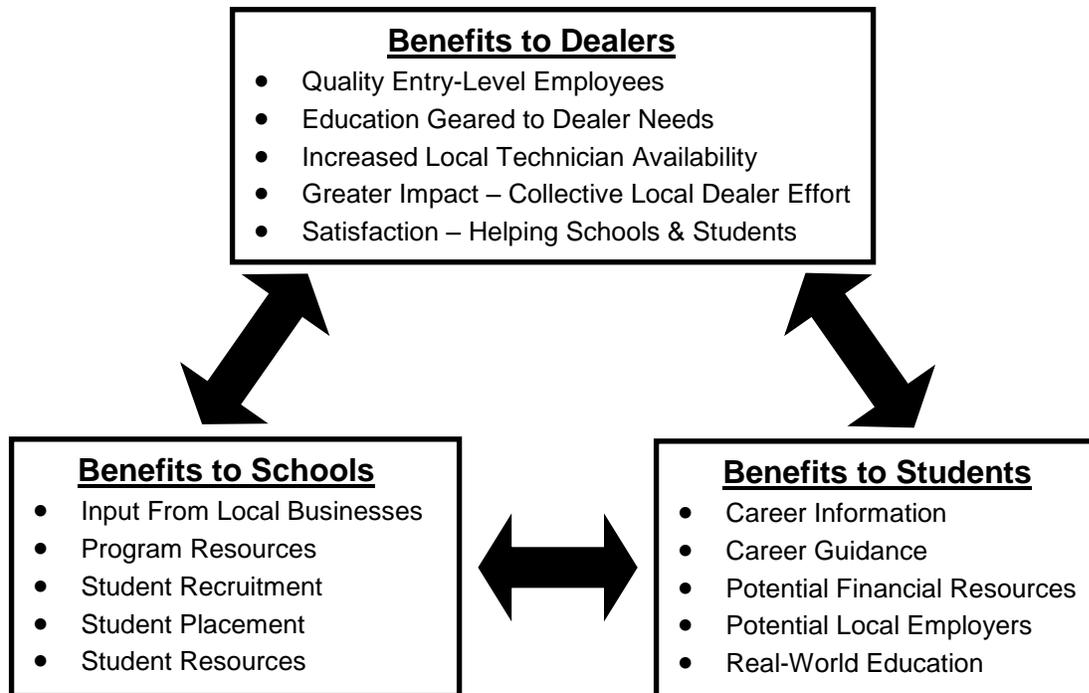


Dealer Student Recruitment Scorecard

Recruiting Young People for Careers in the Construction Equipment Industry

**Equipment Dealers and Technical Schools Working Together
to Address the Industry Technician Shortage**



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Dealer Student Recruitment Scorecard

Overview

Our industry offers a wonderful equipment technician career opportunity and it's important for that message to be delivered to students who are in the process of exploring their options. This scorecard is a simple tool to assist AED member dealers in evaluating their student recruitment efforts. It can be used to define the starting point – where the dealer is today – as well as develop the vision of where the dealer wants to be “tomorrow.”

The scorecard is intended to be used in conjunction with The AED Foundation’s “Recruitment Guidebook for AED Member Dealers,” a publication offering ideas to help you develop student recruitment strategies and tactics that are effective in meeting your technician recruitment needs of the future. An effective strategy involves more than job ads, promotion and advertising. It’s more than donating money and materials to your local school. The word “strategy” is important here, because dealers need to be working right now on recruiting and developing the technicians they will hire one, two or even five years down the road. That means a comprehensive local effort at the middle/junior high school, high school and post-secondary levels.

Students have many attractive technical career options and today’s job market requires a real grass roots approach. This includes, among other things: gaining students’ attention and interest for this career option, changing perceptions of the job and industry, working directly with and assisting students, and working with schools that effectively educate students. There is no magic fix, and no one can do it all for you. Success depends on equipment dealers and technical schools with a commitment to working together to achieve mutual goals.



Dealer Student Recruitment Scorecard

Instructions

The scorecard that follows consists of a list of parameters that relate to workforce strategies and tactics that could be incorporated into the student recruitment plans of proactive equipment dealers. The process is straight-forward; just think about the student recruitment efforts that you and/or your company are involved in ***right now*** and rate yourself “Yes” or “No” for each parameter. This simple Yes/No rating scale, with no in-between options such as “Sometimes,” focuses the answer on either “we do this regularly in a meaningful way” or “we don’t.”

How do you rate?

It’s not likely that any one dealership can do everything on the scorecard list; nor is that necessarily the point. Effective strategy and tactics, what works and what doesn’t, are directly related to the local situation. There is no “total score” to tell you that you pass or fail. That evaluation is up to you. However, here are some suggestions:

- Does the sum total of what my company and I are doing positively and significantly impact my company’s recruitment of qualified entry-level technicians?
- Look at each cluster of activities on the Scorecard. Are you involved meaningfully in several activities in each area?
- In areas where you are already involved, do you see other ideas/options that could have a big impact on your recruitment program results? Perhaps choose 1-2 additional tactics in each area that you feel would enhance your efforts.
- In areas where you have no significant involvement, of those opportunities shown, which items do you feel could be most valuable to your recruitment program results? Perhaps choose 2-3 options in each of these areas that will help your recruitment efforts succeed.
- The Scorecard list is not nearly exhaustive. Brainstorm and generate strategies and tactics that most effectively address your local situation.

Only you can really answer the bottom line question, “Am I doing the right things; the things I need to do to grow my own technicians and meet the future needs of my company for technicians?” Hopefully, this scorecard helps you answer that question and provides some food for thought about what things you can be involved in to enhance the success of your technician recruiting, and ultimately your business in the future.

How serious are you?

Ultimately, technical schools offer programs to industries that hire their graduates. Before you get started, one basic question. Will you as an equipment dealer make a commitment to hiring 1 graduating technical school student each year for every 10 technicians that your company employs?

DEALER STUDENT RECRUITMENT SCORECARD

Company:

Name:

Date:

Rate you and your company's involvement as to the following student recruitment parameters. Your rating should not be based on the past, but upon evaluation of your situation right now. Just answer "Yes" or "No" to the following set of questions that ask "Do you...?"

	<u>PARAMETER</u>	<u>RATING</u>
	<u>Your Company – Do You...?</u>	
1	Have a stated company-wide commitment, with executive support, to student technician recruitment?	
2	Have a comprehensive plan for local student technician recruitment?	
3	Communicate the student recruitment plan and expectations of results to all employees?	
4	Involve employees in development and implementation of student recruitment programs?	
5	Teach employees how to interact positively and properly with students and their career influencers?	
6	Have a company committee or task force to work on student recruitment?	
7	Have one manager who is assigned the accountability for student recruitment programs?	
8	Ensure your company environment "communicates" the concept of a high-tech, sophisticated career option to visiting students?	
9	Ensure your company environment encourages the visiting student to think, "I want to work here!"	
10	Ensure your facility provides a safe working environment for student employees?	
	<u>Working With Other Companies – Do You...?</u>	
11	Work with other equipment dealers to plan and implement student recruitment programs?	
12	Meet together on a regular basis over the long-term to facilitate local student recruitment?	
13	Participate on a local task force or committee of dealers to address student recruitment?	
14	Maintain active involvement with an AED Local Group?	
15	Contribute human, material and financial resources toward collective student recruitment efforts?	
	<u>Preparation – Do You...?</u>	
16	Have good working knowledge of AED's "Standards for Construction Equipment Technology?"	
17	Have a list of local high schools that you have evaluated/prioritized as prospects to work with?	
18	Have a list of post-secondary schools that you have evaluated/prioritized as prospects to work with?	
19	Have an analysis of the need for technicians at your company with established goals and objectives?	
20	Have an understanding of students' technical career options and their career decision process? Do you understand the work environment and dynamics that today's youth are looking for?	

	<u>PARAMETER</u>	<u>RATING</u>
	<u>High Schools and Post-Secondary Schools – Do You...?</u>	
21	Have a good understanding of the school, program structure, curriculum and related information?	
22	Have clear objectives and goals that you have explained to school administrators?	
23	Have established good relationships with school administration and officials?	
24	Have established good relationships with school counselors?	
25	Know the technical teachers well? Know what they are looking for?	
26	Help the schools obtain technical teaching materials and teaching aids?	
27	Make recruitment contacts with leaders of extracurricular clubs such as FFA?	
28	Provide technology update seminars for teachers?	
29	Facilitate getting special speakers from OE manufacturers, trade groups, etc.?	
30	Visit and communicate with the above career influencers on a regular basis?	
31	Ensure schools always have an ample supply of technician career reference materials for students?	
32	Continue to work with the schools, even during low points of the business cycle, when you may not be hiring technicians until the business climate improves?	
	<u>In Addition, for Post-Secondary Schools – Do You...?</u>	
33	Provide technical schools with copies of AED national technical standards?	
34	Serve on the school’s technical program Advisory Board?	
35	Donate equipment and parts for teaching purposes to local technical programs?	
36	Help the schools obtain or build equipment system simulators?	
37	Work with the school to inform students of opportunities for employment with your company?	
38	Assist instructors by demonstrating equipment or making technical classroom presentations?	
39	Help procure OE technical manuals and reference information for the schools?	
40	Support schools in their efforts to obtain local and state funding?	
41	Help promote local technical programs and technical colleges to the community?	
42	Encourage schools to seek AED accreditation to benefit the school, students and employers?	
43	Offer scholarships?	
44	Offer loans?	
45	Offer the option for a student to “work off” the loan through post-graduation employment?	
46	Offer work-study opportunities?	
47	Offer part-time or full-time employment?	
48	Offer one-on-one career mentoring?	
49	Offer tool purchase assistance?	
50	Offer technician “job shadowing” experiences to prospective student technicians?	

	<u>PARAMETER</u>	<u>RATING</u>
51	Offer dealer management “job shadowing” experiences to prospective student technicians?	
52	Recognize students for significant academic and/or work accomplishments?	
53	Include work-study and part-time students in company meetings and activities/events?	
54	Design student work experiences to be meaningful rather than a place where the jobs “nobody wants to do” get done?	
55	Pay a fair wage to student employees; one that speaks to the technician career opportunity?	
56	Attend graduation ceremonies to demonstrate support for programs/students you work with?	
	<u>Participation in Student Technician Competitions – Do You...?</u>	
57	Contribute time to working with technical competitions such as SkillsUSA?	
58	Contribute financial, material, or facility resources for competitions such as SkillsUSA?	
59	Financially support students’ participation in competitions such as SkillsUSA?	
60	Sponsor local or regional technical competitions?	
61	Help educate/train students to prepare for competing in these events?	
	<u>Recruitment Events – Do You...?</u>	
62	Sponsor student career fairs and other recruiting events at your dealership?	
63	Participate in career day events at technical schools or other locations?	
64	Make career exploration presentations at high schools and post-secondary schools?	
65	Prepare well for career presentations? Have the proper information, equipment and materials?	
66	Sponsor/participate in events that present the technician career to parents?	
67	Design recruitment programs that are targeted to other student decision influencers?	
68	Offer tours of your dealership to parents and students?	
69	Participate in meetings and events associated with schools and professional associations?	
70	Make recruitment contacts through school organizations such as the PTA?	
71	Always leave your audience with information about “who to contact” and “next steps?”	
72	Follow up promptly with all the contacts you make in your recruitment efforts?	
73	Bring in successful recent graduates and current technical students to speak as “peers?”	
74	Target alumni of post-secondary technical programs for contacts, prospective employees?	
75	Develop contacts with local public media to promote and recap your recruitment activities?	

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