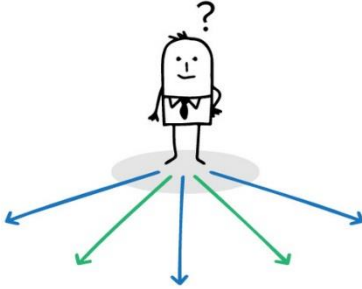


## Venues to find and recruit Future Techs



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:**

1. Research and then create a list of your local high schools and post-secondary schools that offer auto, diesel or collision programs.
2. Speak to the program instructor(s) and offer to join their advisory committees. The majority of these programs are badly in need of industry engagement and input.
3. Find out what tools, equipment or training aids they need and donate them to the school(s). You may be able to do this from within your own resources, but you also can enlist other companies that can help with this. 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. Don't be afraid to engage others to partner with you in this cause, which is a win-win for all involved.
4. Sponsor an open house at your shop for middle-school and high school kids. Have your working technicians present, and provide show & tell opportunities in the workshop, letting kids see what is "under the hood" and demonstrating the diagnostic equipment you use. Connect the STEM subjects they're learning in school with the real world applicability to auto/diesel/collision technology.
5. Speak to your local school about participating in their career fair. If they don't have one, then talk to them about creating one. (see article on career fair tips)
6. If you go to a school to speak, definitely bring one or two of your younger working technicians with you. You should even plan to let them speak to the students. Students love to hear from someone they can relate to, who is actually working in the industry and doing the job every day, and to be able to ask them questions.



7. Once you have identified a technician(s) willing to speak in public and visit with kids, look around your community for other places where they can speak. Possibilities: Chamber of Commerce, Kiwanis, Rotary, Lions Club or other civic organizations that are active in your community.
8. Create a career opportunity info session at your shop for high school students and their parents to understand and explore the wide range of career path opportunities for a professional technician.
9. Hold a teen “car care clinic” on a weekend for 16 -18 year olds who want to learn to work on their own cars. These can be just simple, straightforward maintenance tasks, which are important, but yet few kids know how to do these days.
10. Speak with your local Boy Scouts and Girl Scouts of America club leadership about how you can help participate in and/or sponsor Automotive Merit Badge activities.
11. When you do hold a career day, don’t restrict yourselves to just the obvious school shop classes, but get in touch with 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.
12. Offer to sponsor a trip for local auto/diesel/collision shop students to special events, such as a race, car show, rally, etc.
13. 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.

