

Top 10 Ways Dealers Can Grow Their Own Technicians

- 1. Start a student recruitment program now; the tech shortage is just getting worse.**
Working with middle schools, high schools and post-secondary schools is a local issue and no one can do it for you. The local equipment dealer must become involved.
- 2. Work with other local dealers in a collective effort to address the tech shortage.**
There is power in numbers; you can accomplish much more with a group effort. You will have more human resources, time available, and material and financial resources to really have an impact in your local area.
- 3. Develop relationships with local middle schools and high schools.**
Visit the schools; get to know the administration, faculty and students. Get acquainted with the technical programs, and their strengths and weaknesses. Get to know the decision-influencers such as career counselors; show them this great career opportunity.
- 4. Develop relationships with local post-secondary schools.**
As with middle schools and high schools; visit them, get to know them, get acquainted.
- 5. Volunteer to serve on equipment program advisory boards with local schools.**
Provide industry perspective to the schools; gain academic perspective from faculty. It's a good way to find out how best to facilitate an excellent local technical program.
- 6. Provide equipment, parts, technical information and other resources for local schools.**
Equipment programs typically have very limited resources, and are faced with funding cuts and resource competition with other programs. Equipment programs are expensive. Do your part to ensure schools have what they need to teach technical subjects well.
- 7. Develop career-influencing relationships with students at all levels.**
Schedule career events at schools or at the dealer facility. Talk to students one-on-one; follow-up regularly with students as they progress through school and make career decisions.
- 8. Communicate the career opportunity to parents and other career influencers.**
A number of people contribute to the career decision, especially parents. Include parents and other influencers in career events and activities that demonstrate the technician career as: professional, high-tech, personally and professionally rewarding, and financially rewarding.
- 9. Assist students in reaching their equipment technician career goals.**
Getting a good technical education is an expensive proposition. Facilitate students' proper technical education by offering internships, scholarships, loans, and work-study programs.
- 10. Commit to the long-term.**
There are no magic fixes. It's hard work; it takes time and persistence. It may be a year or two before you see significant results. The student you recruit may be the one you first made contact with four years ago. But once it gets going... look out.