

Recruitment Best Practices for Local Association Executives

Student chapter recruitment is typically at a peak the first few weeks of fall when students return to campus. However, recruiting these students into our industry is a constant and ever-evolving cycle. The work isn't finished in September after a student decides to join a chapter. The local association is the bridge between campus and your members, the ultimate connection point!

Enhancing year-long recruitment strategies to further the support that students feel from both the local and national association can be the ultimate decision maker for their post-graduation plans. To many of these students, that choice isn't simply about a job. They are searching for a community of professionals where they feel welcome and useful. Post-graduation, these new members are typically the most enthusiastic and loyal people around and want to give back to the programs that helped them find their path. There's no better time to start connecting the dots for a Great Future with MCAA than while they're still in school.

Create Facetime Opportunities

- Attend organizational fairs and bring alumni with you to further highlight the real-world connections.
- Visit campus to support your members while they share the benefits of MCAA at club meetings.
- Arrange jobsite visits and shop tours, ensuring a variety of company sizes and specialties are included.
 - Some students want to be a small fish in a big pond, others may realize they're a big fish and need a smaller pond. Helping them find their fit may take a while and seeing that mechanical includes all of the same options as other construction career paths is key!
- Encourage students to attend your local educational and social events – offer complimentary registration.
- The more facetime your members have with students, the easier it will be when it's time to hire them for internships or upon graduation. Students will shine during interviews if they are already comfortable with multiple employees within a company.

Be the Hub for Connections

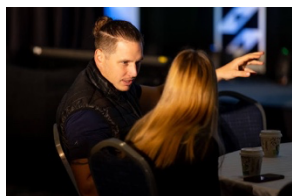
- Execs hear both the University side and contractor side. Listen in and help make magic happen!
- Keep an ear out for members looking to hire / help place interested students by passing along resumes.
- Consider hosting your own Job Fair or Internship Day with your local membership.

Swag & Raffles

- Your local association brand represents all of your members.
 - Purchase shirts for your chapter(s) with your MCA logo on it as primary and swap out the secondary logo for their specific student chapter.
- Provide primary membership contact lists to the chapter for raffle prize requests. Making calls and doing the initial request is a useful skill for them to master, but being the enforcer with your members behind the scenes as deadlines loom is perfectly acceptable too.

Collaborative Swag: Swag Boxes

- Coordinate the collection of swag from any of your members to include in a swag box. This should be useful items such as shirts, hats, pens, laptop cases, stickers, umbrellas, etc. More swag in their hands means more company logos floating around campus for a broader 'mechanical' presence.



Competition Support

- Maintain a list of members willing to answer technical questions or help the team get their groove. This is not cheating and the networking that occurs during competition meetings is invaluable.
- Offer your board room as a meeting space. Stock the fridge with soft drinks, provide snacks or pizza.
- Plan printing is expensive. Ask if anyone would be willing to donate onsite printing at their company, then offer a tour when the students pick up the plan sets.

Mentors

- Mentoring can be for more than the competition. Consider pairing students either individually or in groups with a mentor for the year. This person can be their connection point for all things mechanical. Walking into an MCA event and knowing a friendly face in advance can decrease intimidation factors tenfold.
- Partner with the student leadership team to offer contractor members for their committees. Having a constant knowledge source when planning community service or fundraising events can be especially helpful due to students typically turning over roles each academic year. Each meeting is yet another networking opportunity.

Fundraising Support

- Writing a check directly to the chapter is always appreciated, but *“If you teach a person to fish...”* Show them how! Offer your expertise with event planning to help with fundraising and time management.
- Social events with your membership can double dip as fundraisers and networking opportunities.

Community Service

- Already doing Heat's On or another service project with your members? Invite students to participate.
- Partner with your student chapter to create your own annual project. Networking can happen anywhere, why not do something good for your community while you're at it.

Communications & Publications

- Include student chapter events in your e-blasts and social posts. Their success is your success.
- Highlight internships with your members. Request a photo and short write-up of their summer experience.

Keep Up On MCAA Opportunities

- Ensure the chapter is registering for the MCAA GreatFutures Forum, Convention, and applying for Attendance Scholarships (WiMI, Fabrication Conference, MSCA Conference, Safety & Health Conference, MEP Innovation Conference), as well as individual scholarships. New (or reemerging chapters) may also apply for Emerging Chapter Grants. You're the hub, connection point and first face they should know when it comes to anything related to MCAA.

Play the Long Game

- There's not much more rewarding than seeing a student chapter member come full-circle and land with an MCAA member company.
- Even if they choose to go somewhere else for their first job out of school, keep the door open and check-in on them every once in a while on LinkedIn. Two, three, or five years down the road when searching for the next step in their career they will think back to their fond memories of MCAA and you'll be the first person they reach out to for mechanical employment.

