

Michigan Construction Careers Recruitment Web Site

Why it is innovative: When surveyed, one of the top concerns of owners/users and contractors alike is the need to recruit the "brightest and best" into the construction industry. Although websites as entities are far from innovative, a website of this type is. It is innovative and enormously effective. It is the first of its kind for the construction industry in this country, and possibly the world. We utilized the technology that students today are the most comfortable with to expose them to the tremendous opportunities in the construction industry. The site answers the questions of students, counselors and teachers. It provides the information at the level that will garner the best utilization for this targeted audience. Diverse levels of students are utilizing it: high school students, graduating high school students, former college students and current college students. This site is the commitment of one organization to elevate the industry, not just themselves.

All members of the Industry in Michigan work to determine the best possible way to solicit apprentices, journey workers and office personnel. The Greater Michigan Plumbing & Mechanical Contractors Association (PMC) participates enthusiastically with the above on manuals, shows, etc. Even so, our commitment to career development led us to research and develop a more innovative way to reach today's youth and technically inclined worker. In an effort to assist not only our industry, but the total construction industry, the PMC took on the task of developing and maintaining a website that covers every segment of Michigan's organized construction industry. It lists all training schools and outlines in detail, the educational requirements, personal requirements, and the type of work involved in each particular discipline. A companion manual was also prepared and is in its 4th printing with over 12,000 copies distributed.

What it changed or replaced: When developed, it was the first website for all segments of the construction industry. There were many sites for a single trade, none for the total industry. Students attempting to analyze the industry gave up trying to interpret what made up the industry. Time has given us the opportunity to evaluate its effectiveness. The website has, for the first time, changed the way the industry is viewed by possible applicants. This innovative approach to contacting potential applicants provided a marked increase in the number and quality of applicants. An even greater benefit has been the strong interest that high school/middle school teachers, and college counselors have in the site. We continue to do school presentations, construction forums, various job fairs and statewide conferences, such as those for Parents, School Boards, Principals, Counselors, and Construction Instructors. The website has greatly impacted how those presentations are now viewed and has increased dramatically the response from the individuals involved. Military and Veteran's organizations have also become involved with the site and utilize it to help make a transition from "Helmets to Hard Hats".

This pioneering Website has provided appreciable results. Training Programs are reporting more qualified applicants from contacts with the site. One program went from previously receiving mainly applicants with GED's and high school graduates to over 60% of their last group of applicants having more than a high school education.

Replacing the traditional call for information, the site was developed so that anyone, in any part of the State of Michigan could, via the site contact any local training program for answers to questions, and/or to file their name for consideration. Each week the PMC continues to answer questions and forward inquiries from the site to training centers. *Since going on-line in July of 1999, the site has received over a million and a half hits (an inquiry past the home page) enabling interested individuals the opportunity to learn more about a career in the construction industry.*

Where and when originated: The site was developed at the offices of the Greater Michigan PMC in May and June of 1999 and continues to be updated and changed on a weekly basis. As the site continues to obtain national recognition through news reports and discussion at trade association levels, we are now seeing other sites of the same nature being established. Information from our site has been sent throughout the country. *Innovative, effective and being emulated.*

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Michigan Construction Careers Recruitment Web Site

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Michigan Construction Careers

The Organized Construction Industry - The Opportunity Industry
- Looking for the brightest and best -

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Accessing Career Opportunities

PLUMBERS / PIPEFITTERS / HVACR TECHNICIANS / GAS DISTRIBUTION

PLUMBER - Scope of Work - Responsible for the installation of water line systems to kitchens, bathrooms, lavatories, etc. in residential, commercial and industrial buildings. Also install natural gas and air lines. Assemble, install and repair pipes, fittings and fixtures according to specifications and plumbing codes. Measure, cut, thread, bend, install and test pipes and pipefittings. Work according to blueprints, specifications and working drawings to perform the work required in sequence of installations.

Working Conditions - Active and strenuous. Stand for prolonged periods, sometimes in cramped, uncomfortable positions. Must climb ladders and also work below ground level. Work can be dirty, particularly on waste systems.



PIPE FITTER - Scope of Work - Install piping systems that carry hot water, steam, air or other liquids or gases needed for industrial production, or other uses. Install both high or low pressure systems, especially in industrial and commercial buildings. Lay out, fabricate and assemble pipes from drawings, blueprints and specifications. They also work on pipes for heating and cooling systems, and install automatic fire-sprinkler systems in buildings.

Working Conditions - Pipe Fitters work both inside and out in new construction. Pipe Fitters move onto the project after the basic structure is erected. The work is active and strenuous. There is a great deal of walking, standing, reaching, lifting and working in cramped quarters. They are subject to the hazards of working with and around high-pressure gas, steam and chemical lines.

