

# CAWP WEEKLY

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## Laborers' New Recruitment Efforts Showing Early Success



Earlier this year, the Laborers District Council of Western Pennsylvania launched a new recruitment effort to attract potential members by explaining the benefits of joining the Laborers union. According to Phil Ameris, Business Manager of the Laborers District Council, “With the passage of the Infrastructure Investment and Jobs Act in November, we knew we had to come up with a more robust way to attract more members so that we could be ready to provide our signatory contractors with the manpower needed.” The result is a multi-tiered workforce development program that includes a “mobile-first” recruitment website, new member portal, contact database, and a major social media campaign.

Developed by OND1C1 Creative, the program includes short online training programs on topics such as tool identification, skill sheets to be completed by potential members, and a tracking system that allows the Union’s business agents immediate access to potential employees who are needed by contractors. “Not only are we growing awareness of the Laborers’ Union with the target demographics,” explains Joseph Scolieri, Partner and Co-Founder of OND1C1 Creative, “but we are also niche targeting through our ad and social media content.”

Though it is early – the program launched in the spring of this year – the results are promising.

**Member Recruitment**

- To date, 865 potential member contacts have come into the website database.

#### Active Membership

- Over 308 individuals have signed up via the recruitment website and are now members of the Laborers Union (88 new members in the month of July).

#### Member Conversion Rate

- The program is currently converting over 35% of its leads into active Laborers' Union members.

[VIEW LABORERS' RECRUITMENT VIDEO](#)



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**CAWP ANNUAL MEETING**  
**FEBRUARY 13 - 17, 2023**



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CAWP would like to shine a spotlight on Associate Members. If your organization has a program or service you would like to share with other CAWP members, please submit your information to Emily at [emilym@cawp.org](mailto:emilym@cawp.org) for consideration to be included in the CAWP Weekly.