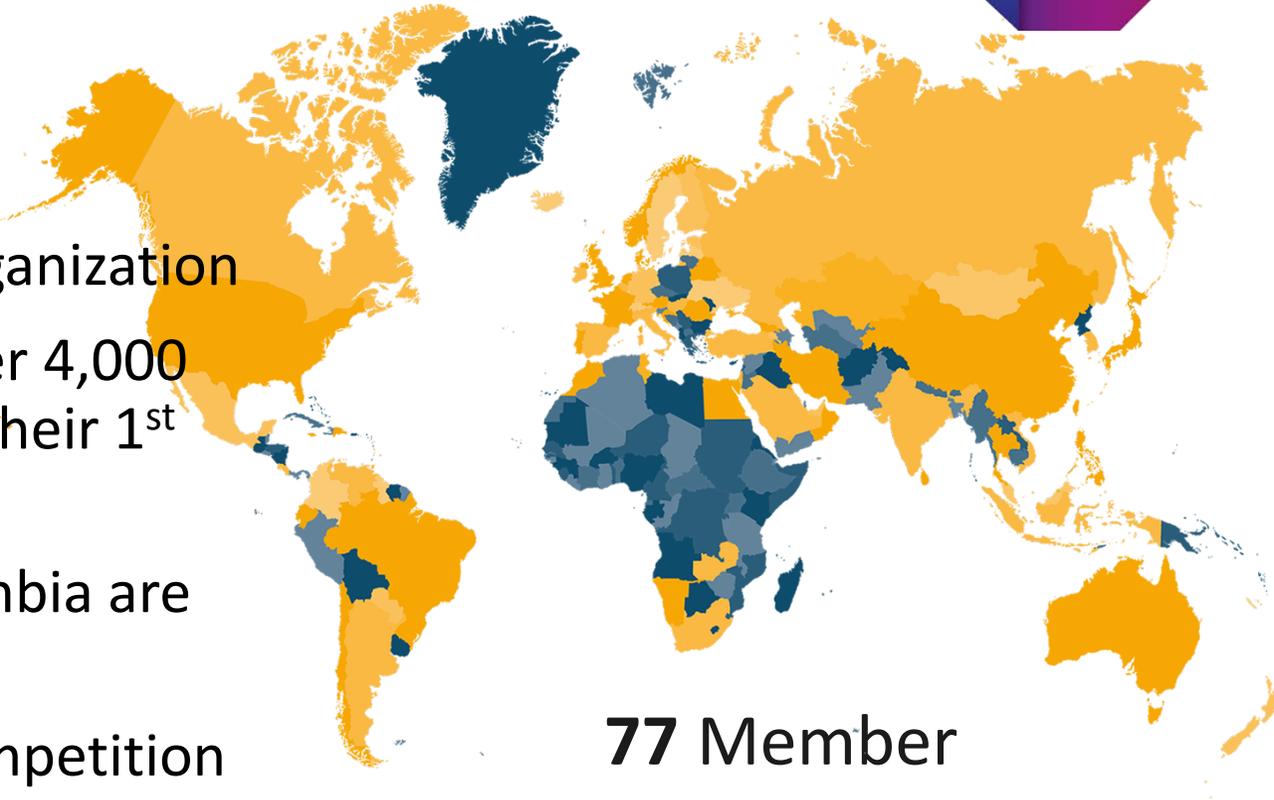
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WorldSkills.org

- Conceived in 1946 in Spain by Mr. Jose Antonio Elola of the Spanish Youth Organization
- 1st event was in 1947 in Spain with over 4,000 apprentices participating & recruited their 1st full-time CEO.
- Today countries from Argentina to Zambia are involved in WorldSkills
- The 2017 WorldSkills International competition was held last month in Abu Dhabi with young people competing from around the globe.



77 Member countries and regions

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What to expect in 2018

Current 2018 Events

- Seattle, Washington
- Phoenix, Arizona
- Madison, Wisconsin
- Louisville, Kentucky

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Thank you

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