

IBEW Local 103 and MP Boston recruit record number of people of color and women as apprentice applicants for 2018

By Web
2018/03/26
Sampan.org

Social media, online music platform outreach to millennials played key role in successful drive.

An innovative partnership between a leading labor union and a major Boston developer has led a record-breaking number of people of color and women to apply for this year's apprenticeship class in the electrical workers union. **IBEW Local 103** and MP Boston backed the initiative that led to the record-breaking results.

On the heels of what Local 103 and MP Boston officials have dubbed their "Opportunity Campaign," the union's 2018 apprentice program attracted 687 total applicants who live in the City of Boston. That's a 95 percent overall increase from the 352 city residents who applied the year before.

Of the 687 applicants, 452 are people of color, the largest number of minority applicants for a Boston construction apprentice program ever. Eighty-five of the official applicants are women, including 57 women of color, the largest number ever in both categories for a major Boston construction union. MP Boston is planning to develop the next iconic building of the Boston skyline at the site of the former Winthrop Square garage, generating hundreds of construction jobs for area residents and millions in revenue for city services.

Outreach materials and data from the campaign can be viewed here: <https://public.3.basecamp.com/p/TiyB96SmDh2YpL9Yoi8qvZZE>.

"This IBEW 103 campaign and the Winthrop Square development are going to change and improve hundreds of young lives from across every single Boston neighborhood," said newly elected **IBEW 103 Business Manager Lou Antonellis**. "Through a modern, multimedia advertising campaign recruiting most deeply from within Boston's communities of color, we've seen record-breaking results. This joint effort is building career pathways and will have a positive generational impact across the city for years to come. We see this as not only a great success for this year, but as a template for other unions and years to come."

The results follow an aggressive social media and advertising campaign funded by the union and MP Boston. For the first time ever, a major union recruited city residents through advertisements on **Snapchat, Pandora, Instagram**, and other digital platforms, enlisting a record-breaking number of apprentice applicants from Boston's most diverse zip codes. The joint advertising

initiative included a call to action for young people to help “build the future” of Boston’s skyline at Winthrop Square.

“From day one, we have been committed to ensuring that the Winthrop Square project creates jobs and strengthens Boston’s economy and communities,” said MP Boston’s principal **Joe Larkin**. “By working with respected mentors in the community and partnering with IBEW Local 103 to achieve a record-breaking recruitment initiative within Boston’s communities of color, we are creating opportunity and prosperity well beyond the boundaries of the project itself, which has been a key goal for us since the start. It’s exciting to think that a young person who got their start in the construction industry from seeing one of these ads on Instagram today will soon be helping to safely bring power to Boston’s skyline in just a matter of months.”

Many members of this year’s apprenticeship class will spend the next two years training in order to fill jobs created by the 691-foot Winthrop Square tower project. Those who don’t end up deploying to the Winthrop Square project will nonetheless benefit from the acquisition of a trade with the potential to power a lifelong career with family-sustaining wages, benefits, and retirement security.

“I’m looking forward to welcoming these new apprentices to our training program and to our union,” said **Kenell Broomstein**, one of IBEW Local 103’s Business Agents for the Boston area. Appointed by 103’s new Business Manager Lou Antonellis, Broomstein made history recently when she became the first woman of color to assume a leading Business Agent role at a major Boston area construction union. “The new apprentices recruited through this initiative will find that joining the IBEW Local 103 training program turns out to be one of the best decisions they will ever make in their lives and for the lives of their families. Through the Opportunity Campaign, IBEW Local 103 and MP Boston have demonstrated once again that partnership works – and that innovative labor-management initiatives can play a key role in lifting up our communities.”

“The City of Boston has worked closely with MP Boston to create an inclusive workforce, including entering in a Memorandum of Understanding (MOU) with MP Boston that addresses the disparities in development and construction and will promote a diverse workforce,” said **Mayor Martin J. Walsh**. “As we celebrate Women in Construction Week, I am proud to see a growing number of diverse candidates and women becoming involved in the trades, and I thank IBEW Local 103 and MP Boston for their work in promoting positive career pathways and opportunities for the people of Boston.”

Through a partnership with Wentworth Institute of Technology, applicants who are accepted into the program will also be eligible to receive a free college education.

IBEW Local 103 and MP Boston worked with **617MediaGroup** as the coordinating agency behind the campaign. The IBEW Local 103 apprenticeship program is an innovative, collaborative training initiative and facility that is jointly administered by the union and the **National Electrical Contractors Association (NECA) of Greater Boston**.

About MP Boston

Founded over 20 years ago and firmly rooted in the heart of New England, MP Boston is an internationally recognized residential developer of luxury mixed-use properties. The firm spearheaded the transformation of Downtown Boston with an impressive portfolio of projects to their name. Work has included [10 St. James](#), a 570,000-square-foot office building developed in conjunction with the restoration of the 250,000-square-foot Paine Furniture building on Arlington Street, followed by the landmark development of the Ritz-Carlton Hotel and Residential Towers.

Next came work on One Charles, which offers 233 luxury residential condominiums, followed by the reconstruction of [179 Lincoln Street](#), originally built in 1899. The redevelopment of the building offered 250,000 square feet of prime office space complete with LEED certification. This effort was followed by Millennium Place, a 15-story luxury residential building which introduced a new style of urban living to Boston.

Most recently, the firm developed Millennium Tower Boston and restored the adjacent Burnham Building, bringing new life to the neighborhood. Located at the site of the former Filene's Department Store, the 60-story Millennium Tower Boston showcases a bold new way of living, merging world-class contemporary design with unsurpassed amenities, the highest level of service and exclusive Club offerings.

About IBEW Local 103

IBEW Local 103's mission is to provide Greater Boston's developers with the best trained, most efficient, safest electricians and telecommunications specialists while fostering our Union's values of economic fairness, equal opportunity and charitable giving in the communities where we work, live and raise our families. Our unwavering commitment to professional excellence is personified by the recently built addition to our Joint Apprenticeship Training facility. The Local 103 JATC is among the most advanced electrical apprenticeship programs in the country. Working for better wages, better benefits, and fair working conditions are only small parts of our Union's focus. Local 103 members take pride in giving back our time and expertise to causes and charities serving those less fortunate throughout our jurisdiction.