

How You Can Recruit More HVAC Trainees Now



The HVAC industry faces a shortage of trained workers over the next several years. The economy is adding HVAC jobs just as many experienced workers are reaching retirement age; and the North American HVAC industry needs to add 115,000 new people by the year 2022. Here are some tips for amping up your recruiting efforts to find talented employees for your HVAC company.

EXPAND YOUR CANDIDATE POOL

While demand rises, many HVAC training programs have fewer students enrolling. Dealers need to think beyond the typical student profile to fill these programs.

Outreach efforts that speak to these groups can greatly expand the pool of potential trainees:

- » Career-changers
- » Millennials
- » Minorities
- » Veterans
- » Women

SHOW HOW THE HVAC INDUSTRY MAKES A DIFFERENCE

Most people outside the industry don't realize that HVAC systems support every area of our lives, from indoor air quality in hospitals, to data-center cooling, to the refrigeration systems that keep our food safe to eat.

Show students the full scope of HVAC's critical role in society and the many types of careers available:

- » Equipment manufacturing
- » System design
- » Construction
- » Sales and marketing
- » Distribution
- » Equipment operation and maintenance
- » Research

APPEAL TO STUDENTS' INTEREST IN TECH AND CAREER GROWTH

Emphasizing the STEM (science, technology, engineering, and math) aspects of HVAC can appeal to older teens and young adults who may not remember life before smartphones and the internet. HVAC jobs are STEM jobs — it takes well-trained technicians to install, service, and maintain the furnaces, air conditioning systems, water heaters, and more that sustain human comfort.

Technological advances and industry growth offer continual opportunities for the kinds of professional development, skill building, and career growth that career-changers and students value.

MAXIMIZE YOUR RECRUITING STRATEGIES

HVAC and workforce program experts recommend these practices to boost recruitment:

- » **Expand** your recruitment efforts beyond the traditional applicant pool.
- » **Survey** current and prospective students to learn what they need from an employer.
- » **Connect** to students by establishing a ride-along program, mentorships, internships, and apprentice programs.
- » **Educate** prospective students, veterans, and career-changers about the many types of HVAC careers available and their importance to our economy and society.
- » **Support** students with tutoring and job-shadowing programs to reduce dropout rates.

MORE RECRUITMENT RESOURCES

Establishing a ride-along program:

<http://www.rideanddecide.com/home.html>

Preparing for Career Day Q&A sessions:

http://www.careersinhvacr.org/Portals/_Appleseed/documents/SuggestedListofQuestions.pdf

HVAC Career Ambassador Toolbox:

http://www.careersinhvacr.org/Portals/_Appleseed/documents/HVACR_Career_Ambassador_Toolbox.pdf

HVAC careers infographic:

http://www.careersinhvacr.org/Portals/_Appleseed/documents/HVACR_WorkersInfographic_combined.pdf

Sales, technical, and operational tips:

<http://www.hvalcs.com>