

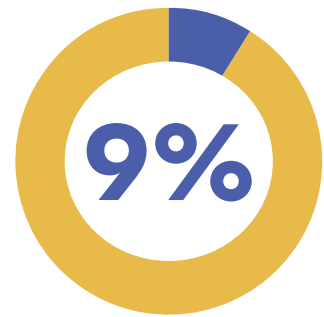
How to Attract and Retain Gen Zers to Mechanical Trade Careers

A recent survey of adults aged 18 to 30 shows that 73% respect skilled trades, second only to medicine, and two-thirds of Gen Zers believe a high school diploma is sufficient for a well-paying, stable job.

80K 

Mechanical trade jobs are in high demand. The HVAC industry alone recently reported roughly 80,000 open roles.

The employment outlook for HVAC contractors is expected to grow 9% from 2022-2032, which is faster than the average of all occupations.



Establishing a career as a mechanical contractor can offer impressive earnings potential and job security — AI need not apply.

Here are four tips for attracting Gen Z to opportunities within your business.

1 Embrace social media

Post on popular social media platforms to pique Gen Zers' interest. Think "how-to" and "day-in-the-life" videos to give a behind-the-scenes view of the profession.



2 Recruit at high schools

Educate students about the benefits of trade schools, which are less expensive and faster to complete than a four-year college degree.



3 Advertise salary and benefits

Highlight the opportunity for direct entry to a high-demand mechanical trades career with above-average pay, job security, and the potential for entrepreneurship.



4 Share sustainability initiatives

All-electric heat pump solutions offer an alternative to conventional fossil-fuel-burning HVAC systems, which is important to Gen Zers, homeowners, and business owners.



Learn More — Read Tips to Attract Gen Zers

Mitsubishi Electric Trane HVAC US (METUS), a leading supplier of Ductless and Ducted Mini-split and Variable Refrigerant Flow (VRF) heat pump and air-conditioning systems, welcomes Gen Zers to the fast-growing HVAC industry. Learn more about career opportunities at METUS.

Visit — metahvac.com/employees/join