



Dear Chapter Webmaster:

ASHRAE partners with the job board service Bird Dog to promote employment opportunities for the ASHRAE community. This effort is called ASHRAE Jobs. The link to ASHRAE Jobs (www.ashraejobs.com) can be found on the ASHRAE home page.

Forbes Magazine ranked engineer one of the 10 hardest jobs to fill in the US today. 4 of the top ten positions included engineer, skilled trades, technician and sales. Reasons for this vary, but emerging macro level trends include:

- The Obama administration's pledge to rebuild America's energy grid, energy efficiency incentives and infrastructure is increasing the need for talented engineers.
- There are far too few new college graduates in engineering to replace retiring engineers.
- Employers don't want to hire two or three engineers with a variety of specialties. They want one engineer who is trained in several areas.

Today, employment specialists see successful companies shifting their talent acquisition strategies from being reactive to an "always recruiting" proactive approach. Another trend is organizations recruiting for attitude and cultural fit and then training new hires to do the job.

Since ASHRAE migrated ASHRAE Jobs to reside in the BirdDog applicant tracking system (ATS), ASHRAEJobs is now a one-stop location where your employers can search for certain skill sets and demographics that they are "always looking for" and build a talent community.

My very best regards,

Bryan May
EVP of Business Development
BirdDog