HVACR Recruitment -- it's everyone's job!

The United States is facing a critical shortage of skilled workers across the building trades. The Associated Builders and Contractors (ABC), a national construction industry trade association which helps its members develop people, has said that "the industry will need to bring in nearly 454,000 new workers on top of normal hiring to meet industry demand this year—and that's presuming that construction spending growth slows significantly in 2025."

While there are several reasons for this need, a few really stand out:

1. The Graying of the Tradesmen and the fact that 40% of these skilled tradesmen will retire within the next decade

2. The Stigma that still dogs the trades to this day – 71% of Gen Z and 63% of parents still see trade school as less favorable and three quarters of Gen Z respondents to the Jobbers survey said university was actively promoted by school guidance counselors, while less than one-third recall trade school being encouraged even though 77% of Gen Z says choosing a career safe from automation is a priority

A four-year degree is NOT the only path to success. The Department of Labor, Bureau of Labor Statistics data tells a different story. It shows that 20% of jobs require a bachelor's degree or higher. That means 80% do not! In fact, 67% of jobs require post-secondary technical training. The industry needs to shift this narrative. We need to talk about our own path, and that the industry isn't a fallback career but a first-choice career with real opportunities, good potential earnings, independence and the problem-solving nature of the work.

If you ask contractors who should be out recruiting young talent, most of them would point at the trade school instructors but the skilled trades shortage isn't a school problem, it's an industry-wide issue. All of us in the HVAC industry should advocate for the industry and not only tell young people but also those who are mechanically inclined and considering a career change about our trade. Why stop there? Let's tell our neighbors, family members & friends as well.

I've met people who were auto mechanics, maintenance guys, and factory workers looking for a better paying career, before getting into the HVACR trades. My personal journey into the HVACR trade began from necessity, I needed a job and the contractor needed someone to insulate duct fittings on a large commercial project. Fast forward 31+ years later and I'm still in the industry.

Every contractor knows best what kind of entry level tech they are looking for and what traits the potential candidate should have and who better than you can tell this potential recruit what a career in the HVACR trade, a career that is basically automation proof, is like and why it's a good choice?

Now more than ever, the HVACR industry must adapt and innovate to recruit and retain the next generation of talent, and who is a better advocate for this industry than those of us who have chosen this career.

I went to the tech school in Manchester, NH at night and worked days so I have always advocated for guys to attend a technical school program if possible but if that isn't a possibility, **there are many other ways to get quality training and that is where Total Air Supply's "TAS Academy" can help our contractors and their technicians.**

We know life is very busy and everyone has limited time and availability for training. We also know each technician has a different preference for how they receive their training, some prefer to receive training in the classroom, others live or prerecorded webinars, and some techs like YouTube videos they can watch anytime.

Total Air Supply's "TAS Academy" has heard what those in the industry have asked for and provides:

- Live & Online Training
- Pre-recorded Webinars
- Tech Tip Videos on YouTube

We offer Free Installation & Service level classes to our contractors on Daikin Mini / Multi Splits including the trouble shooting tool – D Checker, and Goodman and Amana Furnace & HP Equipment.

We also offer an AC Boot Camp, Manual D Duct Design, EPA 608 Refrigerant Certification Review & Testing, New Hampshire Gasfitter License Renewal Continuing Education, etc.

Most of these classes can be done at your facility or ours or online, if preferred. We can also gear training for your service and/or installer monthly meetings. If you would like to set up a training session at your place, in our Nashua or Derry Classrooms, or online, **please call Randal at 1-603-845-1710.**