



RECRUITING NEW YORK

HVCIP CONFERENCE

February 2025





FOCUS ON LECET'S CORE FUNCTIONS

RECRUITMENT

PROMOTION

**LABOR AND
MANAGEMENT
ADVOCACY**

**LABORERS
RISING**

COMMS

**CONTRACTOR
SUPPORT**

**LOCAL UNION
SUPPORT
STAFF**



NYS LECET is Prioritizing Recruitment

- Overall state wide promotion
- Promotion targeted at specific geographic areas
- Recruitment of targeted groups such as veterans and women
- Expansive use of social media, digital advertising, traditional outlets and emerging concepts
- Partnership with community organizations
- Education and vocational organizations





A Closer Look:

- BOCES
- General high school recruitment
- Career days and job fairs
- Veterans Outreach
- Digital advertising

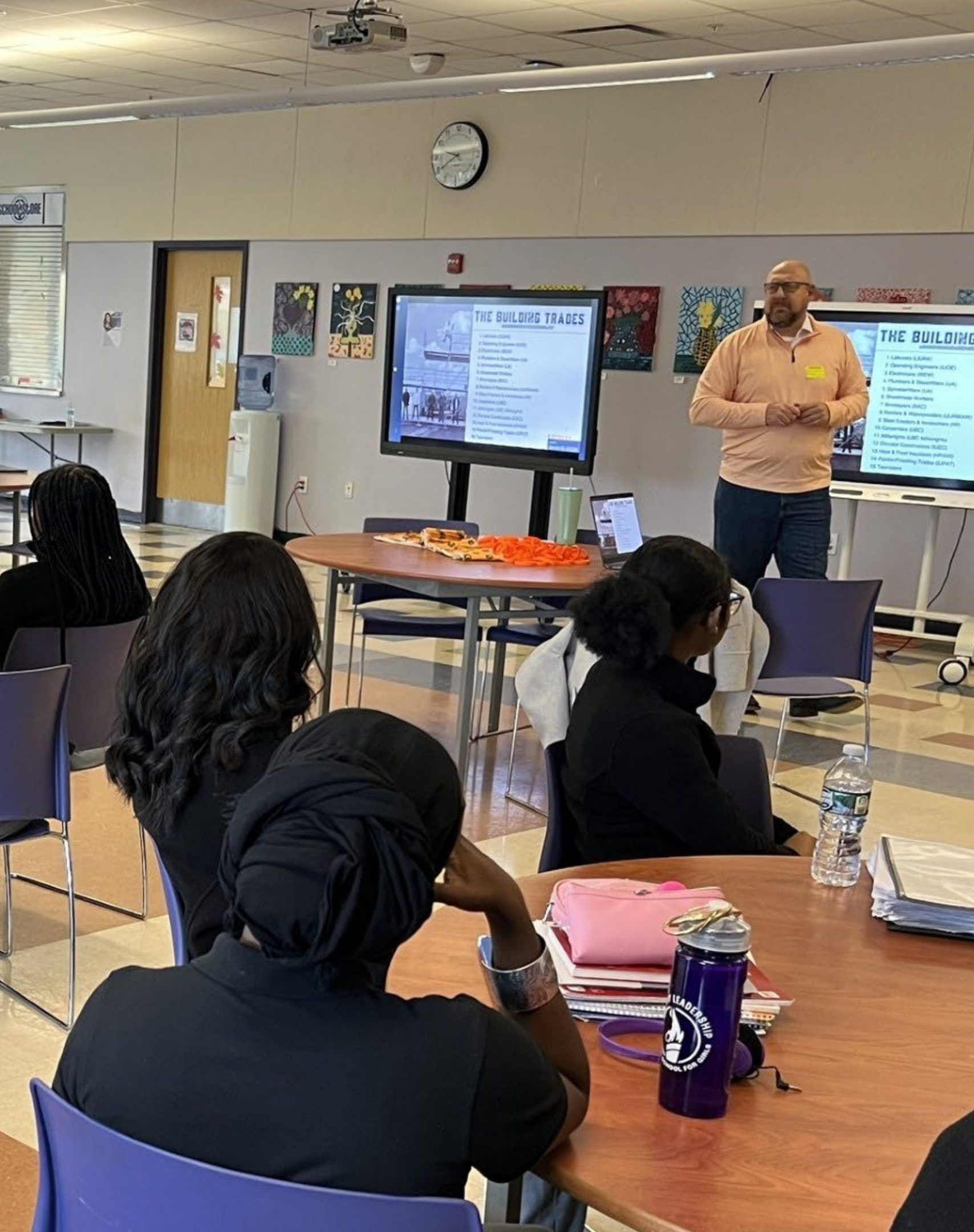




BOCES: Board of Cooperative Educational Services

- Continued engagement through BOCES visits
- Looking ahead to Signing Day 2025
- Continued outreach to more BOCES programs





High School Engagement: 3 Step Process and Development

- Step 1: Fall engagement; presentation on all of the building trades with a focus on the laborers
- Step 2: Winter engagement; presentation on LIUNA apprenticeship
- Step 3: Spring engagement; after school presentation for students with an active interest and parents
- Steps take place in conjunction with the academic calendar





Participant High Schools

- Shenendehowa High School
- Troy High School
- Greenville High School
- Watervliet High School
- Schenectady High School
- Christian Brothers Academy (Colonie)
- Albany Leadership Academy
- Troy High School



Kidz First Flag Football Partnership

**HIGH SCHOOL GIRLS
FLAG FOOTBALL**

SECTION 2

OF THE **NYS PHSAA, INC.**



STRONG UNIONS
Build
STRONG COMMUNITIES
NEW YORK STATE LABORERS' HEALTH & SAFETY TRUST FUND



ny FLAG



**TRAINING RECRUITMENT
PROGRAM**



Scheduled Job Fairs & Career Days 2025:

BOCES – Women in the Workplace (Ithaca), Williamsville High School Career Day, Hammondsport School Career Day, Jasper–Troupsburg School, Global Concepts Charter School (Buffalo), 2025 Interactive Jobfair (Ithaca), Depew High School Career Day, Amherst High School Career Day, Avoca School, The Workplace Job Fair (Watertown), Campbell–Savona School, TRY Trades Career Day (Horseheads), Wildwood BOCES Job Fair (Ithaca), John Jay High School Construction Career Day (Westchester), Arlington High School Construction Career Day (Dutchess), Hudson Valley Construction Career Night and Day (Rockland), Adirondack Construction Career Day (Boonville), Greater Mohawk Valley Construction Career Day (Oriskany)



GI BILL BENEFITS

Want to make use of your GI Bill Benefits, but don't want to sit in a traditional classroom? Are you looking for a way to get the most out of those benefits while working towards a career that honors your service and values your experience?

Our apprenticeship program is approved by the federal government, which means you can use your GI Bill benefits to supplement your income while learning all the skills you need to be a successful laborer. Instead of a traditional four-year college, you can get hands-on training, mentorship, and earn while you learn, all while qualifying for your GI benefits.

The amount you receive will be specific to you and depend on a few things, including the GI program you qualify for, your eligibility percentage, and your training level.



WANT TO KNOW HOW MUCH YOU WOULD QUALIFY FOR?



You can use the US Veteran Affairs' GI Bill Comparison Tool to get an idea at www.va.gov/education/gi-bill-comparison-tool

VETERANS IN CONSTRUCTION

Transition to a stable, quality career, with union brothers and sisters who have your back.

APPLY NOW

TO JOIN A NEW YORK STATE
LABORERS LOCAL
constructionjobsny.org

DEDICATED. STRONG. ADAPTABLE.

These are the qualities that helped you serve your country. Let them serve YOU in a construction career.

OVERVIEW

We're committed to connecting our military heroes to meaningful, long-term construction careers with the Laborers International Union of North America.

We recognize that the transition from military life to civilian life and work isn't always easy; our goal is to help service members in that transition through quality apprenticeship programs that lead to stable employment, strong benefits packages, and union brothers and sisters who have each other's backs.

ABOUT LIUNA

You're considered part of our team and a union brother or sister from the moment you step into one of our training programs. That means you're part of our union family, and can take home the paycheck and benefits that come with earning while learning.

What is a laborer? A laborer is known as the utility player on the construction site. Through required classroom instruction and hands-on training, laborers are indispensable on every job site and have a diverse skill set that often makes them the first person on the job, and the last to leave. Laborers are an essential part of any union construction jobsite.

How do I become a laborer? We believe that vets deserve the chance to start a new career. Our program requires all participants to be 18 and meet the physical capabilities to perform the work. As an apprentice with LIUNA, you'll receive free classroom instruction and hands-on training. You'll then practice your skills on the job under the supervision of a journey worker.

Apprentices are considered full-time employees from day one. That means you can earn while you learn, and take home a paycheck to support yourself and your family.

The Laborers partner with accredited pre-apprenticeship programs like Helmets to Hardhats, which have years of experience placing veterans in career track building trades construction careers, while providing extensive, veteran specific support.

“ Following a career with the United States Navy and serving overseas, I knew a desk job wouldn't be a fit for me when I returned stateside. I made the decision to pursue a career in union construction, and became a LIUNA Local 60 apprentice. I've gained invaluable skills and knowledge about the industry while earning a solid paycheck, healthcare and a pension. Becoming a LIUNA member has set me up for a secure future – much like the military did. My union feels like family. **”**

Cory See, New York State Laborers Local 60

IN A UNION, we value team players, problem solvers, and hard workers.

Qualities like loyalty, dedication, teamwork, and problem solving allow construction unions to thrive, succeed, and build the vital infrastructure that keeps our country moving at home. We see those skills in the men and women who served our country and want to celebrate their talents in our industry.

Veterans Recruitment

Veteran specific literature, and outreach with new organizations.



General Public Outreach: Ongoing Digital and Traditional Advertising

Meta advertisements (Facebook and Instagram), bus ads, and as needed support for open houses.





Looking Ahead

- Expansion of high school engagement to Western New York and the North Country
- Strengthen and develop partnerships with community organizations throughout the state
- Deepen our support to New York Locals recruiting efforts by providing cutting edge technology
- Expand the number of Locals we partner with through out the state.
- Explore additional demographic groups for messaging