

Workforce Development Committee



Developing industry leaders 2021-2022

- Oliver Barnes-Thomas Concrete
- Dexter Lashley- Titan America
- Gary Scott- MMC Materials
- Walter Webster- CalPortland

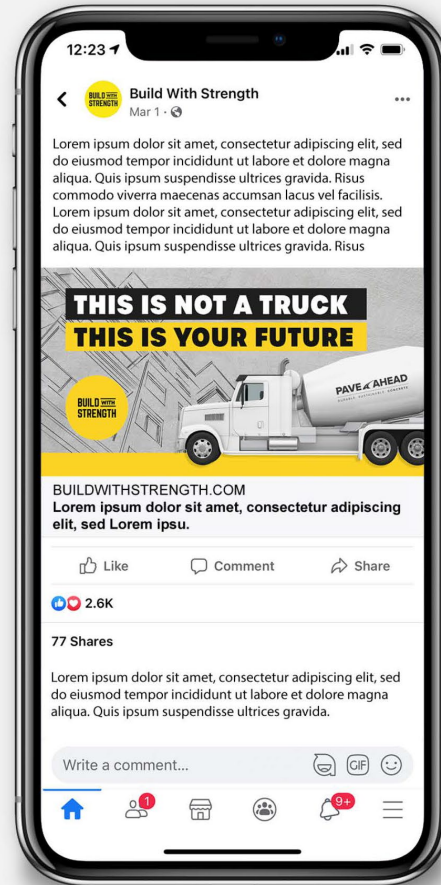


Mixer Driver Recruitment and Retention

- ConcreteWorks 2021 in Orlando
- Our group was given the daunting task of driver recruitment and retention
- Eileen Dickson is our Mentor
- We were provided a draft done by DDC group from Washington D.C. for an ad campaign
- We were given feedback from the committee on the ad
- Our task was to get the ball rolling in a direction that everyone thought would work, including DDC

Feedback on DDC Ad Slick

- Not Realistic
- Colors are not attractive
- Needs to be real life drivers




Social Graphics





How We Started

- Our group started having meetings via Microsoft Teams to bounce ideas off of each other.
 - We decided that we wanted to show the prestige of the job and show it in a more positive light.
 - We want to highlight the facts that drivers take pride in the projects they work on and can have a very successful career while being home every night and have job security.
 - “Build a Strong Future” was the title that we came up. This ties a career in the concrete industry to other NRMCA campaigns such as Build with Strength.
 - As a group, we polled our drivers and other employees with questions we came up with to try to get positive feedback.
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- We started by interviewing a few employees looking for positive experiences in the industry
- Emphasis on prestige of the job

50 y/o

31 years experience

Wife and Two Kids

Fishing, Golfing, Skiing

How did you start out?

Driving a loader at 19. My girlfriend at the time baby sat for the owner of a ready-mix plant in Winya. The pay was pretty good at the time.

Where did you go from there?

Drove the loader and worked in the office for a couple of years. Eventually the company helped me get my CDL and I began driving a dump truck. Eventually ended up in a mixer, drove for the next seven to eight years. After having two kids, I needed more compensation and asked to either advance in the business or I would have to leave. They ended up placing me in the shop for a couple of years, then for the next eight Quality Control, where I still filled in with batching and dispatching. Eventually a sales position opened up and I moved into it and have been there ever since.

How did the industry improve your life?

This was a hard answer for him to answer. He had a lot of opportunity but also thinks he could have succeeded elsewhere as well because of his work ethic. He did mention that the compensation was good, and the sales position and driving were his two favorite things in ready-mix. "I loved driving because you could listen to your favorite radio station and enjoy the day. Not labor intensive. Didn't have to deal with customer/operational issues and headaches. It is gratifying to drive such an expensive piece of equipment and see so many different projects. Biggest responsibility is safety."

What could you improve about the industry?

Better Equipment.

Favorite Project?

Marriot Grand Dunes. Five high rises totaling about 100k cy. Also, a pour at the port in Wilmington. 26 hours and close to 5k cubic yards.

Other Notes-

In his experience, he believes sometimes the industry hesitates to promote great drivers, mainly because they are sorely needed and hard to replace.



2021 Mixer Driver Recruitment and Retention Survey

Executive Summary

National Ready Mixed Concrete Association



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DDC Questionnaire for Human Resource Departments

- After initial meeting with DDC we agreed to interview our own HR departments for feedback on the draft ad
- We were given a list of questions to review and get feedback on how a campaign would be used locally



DDC Questions

- When showing them the spec creative (re-attached here), please ask them if they would find this material helpful/would they use it. If not, how could it be changed to make it better?
- What type of material would be most useful for you in recruitment for drivers?
- Would you use a promotional video?
- Would a glossy one-pager be most useful?
- Would you rather have materials that could be shared via email/online or something that you would give out in person?
- What sort of advertising have you done around this issue? Would you like to see more advertising around drivers?
- What has been most challenging in recruiting for drivers? What has been most successful?
- What messages or elements of the job have been most desirable for recruits? In other words—what aspects of the job are they most interested in?
- Based on your experience, is there anything else you think we should know when developing recruitment materials around drivers?



- What has been most challenging in recruiting for drivers? What has been most successful?
 - ❖ Most successful is word of mouth. Drivers tell friends and family about the job.
 - ❖ Biggest challenge is retention which is mostly related to the schedule.
- What messages or elements of the job have been most desirable for recruits? In other words—what aspects of the job are they most interested in?
 - ❖ Comradery among the drivers, being home at night, pay and benefits, building the city around you.
- Based on your experience, is there anything else you think we should know when developing recruitment materials around drivers?
 - ❖ Everyone learns to love their truck and driving.
 - ❖ Be honest in the assessment in the job, be positive but don't hide things. It's not all roses and unicorns. Long hours, difficult schedule. Positive honesty.
 - ❖ Should be mobile friendly. Most people are looking at stuff on their phone. Not on a computer.



Meetings with DDC

- We have had a couple of very beneficial meetings with DDC to discuss the direction of the project.
- The last meeting involved our DIL group, Eileen Dickson, Mike Philipps, Gary Mullings, Gregg Lewis, and the entire DDC team.
- This was a very informative meeting for both sides. We feel that everyone is on the same page now and DDC is working to update the campaign based on information we gathered and information shared in the meetings.



Conclusion

- As stated above, DDC is in the process of updating and getting out a new look for the campaign.
- As a group, we feel it would be very beneficial for DDC to visit a concrete plant in person as well as attend ConcreteWorks 2022 to get to know and talk to some of the top drivers in the industry at the National Mixer Driver Championship.
- We want wide adoption across different companies in order to promote the industry, as a whole, to the most people.



Questions
Comments
Suggestions