



**Open House Best Practices
Portland SIB Committee
(Pacific Northwest Regional Council)**

Below is an abbreviated list of Portland's Best Practices for holding an Open House. Click [here](#) for detailed template.

- 1. Create a vision/purpose for the Open House**
- 2. Gain support from SIB committee members**
 - a. Involve supportive members in planning and implementing activities.
 - b. Identify duties and responsibilities.
- 3. Identify people/groups needed for a successful Open House**
 - a. Contractors and criteria for involvement.
 - b. Sisters and criteria for involvement.
 - c. Brothers and support role.
 - d. Business representatives/organizers and support role.
 - e. Training staff/instructors and support role.
- 4. Gain support from key allies**
 - a. Present vision/purpose with key allies and describe benefits of Open House: apprenticeship coordinator, council leadership, council staff, Brothers, contractors.
- 5. Present a written proposal to council leadership**
 - a. Create a brief description that describes the vision/purpose of the Open House.
 - b. Answer all questions involving the *what, where, why, and when* of the Open House.
 - c. State the goals and potential outcomes that would occur from the Open House.
- 6. Market, advertise, and promote the Open House**
 - a. Send invitations on council letterhead to contractors.
 - b. Send written invitations.
 - c. Send postcards.
 - d. Make telephone calls.
 - e. Request RSVP's.
 - f. Make announcements at monthly local union meetings.
 - g. Use Facebook, emails, and other online communications.
 - h. Use word-of-mouth through SIB members.
- 7. Conduct planning discussions with journeymen**
 - a. Discuss strategies for networking and reaching out to Sisters during the Open House.
 - b. Discuss strategies for asking questions and answering questions. Prepare list of possible questions and answers.
- 8. Conduct planning discussions with contractors, representatives/organizers, instructors, and leadership**

- a. Talk one-on-one with each group and cover the following: explain their involvement during the Open House, offer invitations to serve on leadership discussion panel, offer invitations to speak directly to the group.

9. Encourage outreach and networking during the Open House

- a. Have “welcoming table” set up with someone to greet everyone.
- b. Provide nametags for everyone.
- c. Provide blank business cards that include space for name, phone, and email.
- d. Allow sufficient time before the meeting for networking: refreshment period.
- e. Have journeywomen reach out to apprentices and introduce apprentices to contractors.

10. Provide materials for learning and development during the Open House

- a. Have “resource table” that includes useful materials and information.

11. Use process, speakers, and presentations that support the vision/purpose

- a. Start and close the Open House on time.
- b. Show video.
- c. Allow time for council leadership, staff members, and invited guests to speak.

12. Show appreciation of apprentices

13. Show appreciation of contractors

14. Make child care arrangements

15. Follow-up and publicize after the Open House

- a. Submit press release to local business journal/trade magazine.
- b. Submit article to council newsletter.
- c. Send thank you letters/cards to contractors and invited speakers.
- d. Make telephone calls to journeywomen and apprentices to get feedback.