



MOST Marketing Update | October 7, 2015

MOST Website Redevelopment

Overall Strategy

- *Design the website to be more user-friendly*
 - Simplify program navigation
 - Eliminate pages with low traffic
 - Develop site for use on desktop, mobile and tablets
- *Enhance the user experience*
 - Incorporate current statistics, videos and forms on individual program pages
 - Add additional views to training schedule

MOST Website Redevelopment

MOST
The Boilermaker Advantage

LOGIN

MOST PROGRAMS TRIPARTITE TRAINING MOST ADVANTAGE NEWS CONTACT MOST

THE BOILERMAKER CODE
We're not just Boilermakers. We're leaders. We're efficient. We work safely. We live by the code.

LEARN MORE

THE BOILERMAKER CODE
The Boilermakers have embarked upon an historic endeavor to impact the attitude and conduct of every construction Boilermaker in North America. Our collective focus is to educate Boilermakers on how the consequences of inappropriate actions by a few, impact the future of our entire craft, and to provide every Boilermaker. [READ MORE](#)

MOST
The Boilermaker Advantage

MOST PROGRAMS TRIPARTITE TRAINING MOST ADVANTAGE NEWS CONTACT MOST

MOST PROGRAMS
Developed to provide our Owners and Contractors with a safe, well-trained workforce

The MOST Programs - Mobilization, Optimization, Stabilization and Training - are designed to increase the skill levels of all Boilermakers and provide value to the Owners and Contractors who employ them. Since its inception, MOST Programs have led to a 35% reduction in OSHA recordable injuries. Each of the seventeen programs that comprise MOST have been developed and designed specifically for the Boilermaker trade and are categorized in one of four dedicated components based on their intent.

- BOILERMAKER DELIVERY SYSTEM
- BOILERMAKER PROGRAM
- BOILERMAKER RESERVES PROGRAM
- BOILERMAKER FORECASTING PROGRAM
- BOILERMAKER COMMING ARC PROGRAM
- VERIFICATION PROGRAM
- INTEGRATION PROGRAM
- IMMIGRATION PROGRAM
- SUBSTANCE ABUSE PROGRAM
- SAFETY EYEWEAR PROGRAM
- THE BOILERMAKER CODE
- OSHA 19/20 PROGRAM
- SCAFFOLDING PROGRAM
- STEEL ERECTION PROGRAM
- RIGGING PROGRAM
- PROJECT MGMT PROGRAM
- LEADERSHIP PROGRAM

MOST PRESENTATION
In order to share the value of MOST, a presentation was developed for use in large meetings. Available for [download](#), the MOST Presentation provides an overview of all 17 programs. Please [contact us](#) for more information or to request a MOST representative to assist with an upcoming meeting.

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The Boilermaker Code

Overall Strategy

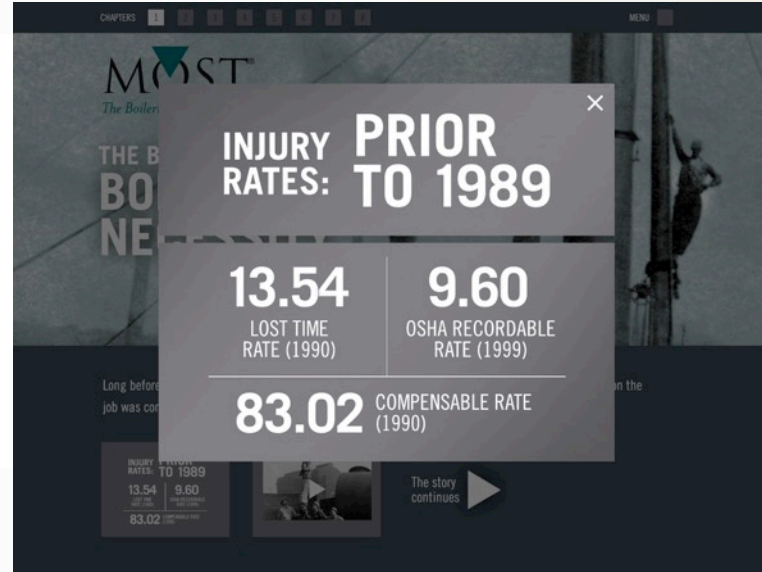
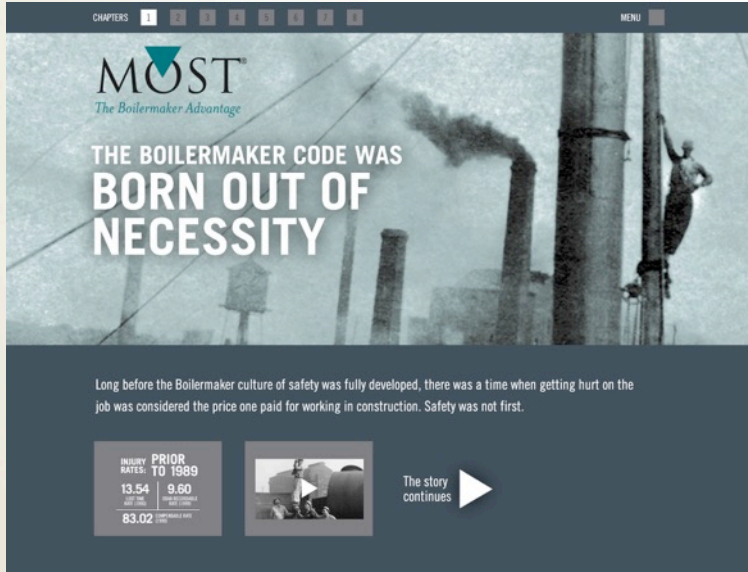
- *Promote The Boilermaker Code/Creed to Owners, Contractors and Boilermakers*
- *Utilize the proven value of MOST as support points*
- *Provide materials for Business Managers to help promote their locals through The Boilermaker Code*

The Boilermaker Code

Foundation pieces

- *Microsite*
 - Tells the story of MOST from initial need to the creation of The Boilermaker Code
 - Includes value statements for MOST programs
- *Presentation*
 - For Business Managers to present to Owners/Contractors/Members
 - Shows the value of MOST from a national level
- *Local annual safety report*
 - Customized document highlighting annual safety report for each local
 - Introduces The Boilermaker Code and shows how each local strives to Live The Code

The Boilermaker Code – Microsite



The Boilermaker Code – Microsite

CHAPERS 1 2 3 4 5 6 7 8 MENU




THE EVOLUTION BEGAN IN 1989

Over 25 years ago, MOST (Mobilization, Optimization, Stabilization, Training) was developed to bring safety to the forefront of job sites. The safety and training programs provided by MOST have proven to be effective by reducing lost time injuries by 90% since 1989. MOST was the first national safety and training program of its kind and for good reason, has been often imitated

CHANGING CHAIRS	WORKING SAFE CHAIRS	QUALITY CHAIRS
9,426	16,742	1,682
3,063	3,544	797
973%	475,097	863
132%	14%	22
195		




The story continues ▶

CHAPERS 1 2 3 4 5 6 7 8 MENU



THREE HEADS ARE BETTER THAN ONE

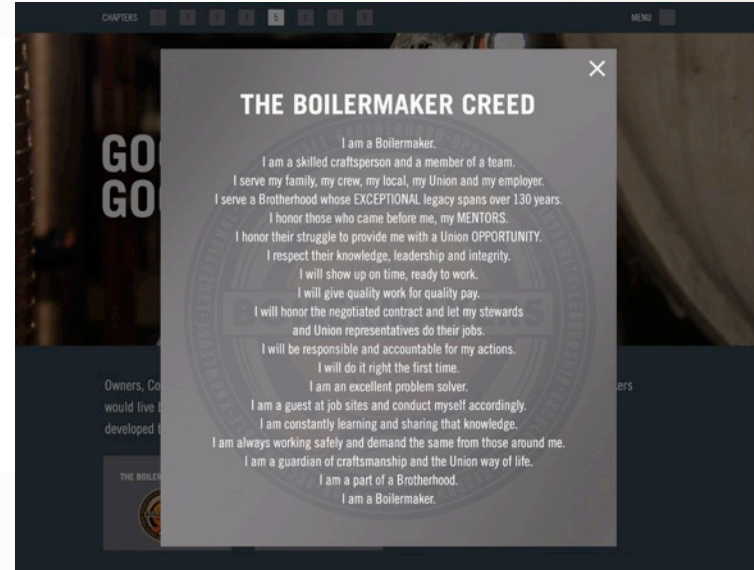
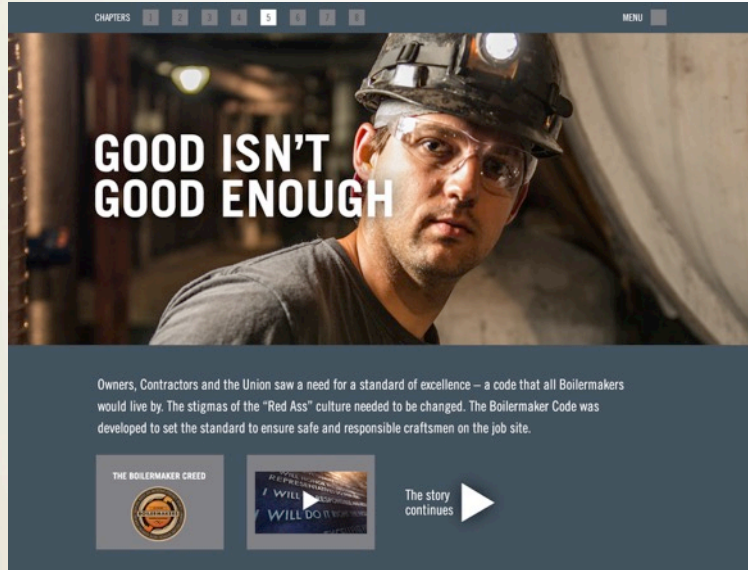
It was soon evident that to create a culture of safety, the Boileermakers couldn't do it alone. There was a need to bring all parties to the table for continuous, ongoing communication. The Tripartite Alliance was created to bring Owners, Contractors and the Boileermakers together to strengthen the industry – an idea that is still unique today.

OWNER ADVISORY COMMITTEE	NACRE	INTERNATIONAL BROTHERHOOD OF BOILERMAKERS
		

The story continues ▶



The Boilermaker Code – Microsite



The Boilermaker Code – Presentation



THE BOILERMAKER CREED:

I am a Boilermaker.
I am a skilled craftsperson
and a member of a team.
I serve my family, my crew,
my local, my Union and my
employer.



I serve a Brotherhood whose
EXCEPTIONAL legacy spans
over 130 years.

I honor those who came
before me, my MENTORS.

I honor their struggle to
provide me with a Union
OPPORTUNITY.

I respect their knowledge,
leadership and integrity.



The Boilermaker Code – Presentation



THE PROVEN BOILERMAKER ADVANTAGE

Safety is the driving force behind our MOST Programs.

OSHA 10/30 PROGRAM

3,885

Boilermakers completed the authorized OSHA 10-hour program in 2014

2,818

Boilermakers completed the authorized OSHA 30-hour program in 2014

SAFETY EYEWEAR PROGRAM

1,682

Safety glasses put into the hands of Boilermakers through the MOST Safety Eyewear Program in 2014



THE PROVEN BOILERMAKER ADVANTAGE

Our training programs ensure a knowledgeable, well-trained workforce.

RIGGING TRAINING

3,367

Students trained in Supplemental Rigging in 2014

STEEL ERECTION TRAINING

3,083

Students trained in Steel Erection in 2014

SCAFFOLD TRAINING

3,255

Scaffold users trained in 2014



The Boilermaker Code – Local Safety Report



LOCAL 26 LIVES THE CODE

If The Boilermaker Code sets the standard for future generations of Boilermakers, our safety and training programs ensure a knowledgeable and well-trained workforce today and for years to come.

We prove our value by tracking and measuring results. Below are some safety and training highlights for local 26 as of December 31, 2014.

Local 26 Lost Time Rate 2014	Local 26 Compensable Rate 2014	Local 26 OSHA Recordable Rate 2014	Local 26 Manhours 2014
0.00	0.64	0.64	1,070,544
NATIONAL AVG. 0.16	NATIONAL AVG. 5.01	NATIONAL AVG. 1.69	NATIONAL TOTAL 25,789,408

LOCAL 26 TOTAL ELIGIBLE MEMBERS: 173

The following statistics are a reflection of our referral list applicants, according to the Boilermaker Delivery System, as of December 31, 2014.

Local 26 Total Members Drug Tested and Eligible	Local 26 Current Members OSHA 10-hour Trained	Local 26 Current Members Common Arc Certified
173	143	52
Local 26 Current Members Scaffold Erection Trained	Local 26 Current Members Steel Erection Trained	Local 26 Current Members Rigging Module 1 Trained
55	53	92


Lost Time, Compensable and OSHA Recordable Rates are provided by NACE.

Recruitment Campaign


Overall Strategy

- *Drive traffic to MOST-BDS.org recruitment section through:*
 - Digital advertising campaign
 - Construction job boards
 - Social media
 - News release distribution
- *Increase awareness regarding the immediate need for skilled & experienced craftsmen*
- *Promote the benefits of being a Boilermaker*

Recruitment Campaign



**GREAT PAY
AND BENEFITS
FOR QUALIFIED
WELDERS.**




REGISTER TODAY!




BECOME A BOILERMAKER TODAY. YOUR FUTURE STARTS TOMORROW.



REGISTER TODAY!



BECOME A BOILERMAKER NOW.



REGISTER TODAY!



Recruitment Campaign

Statistics (as of 9/23/15)

- *Total visits to recruitment page: 7,632*
 - Digital Advertising – 2,794 visits
 - Facebook – 3,599 visits
 - PR driven – 564 visits
 - ConstructionJobs.com – 391 visits
 - VeteranJobs.com – 284 visits
- *Form submissions: 99*
 - Digital Advertising – 7 forms
 - Facebook – 12 forms
 - PR driven – 38 forms
 - ConstructionJobs.com – 16 forms
 - VeteranJobs.com – 26 forms

Recruitment Campaign

Next steps:

- *Hispanic outreach effort*
 - Strategy session
 - Translate MOST websites into Spanish language
 - MOSTPrograms.com
 - MOST-BDS.org
 - Provide MOST MTRs with adequate material



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