



Helmets to Hardhats – Systematic Process of Assisting Military Members into the Building and Construction Industry

The Helmets to Hardhats program, which was established in 2003, utilizes a systematic process to connect nationwide National Guard, Reserve and transitioning active-duty military members with quality careers in the construction industry. This process was designed to address the increasingly critical shortage of skilled-crafts men and women. The structure also eases the difficult passage into civilian life for military families by providing the best career opportunities, pay and benefits to those who have earned the nation's support through their years of service.

Helmets to Hardhats currently has 142,526 candidates registered, and through the proactive support and registrations of the building and construction trades, quality employers and JATCs, ? career opportunities are currently listed on the H2H website and 36,322 military candidates have been referred to building and construction trade opportunities.

The Process

The Utilization of Technology:

Technology is the backbone of the Helmets to Hardhats process. The program collects career opportunities from the nationwide building and construction trades and works to provide former military personnel with that data. Military candidates can access information about careers and apprenticeships via the Internet from anywhere in the world. To apply for work or membership, candidates complete a comprehensive online profile that helps hiring managers determine what transferable skills they acquired during their military service. Once a candidate finds and submits interest in a career opportunity, otherwise known as a digital handshake, they are then notified of next steps to ensure all application requirements are met.

Recruiting Military Personnel and Building and Construction Career Providers:

Helmets to Hardhats deploys field representatives that embody "the face" of the program. The focus of this section of the process is recruitment of military personnel and quality careers. To educate military members on the building trades and encourage them to register, field representatives attend a variety of events: Military Job Fairs, Military Base Visits, Transition Seminar Facilitation, Deployment De-Briefings/Homecomings, National Guard Drill Weekends, and Military Conferences. Official strategic partnerships via Memorandum's of Understanding (MOU) also aid in military candidate registrations from various marketing campaigns. In order to gain the building trades support and promote them to post their career opportunities on the website the field representative attends Building and Construction Trade Shows, Building and Construction Conferences (Nationwide, Statewide, and Regional) and coordinates Helmets to Hardhats Hosted Events.

Personal Touch:

Helmets to Hardhats differentiates itself from other jobs programs through its personal touch. Every military member that submits interest in a career on the website receives a phone call to thank them for serving and make certain they understand the next steps of the process. After that initial call is made, candidates continue their application process. In some cases candidates establish a relationship with the customer service representative, which over time results in a success story. Career providers contact our customer service representatives when they have immediate openings. The representatives then send out a "Hot Job." This helps to match the available careers with the candidates that would fit them best.

Marketing and Public Relations:

Due to the ongoing public events where state political and ranking officials attend and endorse the Helmets to Hardhats program, the media has become very interested in reporting on the program. We provide the much-needed "good news" story about our military and how the building and construction trade industry is one of the only industries that is helping to keep the promise to them.

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Jacob Samples enjoyed the benefits of the Helmets to Hardhats process during his transition from the US Army to Boilermakers Local 667 in Winfield, West Virginia.

