

### Human Capital Helps Libra Electric Soar

When installation of airfield navigational aids is a core part of your business, finding the right people for the job is imperative. Such is the case for Oklahoma City-based Libra Electric.

“The success of our company relies 100 percent on human capital,” said Carlos Wood, general manager at Libra Electric. “We face ongoing employment needs to meet the added volume of work that Libra Electric has seen.”

As baby boomers reach retirement and the younger generation entering the work force is not jumping into the electrical field in the same volume as its older counterparts, a labor gap is being identified in the skilled-trade fields. This dilemma contributes to the challenge that Libra Electric faces not only in hiring the right candidate, but finding them in the first place.

#### A Need for First-Class Quality

Founded in 1983, Libra Electric has been in the electrical contracting business for nearly a quarter of a century and has earned itself a reputation for quality work. During this time, Libra Electric has never failed to complete a contract, nor has had to face any litigation concerning one of its projects. Maintaining this standard requires a strong base of trusted employees.

Before partnering with MEP Jobs, an online job board focused on the mechanical, electrical and plumbing industries, Libra Electric recruited potential employees through newspaper ads, electrical industry associations and word-of-mouth referrals. While the latter brought in a high quantity of potential employees, they continued to struggle with the *number* of qualified applicants. “We would have a high number of interviews, but were wasting our time to get to the qualified candidates,” Wood said.

In a tight labor market, companies must expand their resources to search for employees. That’s exactly what Libra Electric did when the company added MEP Jobs as one of their recruitment methods. “MEP Jobs given us more qualified respondents, which requires us to do less interviewing,” said Wood.

#### Reaching Recruits from Coast-to-Coast

Another issue Libra Electric faced was what to do when the labor growth in Oklahoma City tapped out the labor market. Oklahoma City has seen more than 35,000 new jobs produced in the last three years, making competition fierce among recruiters.

The added resource that MEP Jobs has brought to Libra Electric gives them an advantage with a nationwide database of resumes and potential interviewees. Libra Electric has found value in the opportunity to reach out-of-town potential job contenders. “When the local market is tapped out, the online presence adds a broader resource area,” said Wood.