



Outreach

- Participate in career fairs and high school information sessions.
- Create a mass marketing campaign to advertise. Create a message that is educational and informative
- Create a message that can resonate with the younger generation. Their priorities may differ from what is currently being promoted
- Know the culture of the community that is being recruited
- Utilize educational tools such as videos showing what current members look like, using members stories from all different cultures and genders



Unions

- Be open minded to members concerns. Allow them to have a voice
- Educate members in the benefits of being in a Union. Make them aware of their rights as well as what is expected of them in their career
- Utilize training that is offered including sensitivity training and COMET classes
- Leaders need to be more willing to have comfortable, honest conversations. Creating a safe space where members feel comfortable to voice their concerns whether it is on a jobsite or in the Union environment
- Have open conversations with the contractors so that everyone is on the same page when it comes to recruitment and retention



Diversity, Equity, and Inclusion

- Create a Women's Committee or DEI Committee within Locals. This creates a space for members with similar challenges to meet and discuss potential solutions for roadblocks that we might not be aware of
- Make the Local more family friendly by offering paid parental leave, maternity benefits, and adoption leave
- Encourage Coaching or Mentoring programs to assist new members as opposed to having them figure out things on their own
- Successful change must start at the top. DEI is what is in the best interest for our entire membership

JAC/ JATC

- Review Local JAC/JATC standards and entrance policies to see if they require updating to assist in recruiting new members. There may be policies or procedures that may hinder individuals from being able to start an apprenticeship
- Recognize generational differences in potential new recruits
- Create an understanding that there is a chance for career advancement, (Foreperson, leadership roles, mentors)

MISSION STATEMENT:

To recruit, retain and promote diverse groups in our Organization and to ensure workplace equality within our Organization. To promote respect, inclusion and safe, non-hostile work environments at all levels within SMART.

The Council has the following Mission Statement Goals:

Ensure that all members are treated equally and given equal opportunities to succeed.
Break down gender, ethnicity, and other bias that divide us.

To encourage, educate and support diverse members to participate in leadership roles.
To encourage, educate and support diversity in the workplace.

Identify reasons for low recruitment and retention of diverse groups and systematically address these issues.

Identify reasons we have been successful in retaining diverse groups and build on that.
To educate and inform our industries about issues related to equality.



For more information visit
<https://smart-union.org/get-involved/committees/individual-committees/recruitment-and-retention-council/>



Recruitment and Retention Council

Best Practices

We envision a SMART union movement where all members are empowered to reach their fullest potential.