

Examining the Construction Labor Market and Expanding Your Workforce.

Construction offers a bright and promising future for both business owners and workers. With steady national residential and nonresidential construction spending and a healthysteeered toward a four-year college education over vocational

But a promising change could help balance the labor market: Generation Z is taking an interest in trade careers. The National Student Clearinghouse Research Center reported that the number of students studying construction has increased by 23% since 2018.

FOCUS ON THE CANDIDATE'S EXPERIENCE

With the current state of the labor market favoring job seekers, hiring companies need to invest in ensuring the candidate's experience is as smooth as possible. Reducing barriers and

programs. Over the years, this led to intense competition for construction talent, and stories of workers leaving jobs for as little as a 25-cent pay raise became increasingly common.

SHORT & SIMPLE APPLICATIONS

Applicants often spend hours upon hours of their valuable time job hunting. If your application is too long or complex, a candidate may decide the opportunity isn't worth their time

are looking to hire and don't require answering long-form questions.

Before posting an opening, determine your deal-breakers for the role. Narrow down screening questions to capture your

depth questions about the applicant's background during the interview.

Similar advice rings true for your job descriptions. By keeping the descriptions concise and straightforward, potential

role and enter the interview process with clear expectations about the company and position.

REDUCE LANGUAGE BARRIERS

Construction jobs attract workers from diverse backgrounds, including many who are not native English speakers. These

needs, but language barriers in the application or interview process can discourage them from applying. By making job postings and applications accessible in multiple languages, businesses can support the growth of a multilingual and multicultural workforce.

Canyon State Electric, an Arizona-based electrical construction

for its employees, many of whom are Spanish speakers. The company not only posts job ads in multiple languages, but also employs a bilingual recruiter as well as human resources (HR) personnel to facilitate effective communication across the most commonly spoken languages on their jobsites.

"You have to meet people where they're at, and having a bilingual recruiter was one skill we knew we needed to have. We're giving our team members an additional resource that they can use to get their problems solved," said Vince DiGuglielmo, director of strategy at Canyon State Electric.

EXPLORE NEW RECRUITMENT PLATFORMS

Traditional online job boards like Indeed, Glassdoor, and even LinkedIn are highly valuable for reaching prospective

MAKE IT MORE THAN A JOB: EMPHASIZE CAREER BUILDING

Construction professionals take great pride in their skills and the projects they complete. However, numerous workforce studies have shown that companies that fail to provide

About the Author

Imari Bogan is a customer success manager at [Arcoro](#), an HR management
