



HAWAII LECET

Interactive Advertising Helps Hawaii LECET Recruit Laborers

Hawaii LECET utilized radio and television commercials, some of them interactive, to recruit Laborer apprentices at a time of increased workforce demand. Working with Laborers' Local Union 368 and the Hawaii Laborers' Training Program (HLTP), the affiliate ran commercials during University of Hawaii football games and other sports events throughout the state. Targeting young adults, the commercials highlighted the advantages of becoming a union Laborer, and instructed interested viewers to contact HLTP. In some parts of the state served by interactive, high-definition television providers, viewers could respond directly to the commercials and have their contact information forwarded to the training program.

Thanks to a very successful season for the University of Hawaii Warriors football team, the television ads aired frequently throughout the state. Hawaii LECET also continued to reach out to high-school guidance counselors, attend job fairs, screen apprenticeship applicants, and refer qualified applicants to the training program's five-day construction boot camp. Consisting of both work on actual construction sites and classroom instruction, the boot camp provides participants a taste of construction work, and briefs them about what will be expected of them. Trainees who complete the boot camp become Laborer apprentices.

Hawaii LECET funneled nearly 50 new Laborers into the apprenticeship program in 2007, and the affiliate's advertising campaign generated a list of more than 300 prospects. The recruitment drive comes as growing infrastructure and military construction work throughout the state have increased the demand for a safe, skilled construction workforce.

OTHER ACCOMPLISHMENTS

- Joined with the Hawaii Building Trades Council to press state agencies for greater education about, and enforcement of, Hawaii's prevailing wage laws.
- Represented Hawaii Laborers and their signatory contractors before state and local elected officials.
- Co-sponsored the Construction Awareness Program at the HLTP, which drew 12 high schools and two community colleges representing approximately 500 students.



PHOTO COURTESY HAWAII LECET

The Hawaii Laborers' Training Program uses displays like this one at Honolulu Community College to recruit Laborers.

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