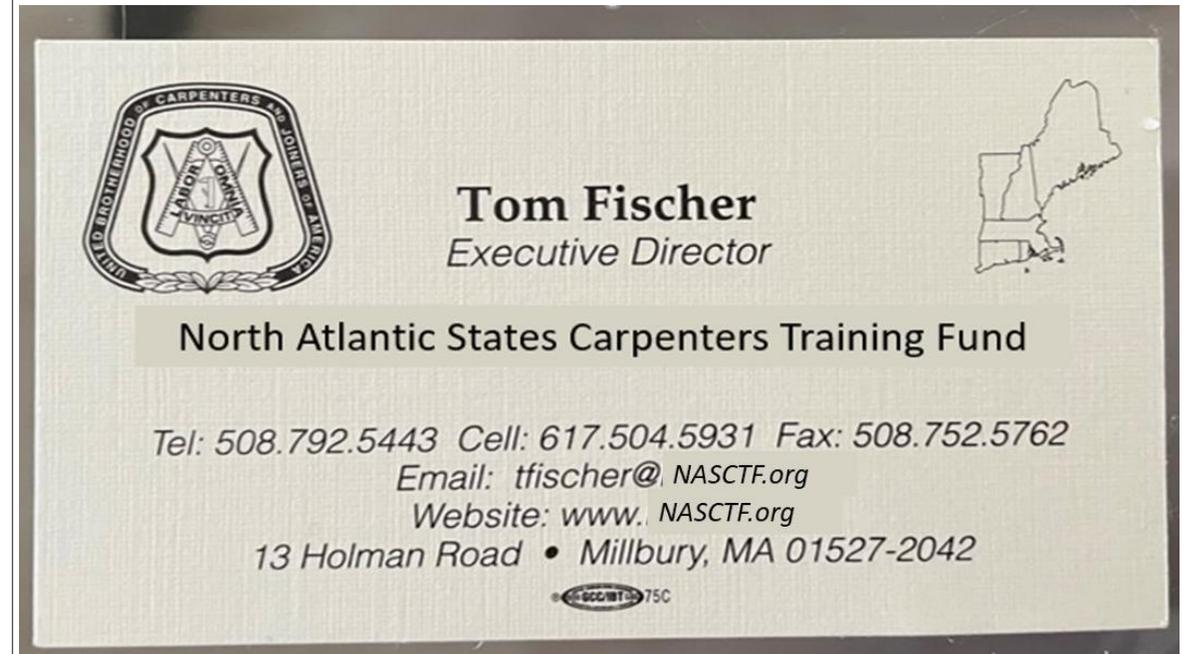


60 Minutes...

- Defining company and organizational needs
- Creating a culture of respect that will attract the next generation of craftspeople.
- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach
- Vetting of candidates
- Diversity needs
- Specific tools that have been used over the past five years
- Data that is used to drive decision making

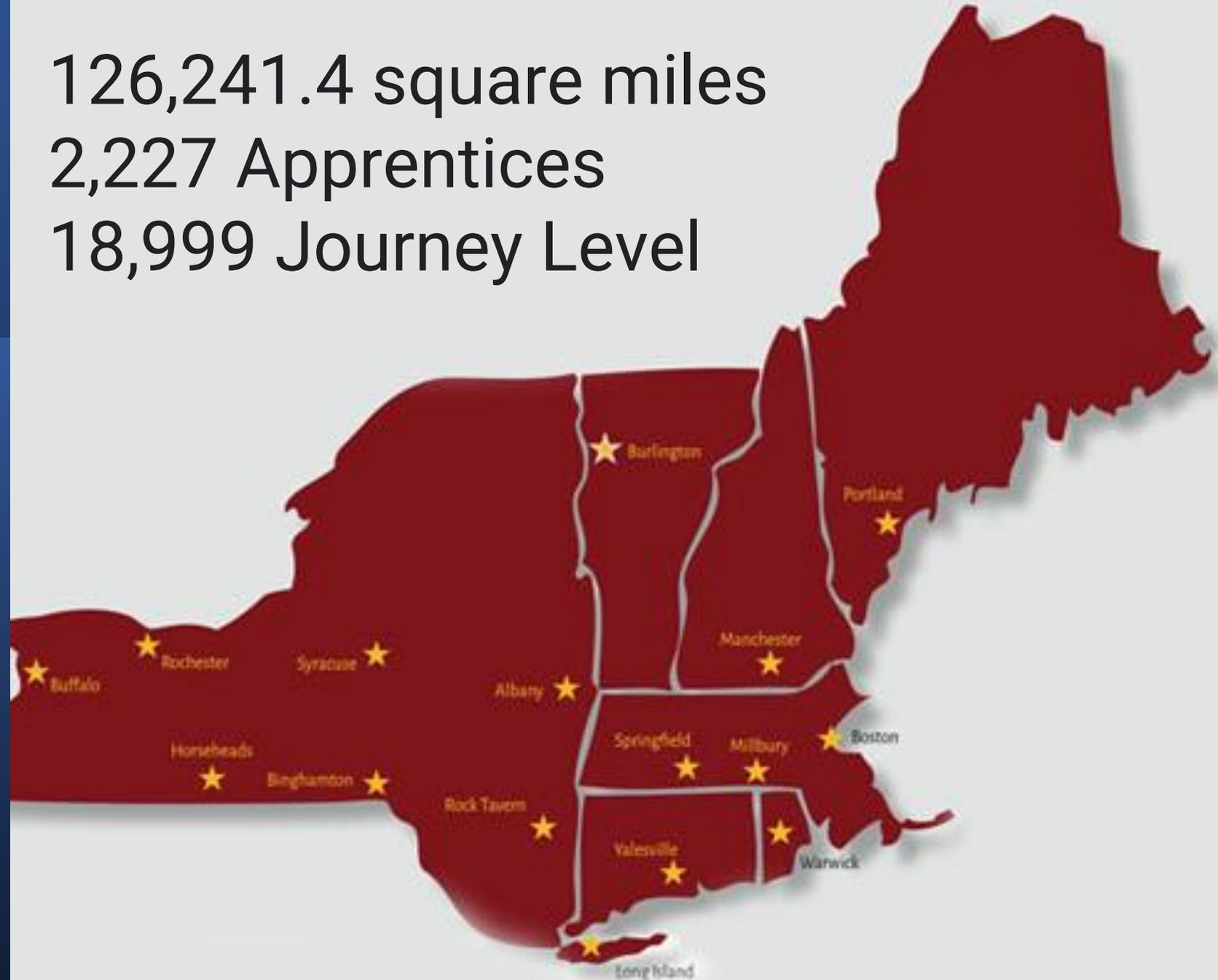


Who am I ?

- 67
- 38
- 20
- 6
- 5
- 2

North Atlantic
States
Carpenters
Training Fund

126,241.4 square miles
2,227 Apprentices
18,999 Journey Level



NASCTF Current Data

**New England Apprentice Intake and
Retention 2019-2022**

1,139

**How many are still in
program?**

925

Retention rate

81%

NASCTF Current Data

Updates as of today

Local 327 86% over the 3 years

Local 328 at 84%

Local 339 at 91%

Local 2168 at 80%

Stating The Obvious

- There were **388,345 jobs** posted for skilled trades-related workers between May and June of last year.
- a 50% increase from pre-pandemic levels. The more sobering data here is that most positions remained unfilled for an **average of 24 days**.
- Additionally, **90% of US general contractors are worried about a possible labor shortage.**
- The construction industry grows, yet positions aren't being filled. With projects ramping up, the last thing contractors want to do is turn down work because they can't find skilled workers.
- That spells big problems for skilled trades workers.

OUR MISSION

NASCTF delivers cutting-edge training and curriculum in state-of-the-art facilities to apprentice and journey-level union carpenters seeking a strong, competitive advantage in today's construction industry. By recruiting and training those who strive for excellence, we provide our union and our contractors with highly-skilled, productive carpenters who exemplify the drive for excellence.

Mission

Defining
company and
organizational
needs



- Training Department
- Union Reps
- Contractors

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Mission

Defining
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organizational
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- Training Department
- Union Reps
- Contractors
- Public Schools
- Pre-Apprenticeships
- Politicians

Creating a culture of respect that will attract the next generation of craftspeople

You don't get paid to think...



Then
1985

I feel like I've gained a whole bunch of uncles
and aunts...



Now
2023

Creating a culture of respect that
will attract the next generation of craftspeople

Who is the face
of your
organization

You can't be what
you can't see



<https://www.flickr.com/photos/91114773@N08/15503537423>

Creating a culture of respect that will attract the next generation of craftspeople

Toxic work cultures are the biggest factor that lead people to quit, and 10 times more important than pay.

The most common ways employees described toxic culture at their company were through a failure to promote **diversity, equity, and inclusion; workers feeling disrespected; unethical behavior or low integrity; abusive managers; and a cutthroat environment** where they felt colleagues were actively undermining them.

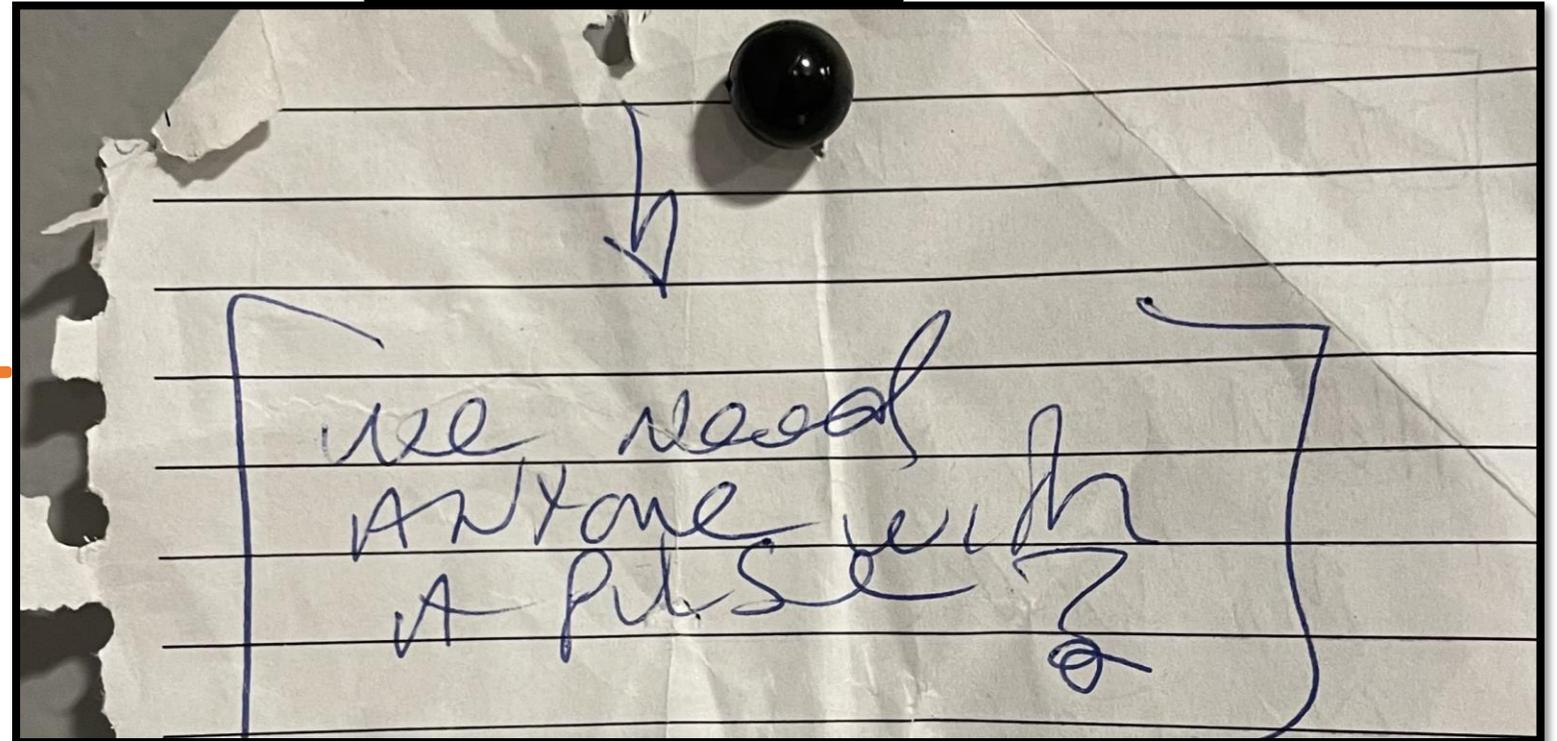
Culture

<https://www.cnbc.com/2022/01/14/the-biggest-reason-people-quit-is-10-times-more-important-than-pay.html#:~:text=From%20the%20data%20%E2%80%94%20which%20considered,times%20more%20important%20than%20pay>

Creating a culture of respect that
will attract the next generation of craftspeople

Lowering Your
Standards
OR
Changing Your
Standards

Culture





Creating a culture of respect that
will attract the next generation of craftspeople



for the Built Environment



NASCTF Apprentice Program Final Report and Analysis

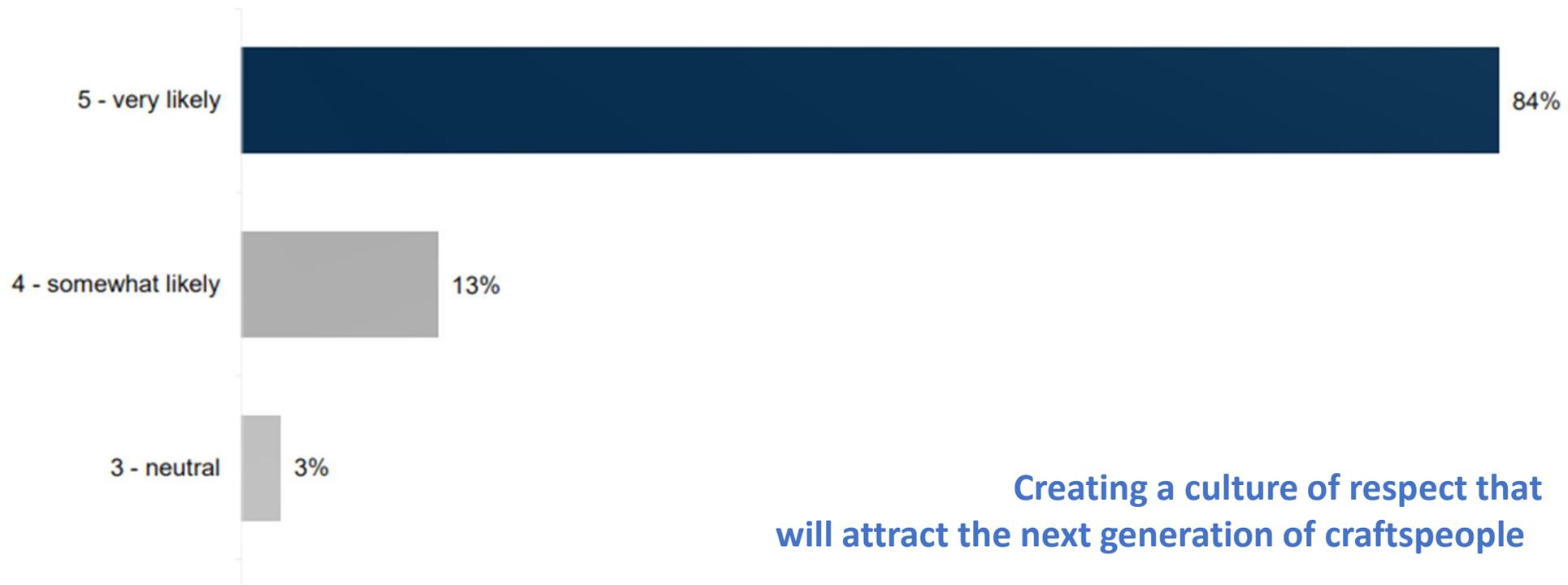
August 4th, 2021

84% of respondents are very likely to recommend someone to the apprenticeship program.

How likely are you to recommend the apprenticeship program to someone else?

(n= 38)

(Percentage of total responses)



**Creating a culture of respect that
will attract the next generation of craftspeople**

Creating a culture of respect that
will attract the next generation of craftspeople

Leadership

- Coercive leadership.
- Authoritative leadership.
- Affiliative leadership.
- Democratic leadership.
- Pacesetting leadership.
- Coaching leadership.



Self Analysis

Creating a culture of respect that
will attract the next generation of craftspeople

Delegation



- Effective outreach

- Effectiveness of social media

- High school internships/Outreach

<https://www.youtube.com/watch?v=IRgDCwb8cvI>

The screenshot shows the website for the North Atlantic States Regional Council of Carpenters. The header includes the organization's logo and name, a search bar, a 'LOGIN' button, and navigation links for MEMBERS, CONTRACTORS, BLOG, EVENTS, RESOURCES, and ABOUT US. The main content area features a large heading 'CREATE YOUR FUTURE' and a paragraph describing the Apprenticeship Program. A 'LEARN MORE' button is positioned below the text. On the right side, there is a video player titled 'NASCTF Training for a Career in Carpentry' showing a construction site with scaffolding. The video player includes standard controls like play, volume, and a progress bar.

North Atlantic States Regional
COUNCIL of CARPENTERS

FIND YOUR LOCAL UNION

MEMBERS CONTRACTORS BLOG EVENTS RESOURCES ABOUT US

CREATE YOUR FUTURE

The Apprenticeship Program provides apprentices tuition-free education. The program offers more than 150 different courses covering all aspects of the carpentry trade, specialty crafts and safety training, 90% of training is hands-on.

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

- Minuteman Tech
- Mass Hire
- Union Reps
- Contractors
- Grant Based Pre-Apprenticeships



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Open Your Doors

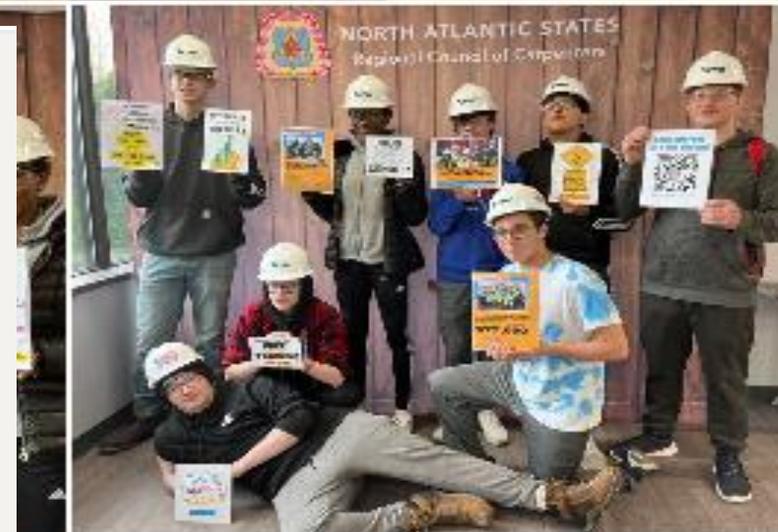


North Atlantic States Regional Council of Carpenters

2,272 followers

45m • 🌐

With the demand for a skilled construction workforce on the rise, the NASRCC is committed to preparing the next generation of construction trades labor force. More than 200 students are participating in full-day workshops this week at the Carpenters Training Center in Albany.



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Facebook
Instagram

North Atlantic States Regional Council of Carpenters
3h · 🌐

UPCOMING: Whether you already work at the trade or want to learn as an apprentice, learn more about our union and your opportunities by attending the information session on Monday, 5/2 at 6pm.

Visit <https://www.nasctf.org/become-an-apprentice/> to find a location near you!

#buildyourcareer #apprenticeship #earnwhileyoulearn #NASRCC #carpentersunion #unionstrong #unionproud #1u

**Join our apprenticeship program
& BECOME A PROFESSIONAL CARPENTER**

EARN AS YOU LEARN ✓
TUITION-FREE EDUCATION ✓
TOP-CLASS TRAINING ✓
HEALTH AND RETIREMENT BENEFITS ✓
CAREER ADVANCEMENT ✓
COLLEGE CREDIT OPPORTUNITIES ✓

Take The First Step!

Information sessions are held on the first Monday of the month at 6pm.
Visit [NASCTF.org](https://www.nasctf.org) for a location near you!

REQUIREMENTS

- Be 18 years or older
- Have a high school diploma or GED equivalent
- Be physically able to work as a carpenter
- Pass a drug test
- Have a valid driver's license and/or a reliable means of transportation

Discover our union and your opportunities!


NASRCC.org

 North Atlantic States Regional
COUNCIL of CARPENTERS

👍❤️ 14

14 Shares

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Planting Seeds
Takes Time



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach



NORTH ATLANTIC STATES CARPENTERS TRAINING FUND

Create Your Future

Carpentry Apprenticeship Program

90% OF TRAINING IS HANDS-ON

Prepare for a Lifelong Career

- › We offer more than 150 different courses covering all aspects of the carpentry trade, specialty crafts and safety training.
- › The Apprenticeship Program provides apprentices 4 years of tuition free education.

Earn as You Learn

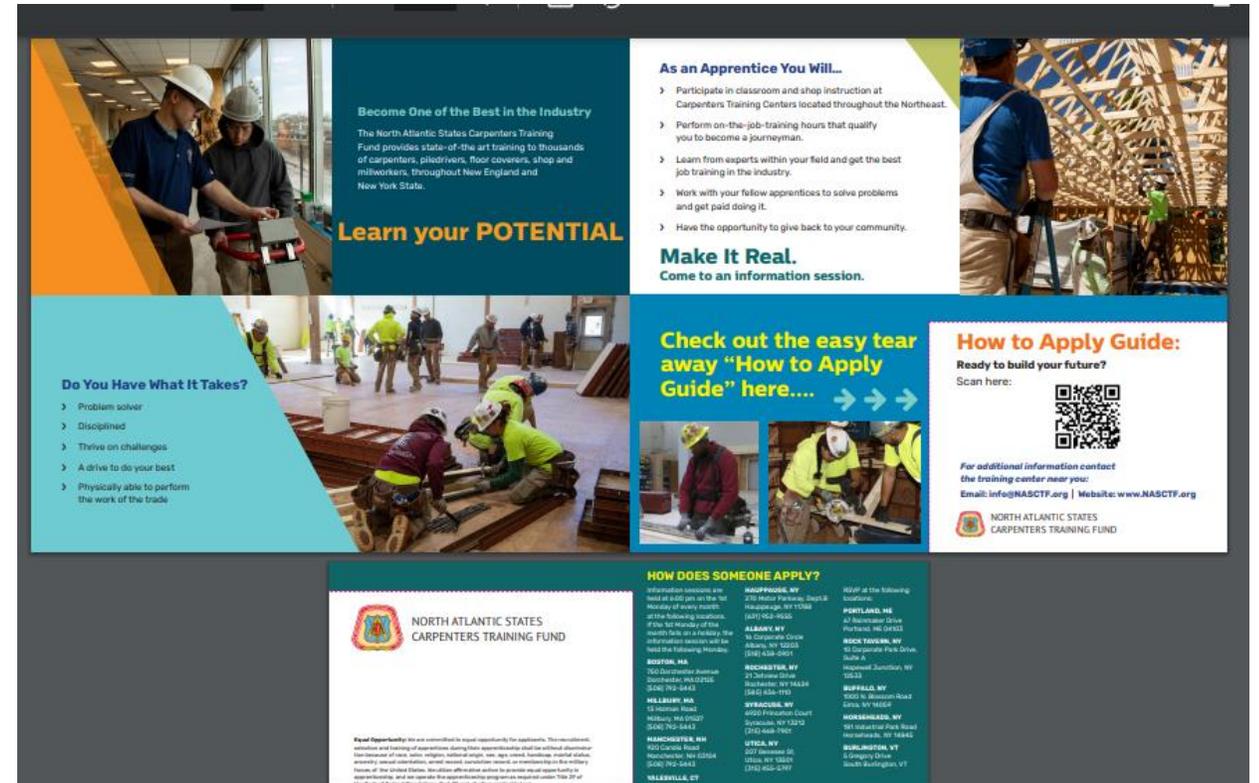
- › Earn a salary, which increases as you advance through the program to become a Journeyman Carpenter.

Make It REAL

Continuing Education

- › NASCTF has partnerships with Wentworth Institute of Technology and Alfred State College which allows students and graduates of the Apprentices Program to receive preferred admission, reduced tuition, and college credits towards an Associates or Bachelors Degree in Construction Management

“Your future is in your hands”



Become One of the Best in the Industry

The North Atlantic States Carpenters Training Fund provides state-of-the-art training to thousands of carpenters, pleddrivers, floor coverers, shop and millworkers, throughout New England and New York State.

Learn your POTENTIAL

As an Apprentice You Will...

- › Participate in classroom and shop instruction at Carpenters Training Centers located throughout the Northeast.
- › Perform on-the-job training hours that qualify you to become a journeyman.
- › Learn from experts within your field and get the best job training in the industry.
- › Work with your fellow apprentices to solve problems and get paid doing it.
- › Have the opportunity to give back to your community.

Make It Real.
Come to an information session.

Check out the easy tear away "How to Apply Guide" here...

How to Apply Guide:
Ready to build your future?
Scan here:



For additional information contact the training center near you:
Email: info@NASCTF.org | Website: www.NASCTF.org

NORTH ATLANTIC STATES CARPENTERS TRAINING FUND

Do You Have What It Takes?

- › Problem solver
- › Disciplined
- › Thrive on challenges
- › A drive to do your best
- › Physically able to perform the work of the trade

HOW DOES SOMEONE APPLY?

Information sessions are held at 8:00 am on the 1st Monday of every month, at the following locations:

ALBANY, NY
18 Corporate Circle
Albany, NY 12242
(518) 438-2851

BOSTON, MA
700 Dorchester Avenue
Dorchester MA 02126
(617) 792-2443

MILBURY, MA
15 North Street
Milbury, MA 01527
(508) 792-2443

MANCHESTER, NH
202 Carols Road
Manchester, NH 03104
(603) 792-2443

MILLSVILLE, CT

MAIDENHEAD, NY
300 Industrial Park Road
Maidenhead, NY 12448

ROCHESTER, NY
2134 Howe Drive
Rochester, NY 14624
(716) 438-2851

SPRINGFIELD, NY
6000 Franklin Court
Springfield, NY 12110
(518) 468-7807

UTICA, NY
207 Central St.
Utica, NY 13501
(315) 468-2397

WATERBURY, VT
25 Congress Drive
South Burlington, VT

WASHINGTONTON, VA
11111 Lee Highway
Falls Church, VA 22041
(703) 438-2851

WILMINGTON, DE
1000 N. Market Street
Wilmington, DE 19801
(302) 438-2851

YONKERS, NY
1000 N. Market Street
Yonkers, NY 10510
(914) 438-2851

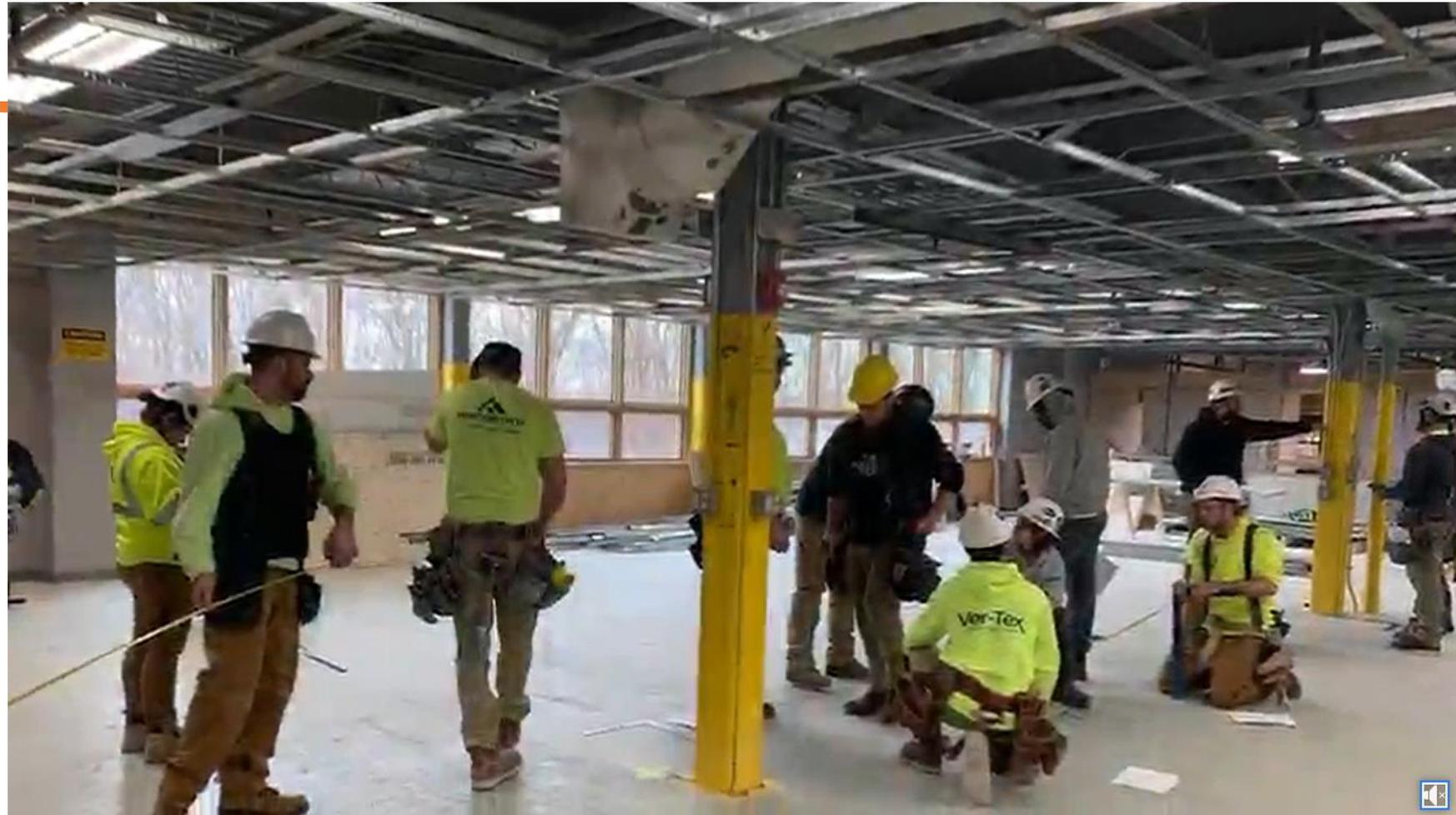
Small Opportunity: We are committed to equal opportunity for applicants. The recruitment, selection and hiring of apprentices during their apprenticeship shall be without discrimination because of race, color, religion, national origin, sex, age, marital, handicap, marital status, ancestry, marital status, sexual orientation, gender, or membership in a military Reserve of the United States. No individual shall be denied equal opportunity for apprenticeship, and any person who operates this apprenticeship program as required under Title VII of the Civil Rights Act of 1964, shall be liable for damages.

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Promote the experiences of current apprentices

<https://fb.watch/cGGZg-zMYJ/>



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Under-represented communities



BNvi2nfiu4haNgAn2qnc0nlv7LlHauz2ofMiRHtGF12nkG9SduuTnRkvDGchduSlQOvek19QElU3daPt3OF

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Contractor nights, jobsite visits, field placement opportunities

Recruit your next generation of Construction Professionals!

What? Apprentice-Level Hiring Opportunities

Who? North Atlantic States Carpenters Training Fund, in collaboration with industry leaders and community groups

Women, Minorities, Boston city residents ready to work!

When? Multiple opportunities upcoming

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Communicating
with contractors



NEWS

NOVEMBER 18, 2021

SHOP FRIDAYS!

NASCTF invites area students to attend a Hands-On Work Shop in one of our area training centers. Students work with one of our Top Notch instructors learning commercial construction and what it takes to be a Union carpenter. Please reach out to Careerconnections@nasctf.org if you'd like your students to participate in this great opportunity.

Outreach



1499

NASCTF invites area students to attend a Hands-On Work Shop in one of our area training centers. Students work with one of our Top Notch instructors learning commercial construction and what it takes to be a Union carpenter. Please reach out to Careerconnections@nasctf.org if you'd like your students to participate in this great opportunity.

- **Effective outreach**
 - **Effectiveness of social media**
 - **High school internships/Outreach**

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Community Volunteer
Projects
Millbury High School
Dugouts



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Community Volunteer
Projects
Boston Community
Gardens



- **Effective outreach**
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Project Based Outreach

Encore Casino
Everett MA

1.6 Billion Construction
spending



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Maggie Porreca, a member of the Attleboro High School Class of 2021, has wasted no time in getting ahead in her career, and is thankful to Carpenters Local 346 and Century Drywall for helping her grow personally and professionally.



Tom Fischer

December 22, 2021 · 🌐

<https://www.nasrcc.org/.../2021/11/2021-3-Fallv2.pdf...>

" I walk in as a 5'1" girl and everyone is so helpful and supportive and say, 'you can do it kid!'"

From the high school classroom to a career in carpentry. The doors are open for those that have the desire and drive to make it...

Laying a Solid Foundation for Future Success

Maggie Porreca, a member of the Attleboro High School Class of 2021, has wasted no time in getting ahead in her career, and is thankful to Carpenters Local 346 and Century Drywall for helping her grow personally and professionally.



Maggie Porreca on graduation day

Porreca, who recently turned 19, says she never really had any interest in going the traditional college route, and her love for art and geometry helped steer her in the direction of carpentry. "A blank canvas or an empty parcel of land, I am excited to build it."



Maggie Porreca

the pros and cons of many career paths—traditional and non-traditional—and identified some writing points for applying for the apprenticeship.

"I said to my parents, I'll get to attend a good school nearby, get free training and take as many classes as I want. Oh, and I'll have my own health insurance, annuity and a pension, too. It was a no-brainer when I had it written down."

She didn't hesitate to make the next move and went to the union hall in Randolph.

"When I went to the union hall to inquire about the apprenticeship program, John [Marino] remembered me from that day and was very friendly and welcoming. He

"It was pretty neat. I would be out working in my hard hat and work boots, and I'd be able to see my classmates and teachers from the job site. It's definitely something I never expected to be able to do," she said smiling.

Porreca shared good reports from Maggie's work thus far.

"Maggie has been very good and is catching on quick to everything. We paired her with Neil [a May of Local 346] who is a 20-year member. We know he has been a great mentor to her."

Maggie says the support and encouragement she has received from her fellow brothers and sisters and the team at

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach



CARPENTER MAGAZINE - MARCH 2022 | JOIN US | UBC STORE | MEMBERS | Q

ABOUT THE UBC | OUR CRAFTS | OUR TRAINING | DEVELOPING LEADERS | ACTIVISM | RESOURCE HUB | CONTACT US | MEMBER PORTAL

Career Connections

High School Students Gain Head Start to Solid Future

The UBC's Career Connections program is laying the foundation of a bright, productive future for high school students. Created by the Carpenters International Training Fund, the program is employed in schools across North America to introduce students to the craft and trade of carpentry. Young people gain the knowledge and skills they need to choose a career wisely and prepare for advanced training in a registered apprenticeship program.

"Carpentry is a viable alternative to college, and our goal with this program is to give schools across North America the tools to present that option to their students," said Carole O'Keefe, coordinator of the program for the UBC.

math-formula-m...webp | PDF 2022_04_28_10_22...pdf | IMG_0682.jpg | IMG_6132.jpg | March 2022 Carpe...xlsx | Show all

Windows taskbar: Search, File Explorer, Edge, Chrome, Teams, Word, PowerPoint, Outlook, OneDrive, Teams, Cortana, Task View, Rain off and on, 2:48 PM 4/28/2022

Outreach

Facebook
Instagram

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

<https://www.facebook.com/NASCTF/photos/pcb.730197465081665/730194701748608>



Outreach

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

really good start for me at a young age because it's good for the long-term."

Broome-Tioga BOCES student Nitro Sharp (pictured below) signed with [Carpenters Local 277](#) today and shared her excitement to start her career after graduation in the [WBNG 12 News](#) interview. Welcome, Nitro! 🛠️🔨

[#signingday](#) [#theotherfouryeardegree](#) [#earnandlearn](#) [#realskills](#) [#zerostudentdebt](#) [#careersinconstruction](#) [#boces](#)



WBNG.COM

97 students sign letters of intent on BOCES 'Signing Day'

Representatives of more than 31 companies and organizations were in attendanc...

- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach



Outreach

Apprentices
Recruiting
The
Next
Generation

Saturday

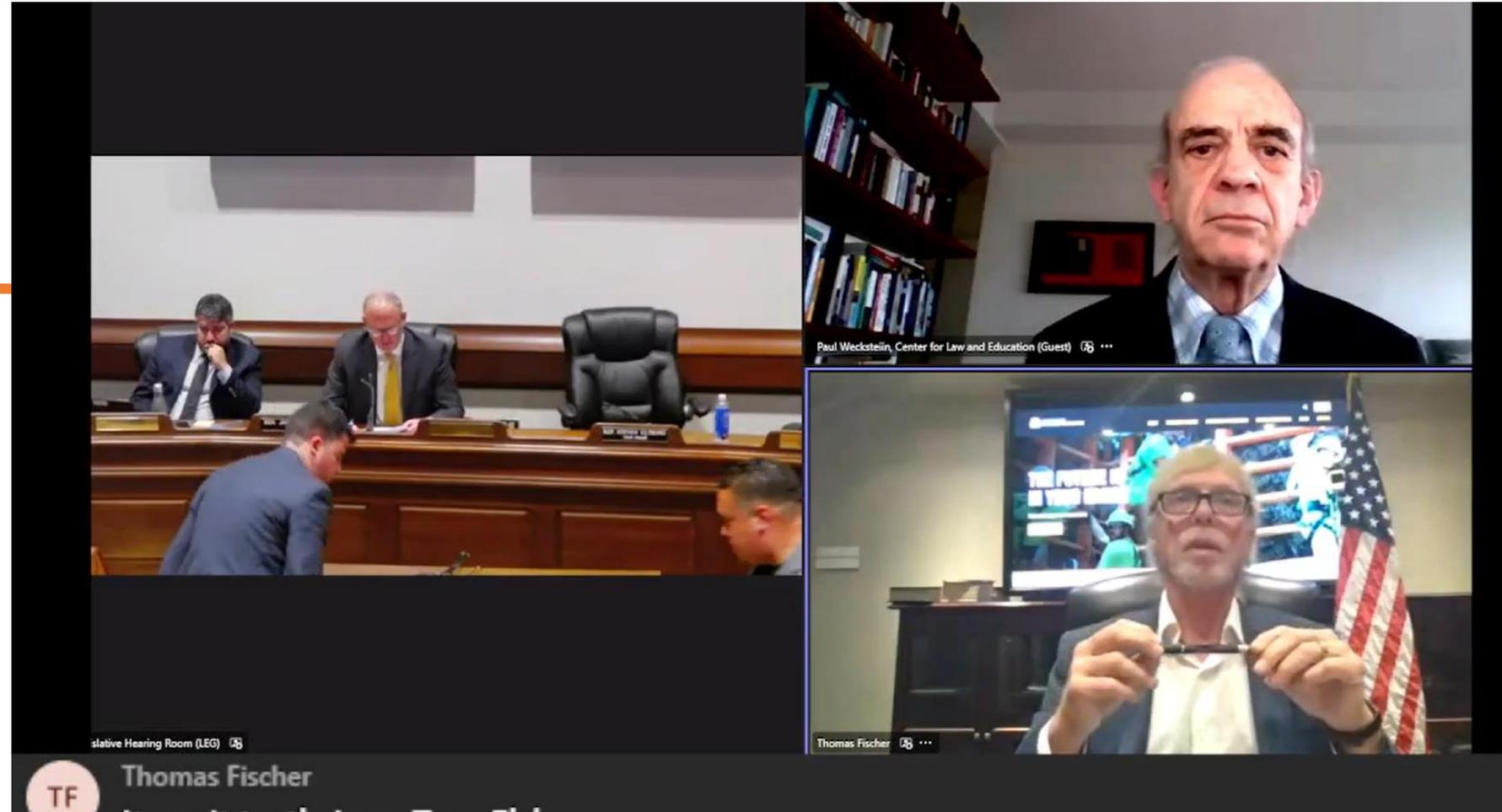


Sunday



Outreach

Legislative
Testimony
Regarding
Vocational School
Admissions



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach

Monthly Information Sessions at 12 different locations including virtual sessions

North Atlantic States
CARPENTERS TRAINING FUND

ABOUT UPCOMING CLASSES APPRENTICE INFORMATION CAREER CONNECTIONS NEWS APPAREL

INFORMATION SESSIONS AND BECOMING AN APPRENTICE

To apply to the North Atlantic States Carpenters Training Fund apprenticeship program you must first attend one of our information sessions.

Information sessions are held at 6:00pm the first Monday of every month, at the following locations: (Please select location nearest to you)

[Boston, MA](#)

[508-792-5443 Option 4](#)



1799

Outreach

Monthly Information Sessions at 12 different locations including virtual sessions

50% +

 **NASCTF** 

INFORMATION SESSION
SIGN IN

SCAN HERE TO REGISTER

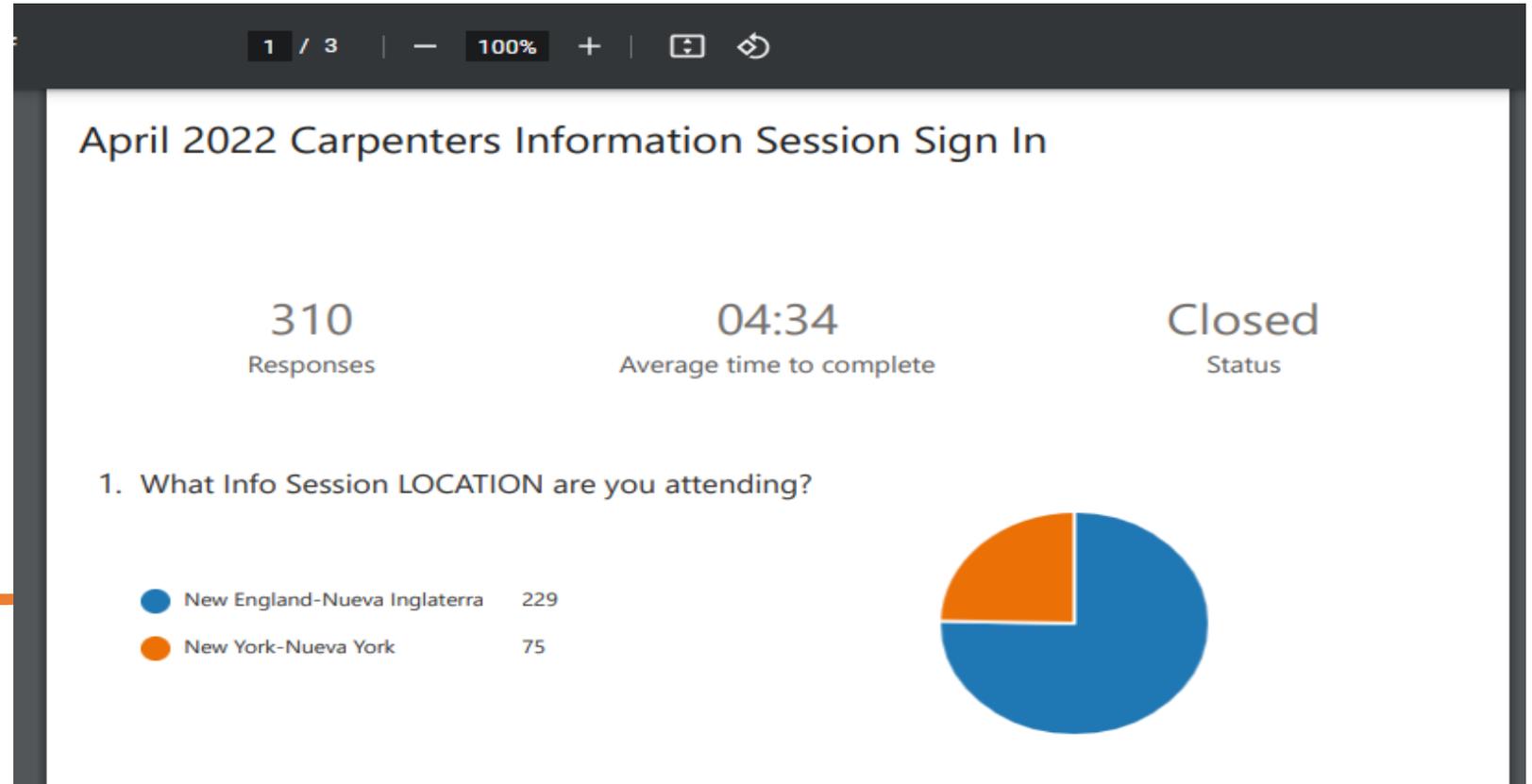


PLEASE COMPLETE THE SIGN IN REGISTRATION FORM. THIS IS REQUIRED.

 MAY 2022

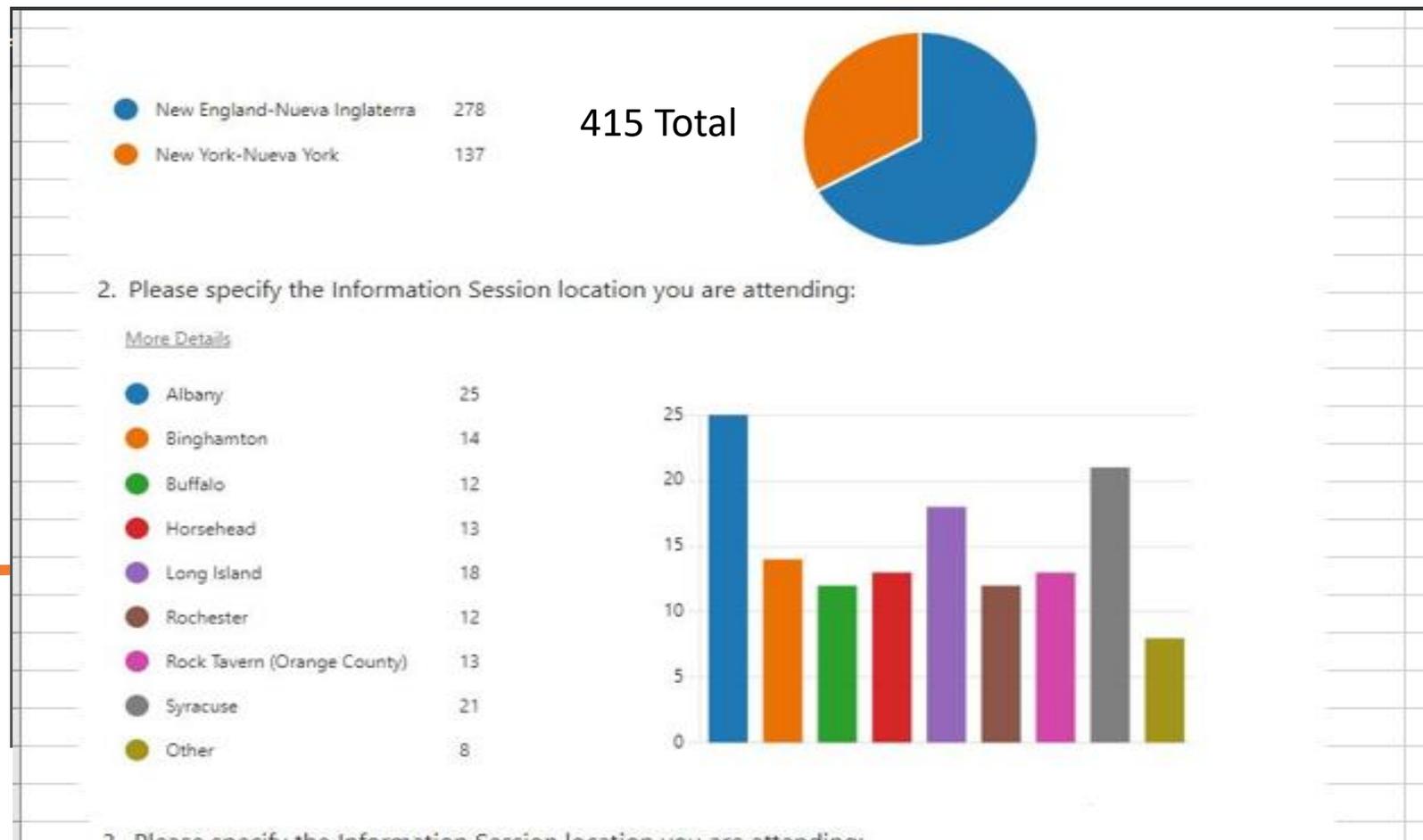
- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

Outreach Data



- Effective outreach
 - Effectiveness of social media
 - High school internships/Outreach

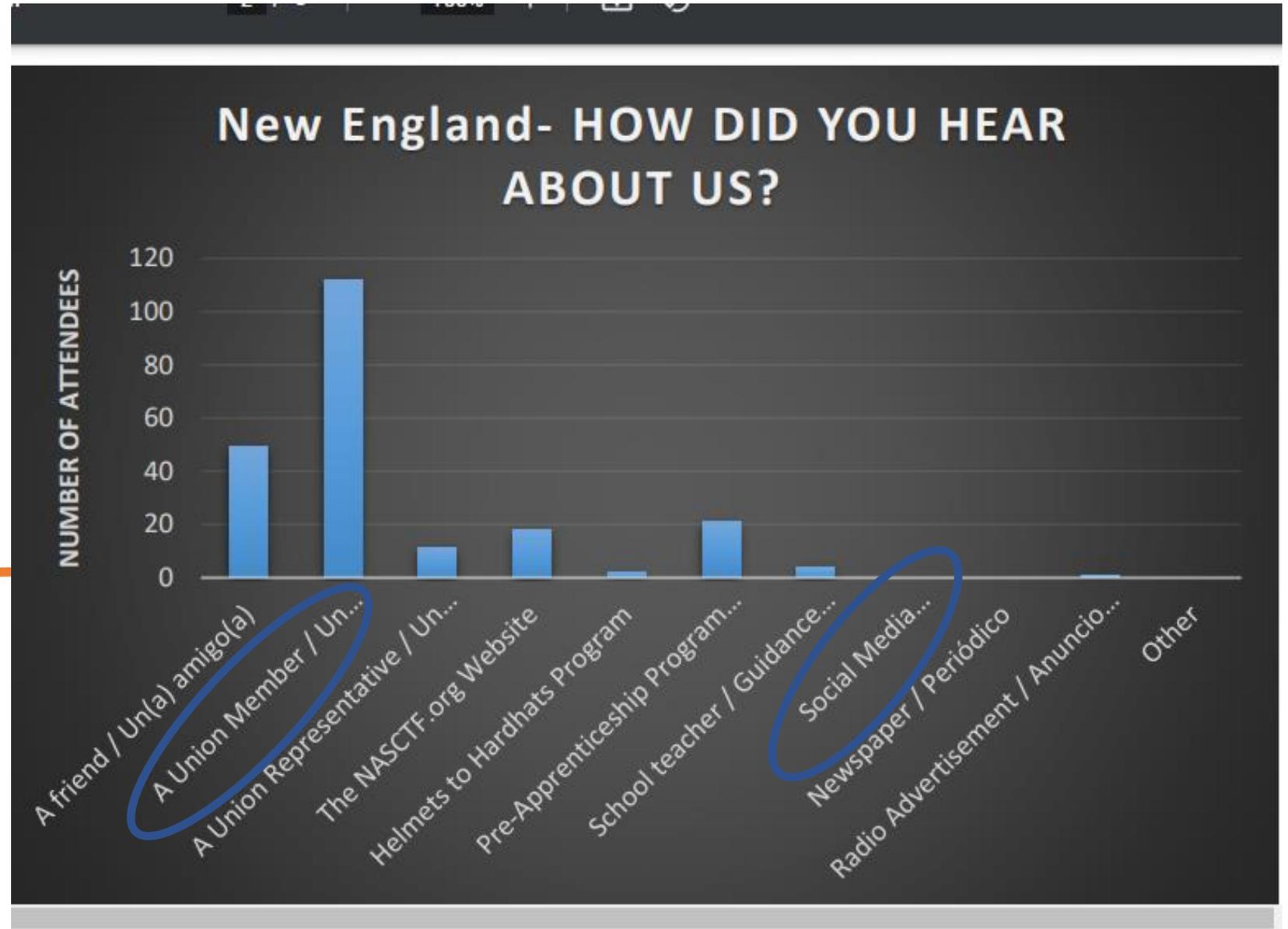
Outreach Data



Effective outreach

- Effectiveness of social media
- High school internships/Outreach

Outreach Data





Vetting Candidates

Outreach Intake

Behavioral
Event
Interviews

NECTF CARPENTERS APPRENTICE 15 CRITICAL COMPETENCIES

1. **Commitment To The Trades & Dedication to The NECTF Apprentice Program**
2. **Conscientiousness – *Work Ethic***
3. **Work Habits - Planful & Organize**
4. **Agreeableness- *Get along well with others***
5. **Tolerance for Adverse Environment**
6. **Physicality of Work**
7. **Grit – *perseverance & persistence***

Vetting of candidates

- Interview Approach
- BEI
 - Behavioral Event Interviews

NECTF
 Carpenters Apprentice
 Critical Competency #2



"Your ability to discipline yourself to set clear goals,
 and then to work toward them every day,
 will do more to guarantee your success than any other single factor."
 ~ B. Tracy

Conscientiousness

Strong
 Work Ethic

Hard Working
 Reliable

Dependable &
 Accountable

Self-Discipline
 Careful and Thorough

Focus on Short-Term
 Realistic Goals

Concern For
 Time Standards



" They have personal core values to be
 reliable, trustworthy, and have a strong
 personal sense of responsibility toward
 work" NECTF

Vetting of candidates

- Interview Approach

NECTF

Carpenters Apprentice

Critical Competency #4



**“If you want to be incrementally better, be competitive.
If you want to be exponentially better, be cooperative.”**

M. Mason

Agreeableness

Friendly & Likable
Social, Friendly

Cooperative
proactively assists others

Respectful
Sincere, positive regard

Compliant toward
authority, rules, regulations



**“A very positive, friendly attitude...
motivates people to work harder
and fulfill their responsibility
on what they've chosen to take on.”**

D. Butler

Vetting of candidates

- Interview Approach

NECTF

Carpenters Apprentice

Critical Competency #5



"I can say the willingness to get dirty has always defined us as a nation, and it's a hallmark of hard work and a hallmark of fun, and dirt is not the enemy."

M. Rowe

**Tolerance For
An Adverse
Work Environment**

Tolerate = Endure
Adapt = Adjust

Resiliency
"Bounce Back"

Performs Well
Despite Challenges

Hardiness
and
Stamina



"Champions have to have the skill *and* the will. Just remember, the will must be stronger than the skill."

Muhammad Ali

Vetting of candidates

- Interview Approach

NECTF

Carpenters Apprentice

Critical Competency #6



**“The future belongs to those
still willing to get their hands dirty...”**

R. Tiangco

Physicality of Trades Work

Has always preferred
hands-on work

Enjoys
physical, mental
exertion and effort

Fit & Healthy

Stamina

Performs well despite
challenging tasks in
a tough environment

*“I'd rather be completely
exhausted from hard work
which breeds true success
than well rested from achieving less.”*

anon



Poison



According to a [2015 study published](#) by Harvard Business School that analyzed data on approximately 60,000 workers, hiring a superstar -- defined as a "top 1 percent" employee -- will save the average company \$5,303.

Yet avoiding a toxic employee -- defined as "a worker that engages in behavior harmful to an organization, including either its property or people" -- will save the average company \$12,489. That figure doesn't even include "savings from sidestepping litigation, regulatory penalties, or decreased productivity as a result of low morale."

Self Imposed Hurdles

~~EXCUSES~~

RESULTS

Excuses

Leadership

It all starts at the top

You create the **Culture**

Attract or Repel

Leadership

Schools

Engage Parents

Leadership

Specific focused pre-
apprenticeship programs

Leadership

Annual Career Conferences for
educators

Leadership

Every member is a recruiter

Thank
you