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## Putting a Tech Spin on HR

April 19, 2011

In the past four years, the construction industry has taken a hit when it comes to construction employment. However, as the job situation begins to stabilize, the industry devises a plan to increase construction activity.

About a month ago, the AGC (Associated General Contractors of America), [www.agc.org](http://www.agc.org), Arlington, Va., announced a new plan that outlines measures to help boost private sector demand for construction including new tax credits, ending double taxation, tackling infrastructure problems, reforms for aviation and waterway programs, and reducing costly regulatory burdens on contractors.

It has been interesting to see how the industry is rallying together in recent months to help improve the employment situation. Even the software industry is coming to market with solutions to help the industry connect with construction labor.



Late last year, On Center Software, [www.oncenter.com](http://www.oncenter.com), The Woodlands, Texas, launched an online job board for contractors to connect qualified job seekers with employers.

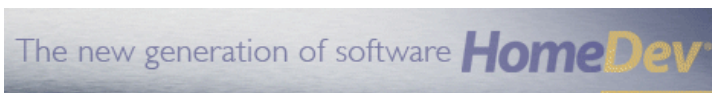
Following up on this news, last week On Center Software announced the release of a new Construction Job Board app, which is the mobile version of [jobs.oncenter.com](http://jobs.oncenter.com) and is designed to match potential employees to employers.

According to the construction software provider, this app is On Center Software's newest tool for helping construction professionals by providing a way to connect job seekers and employers.

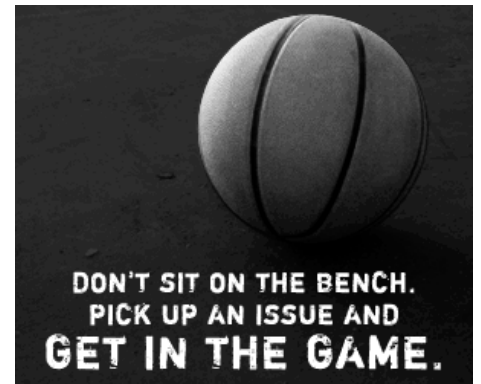
Employees can search by location, keyword, and category, and can now apply for jobs directly from an iPhone or iPod Touch. Additional features include detailed job descriptions, employer locator maps, and the ability to export employer information to iPhone contacts. The free standalone app is not intended for use with On Center's suite of products.



Such job boards are beginning to pop up more commonly as free tools from software providers and construction associations. As another example, the CMA (Construction Marketing Assn.), [www.constructionmarketingassociation.org](http://www.constructionmarketingassociation.org), Naperville, Ill., also recently announced a new job board for the construction industry, helping connect its members with employment opportunities.



The association says the career center offers highly targeted employment



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opportunities, an advanced job alert system that notifies candidates of new opportunities matching criteria, and access to industry-specific jobs.

For construction employers, niche job boards are a good way to recruit qualified construction candidates, according to the association.

More job seekers are turning to the Internet to conduct job searches today, which means employers need to become fluent in job sites and social media in order find good, qualified labor. The challenge now becomes searching through all the various sites that are now available. However, the good news is the forums exist to connect the construction industry with qualified job labor.



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