

VENUES TO CONNECT WITH FUTURE TECHS

FUTURETECH SUCCESS

Venues to find and recruit Future Techs

Employers often talk about how difficult it is to know where to look to recruit young men and women to become future technicians. At first glance, that may seem to be true, but in reality there are quite a number of venues available to employers. The trick is to be creative and not be afraid to think out of the box!

Ultimately, it is all about building relationships, and getting involved at the local level, within your community.

Here are a number of ideas that can help you do just that, and in doing so, will connect you to FutureTechs:

- Research and create a list of your local high schools and post-secondary schools that offer marine technician, powersports and similar programs.
- Speak to the program instructor(s) and offer to join their advisory committees. The majority of these programs are in need of industry engagement and input.
- Find out what tools, equipment or training aids the school needs and assist with donations. You can assist with your own resources, and also enlist other companies to help. Maybe it's a supplier that you buy your parts from, or a tool or equipment vendor that you do a lot of business with.
- Invite students and the local community to an open house at your shop. Have your technicians attend, and discuss the career path. This will help you connect with future techs as well as the community.
- Offer to sponsor a trip or act as a chaperone for local students to attend events within the boating industry, such as a boat show, consumer show, etc.
- Speak to your local school about participating in their career fair. If they don't have one, then talk to them about creating one. When holding a career day, target shop classes and also contact many other youth organizations such as the Boy Scouts of America, Boys and Girls Club of America, YMCA, the Future Farmers of America, etc. and make sure they are invited as well.
- If you have technicians who are willing to speak in public, look to your community for opportunities. Possibilities: Chamber of Commerce, Kiwanis, Rotary, Lions Club or other civic organizations that are active in your community.
- If you go to a school to speak, bring one of your younger technicians with you. Students love to hear from someone they can relate to, who is actually doing the job every day, and ask them questions.
- Create a career opportunity info session at your shop for students and their parents to understand and explore the wide range of career path opportunities for a professional technician.
- Hold a teen "boat care and maintenance clinic" on a weekend for 16- to 18-year-olds who want to learn to work on boats and motors. Focus on simple, straightforward maintenance tasks, which are important, but yet few kids know how to do these days.
- Speak with your local Boy Scouts and Girl Scouts of America club leadership about how you can help participate in and/or sponsor Motorboating and other related Merit Badge activities.
- Get involved with your local, regional or state SkillsUSA competition.
- Offer to be a judge, donate tools or equipment, or just donate your time to help.

MORE RESOURCES

For more tips and additional materials, visit the Industry I-Hub page at techforcefoundation.org

