

A black and white photograph of two construction workers in safety gear working on a steep, rocky cliffside. They are positioned near a large, complex steel structure, possibly part of a bridge or a large industrial facility. The workers are leaning over, focused on their task. The background shows a vast, open landscape with a body of water and a clear sky.

Is the Construction Industry for Me?

Assessing Skills and Attracting Talent

Mike Dunham

Chief Executive Officer

Associated General Contractors of Georgia, Inc.

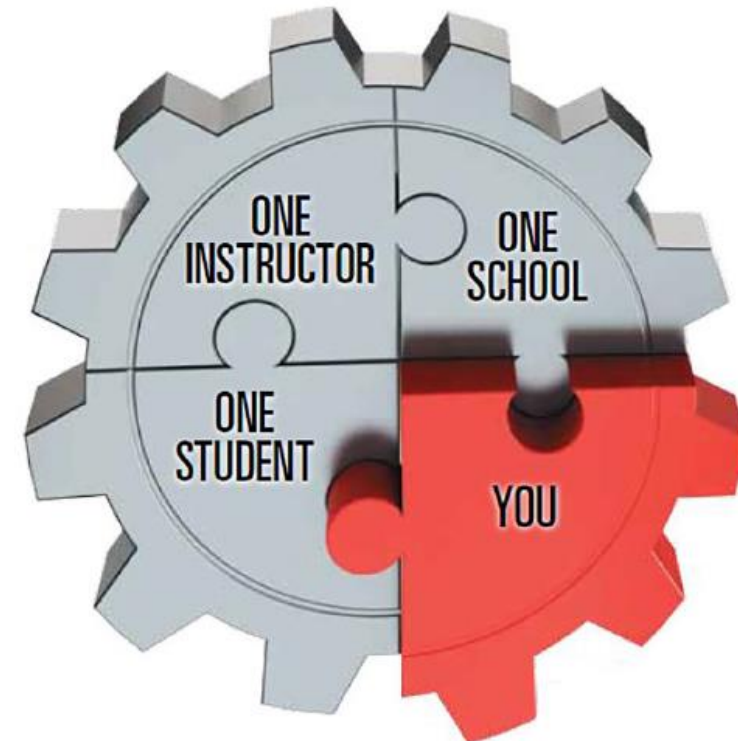
KEY PRINCIPLES FOR A SUSTAINABLE CONSTRUCTION WORKFORCE IN GEORGIA

AGC Georgia will coordinate with other construction industry employers to work together with all the state government groups, including the Department of Education and the Technical College System of Georgia, to continue to move these principles forward.

- Work toward having a **coordinated statewide strategy**
- **Increase overall state funding** to support Career, Technical & Agricultural Education initiatives
- Provide the highest **Quality** Training and Education
- **Consistency** of the graduates regardless of Institution
- **Align skills** training with the **job opportunities**
- Support **Work-Based Learning** with employment opportunities
- Increase number of **students directly transitioning** from high school to the technical colleges

We look forward to a future where each student...

- ✓ knows about the opportunities that exist
- ✓ knows the pathways to get to those opportunities
- ✓ has an opportunity for economic security for themselves and their families in
- ✓ is able to choose the future that is right for them!



AGC MEMBERS SOLVING AMERICA'S WORKFORCE GAP

*you*science®



PROPRIETARY &
CONFIDENTIAL

THE PROBLEM | America's Skills Gap

Misguided talent leaves students unmotivated and employers with a skill shortage.



\$1.4 Trillion
STUDENT DEBT

45%

UN- & UNDER-EMPLOYED
COLLEGE GRADS

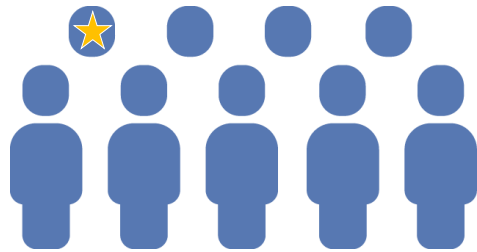
WIDENING
SKILLS GAP



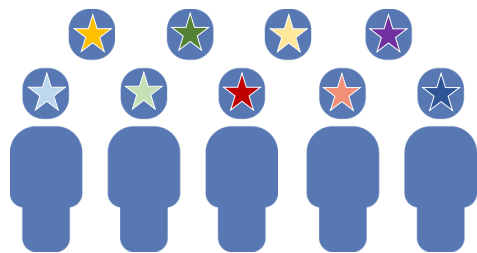
5 Million
JOBS UNFILLED

THE CAUSE | Misdirecting Talent

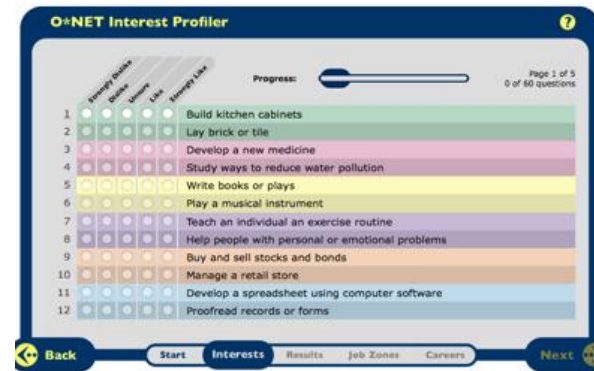
Schools use academic measures (GPA, ACT and SAT) as a proxy for talent.



Yet we all know 100% of students have talent - and our nation's economy needs everyone.



Career guidance based solely on interest surveys is limited by a student's exposure.



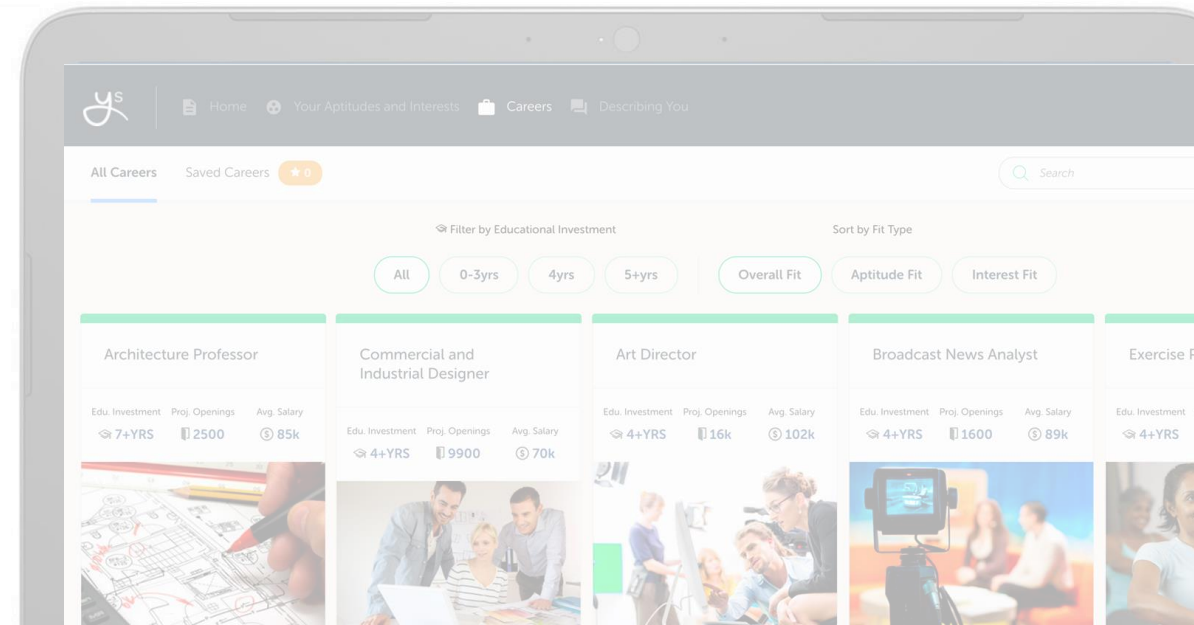
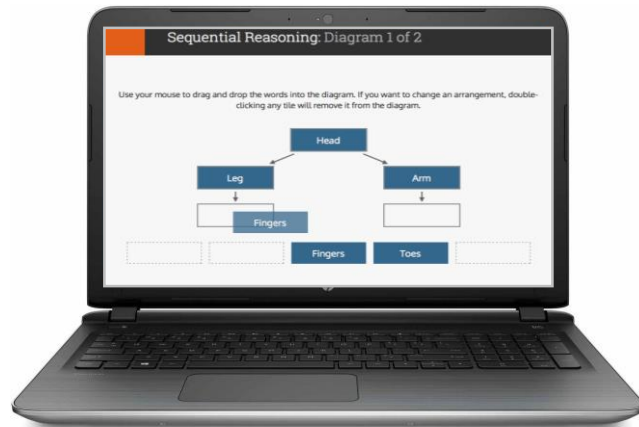
- Build kitchen cabinets
- Buy and sell stocks and bonds
- Proofread records or forms

This is particularly damaging to students with a limited vision of opportunity - e.g. low-income, minority, female, and rural students.

HOW WE SOLVE IT | Revolutionary Career Guidance

We use fun and engaging ‘brain games’ to capture real measures of aptitudes.

- ✓ **Proven Science:** Leverages over 45 years of aptitude research. (Ball Foundation)
- ✓ **Uncovers Talent:** Proprietary algorithm combines real measures of aptitudes and interests to generate career matches. (HUMRRO)
- ✓ **Validated:** The Georgia Governor’s Office of Student Achievement (GOSA) conducted a third-party analysis across 51 high schools. Results confirmed statistically-significant positive improvement in all areas measured.
- ✓ **Produces Reliable Data:** Uses performance based information to expand vision of opportunity and improve education and career choice.



SOLVING AMERICA’S WORKFORCE GAP

APTITUDES | Know Yourself

The different assessment areas in YouScience.



Core Drivers:

- Idea Generation
- Inductive Reasoning
- Numerical Reasoning
- Sequential Reasoning
- Spatial Visualization
- Visual Comparison Speed

Personal Approach

- Interpersonal Style
- Timeframe Orientation
- Vocabulary
- Work Approach

Other Dimensions

- Standard O*Net Interest Profiler
- Hand-Eye Coordination
- Numerical Computation
- Pattern Memory
- Visual Memory

THE PROOF | Engaging For Students

YouScience significantly improves...

Self-Awareness

Better at describing natural abilities and identifying suitable careers

Self-Empowerment

More prepared and empowered to follow their future paths

Career Exploration

More likely to engage in activities to learn, research, and explore careers



Career Decision-Making

More confident in their ability to make an informed career decision

Intent to Persist

More motivated to pursue a career pathway and/or additional post-secondary education or training



SOLVING AMERICA'S WORKFORCE GAP

The Georgia Governor's Office of Student Achievement (GOSA) piloted YouScience in 51 state high schools with over 8500 students participating. 54% of students were free and/or reduced lunch eligible, 51% female and 54% non-white.

THE PROOF | Aligns Labor Supply and Demand

Students gain more exposure to real, in-demand careers.

Interest-Based Surveys Steer Students Away From the Economy



Aptitudes Align Talent with High-Demand Jobs

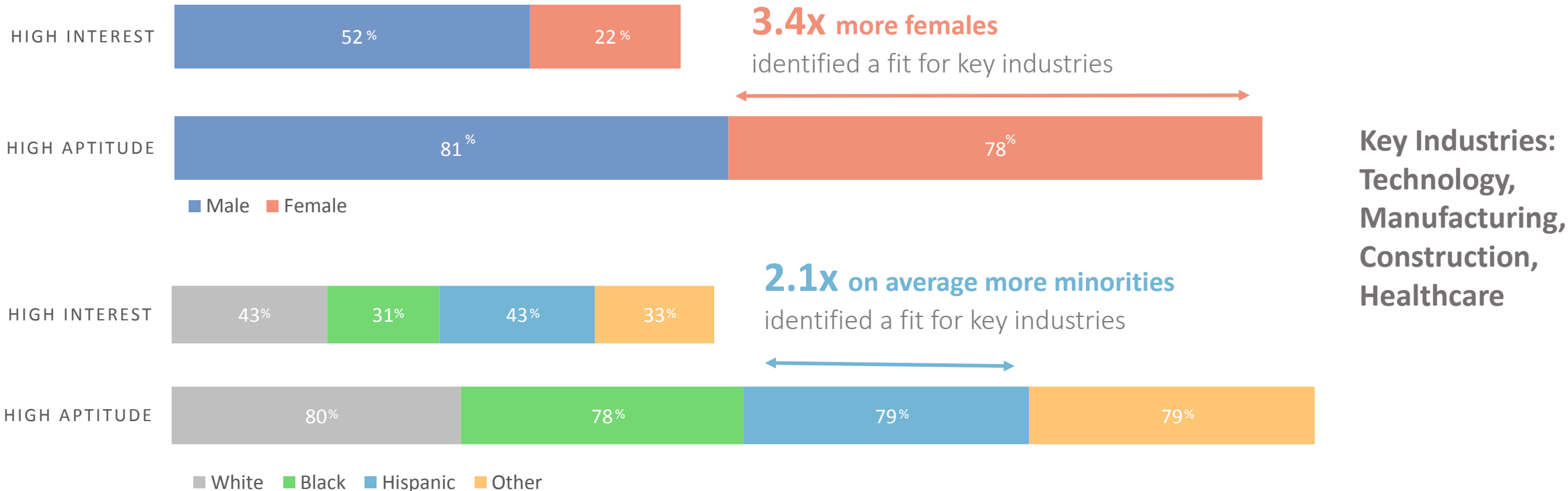


SOLVING AMERICA'S WORKFORCE GAP

Analysis of Top 50 Most Frequent Career Recommendations made to 11,478 Georgia public school students based on Aptitudes and Interests

THE PROOF | Uncovers A Broader, More Diverse Talent Pool

3.4x more female and 2.5x more minority students have the aptitudes for high-demand careers.



SOLVING AMERICA'S WORKFORCE GAP

*Shows percentage of the total corresponding sub-population

THE RESULT | Actionable Guidance

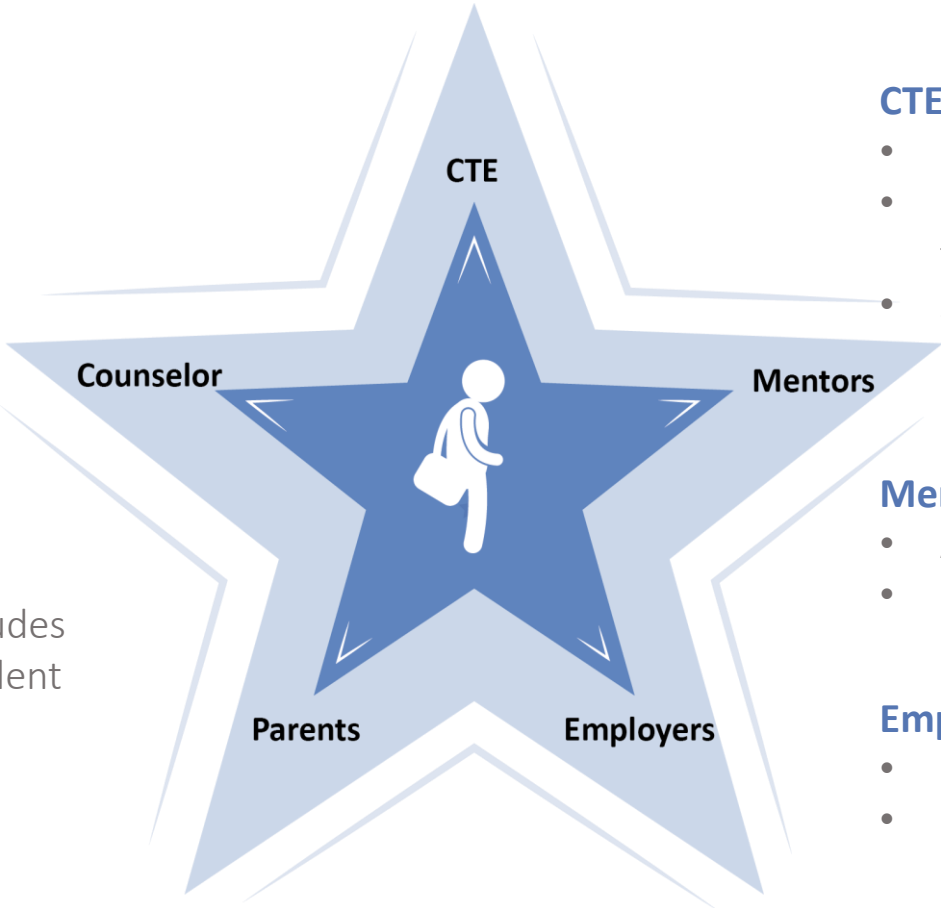
Support system more effectively guides decisions.

Counselors

- Access student profile
- Identify high-fits for various industries
- Recommend candidates for career academies / specialized programs

Parents

- Understand student aptitudes
- Gain insights to guide student to high-demand careers



CTE Directors

- Identify top candidates for CTE Pathways
- Connect students to state community / technical colleges
- Showcase student talent to employers

Mentors

- Access student profile
- Connect student talent to employer needs

Employers

- Identify talent pipeline
- Hire candidates for apprenticeships / internships

HOW IT WORKS | What Students Get

Brain Games

Real Measures of Aptitudes

Profile access for 10 years



Personal Discovery

Affirmative & personalized feedback

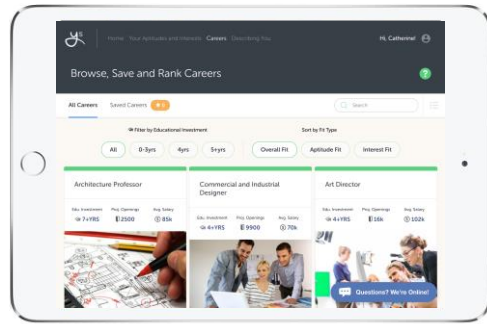
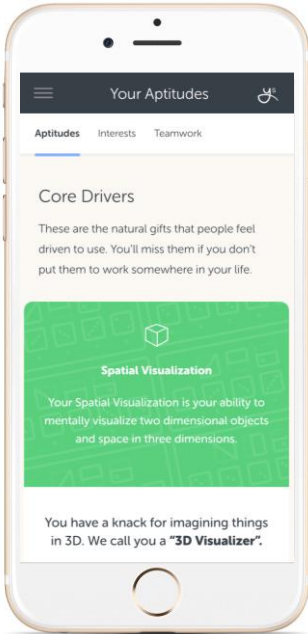
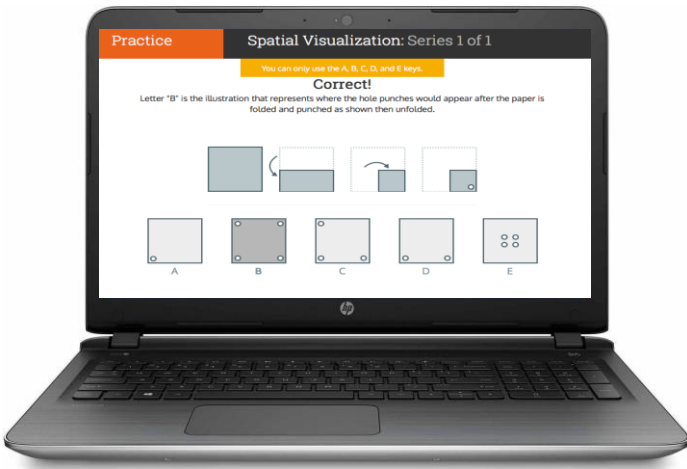
Real, actionable Results



Career Exploration

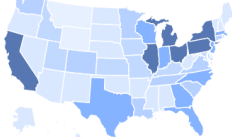
Custom, detailed data on 500 careers

Accessible on mobile and tablets



Number of Job Openings
Low ●●●● High

Click a state for more info



National Salary Guide and Projected Job Openings for this Career:

Projected 10yr openings: 9,900	Average growth rate for all careers is 6.5%	Growth rate: 2%
Salary Guide (Based on U.S. National average) \$38k \$70k \$105k Starting Average Top	Positions Held As of 2014 38,400	In 2024 39,200



SOLVING AMERICA'S WORKFORCE GAP

AGC PROBLEM | And Opportunity

The Construction Industry cannot find enough skilled workers to meet growth demands.

America has a temporary skills gap problem, not a talent problem.

The AGC has an opportunity to:

- Engage local education leaders
- Address construction-related skills gaps
- Be the construction leader in Workforce Development

THE SOLUTION | Construction Industry and YouScience

Working together we can solve the problem.

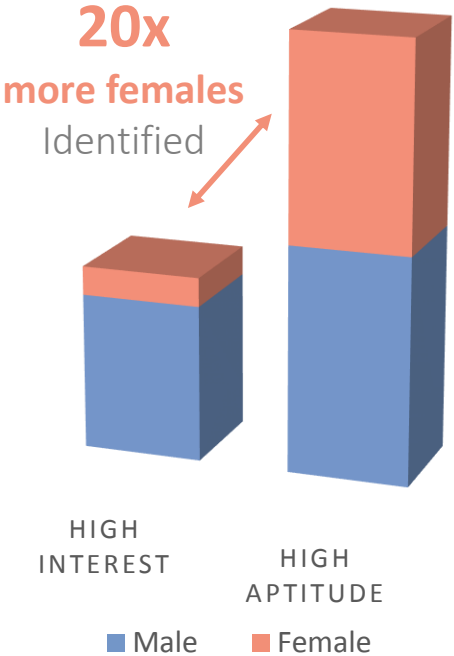
- YouScience's career guidance program can identify students with natural abilities in construction.
- Identified talent can be directed to CTE courses and construction-related certifications earlier in school, setting them on the path.
- AGC members can identify talent earlier, and appropriately engage with apprenticeships, internships, etc.
- Equal opportunity for all. YouScience uncovers talent and can more effectively remove race and gender bias creating a more diverse workforce.

Construction is Positioned to Win

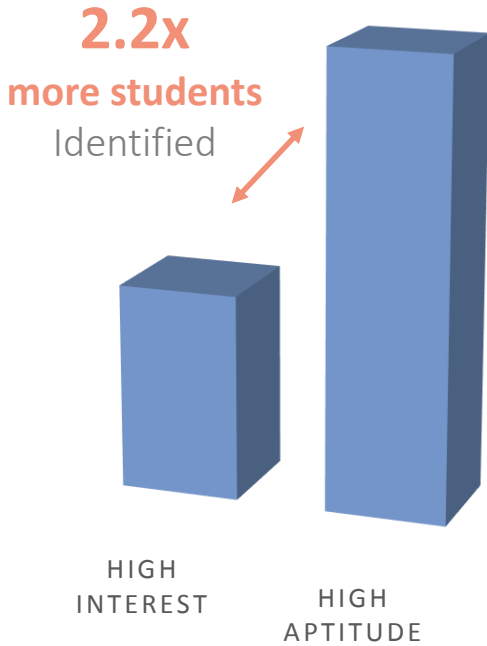
Construction is in a unique position because of its close relationships with education leadership and the community.

THE FACTS | Students Have Construction Talent

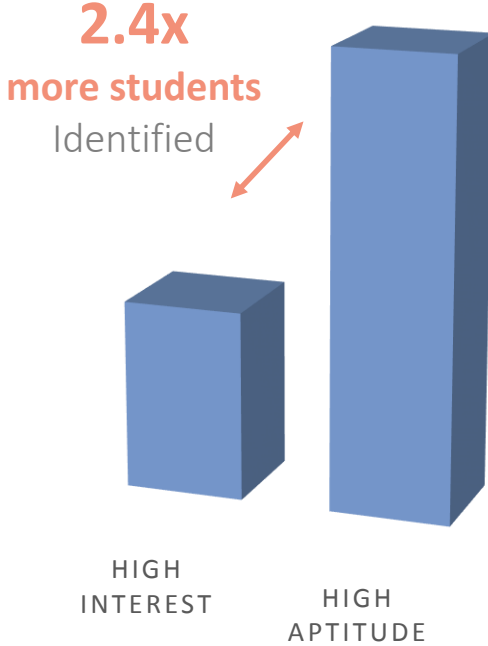
Construction Overall



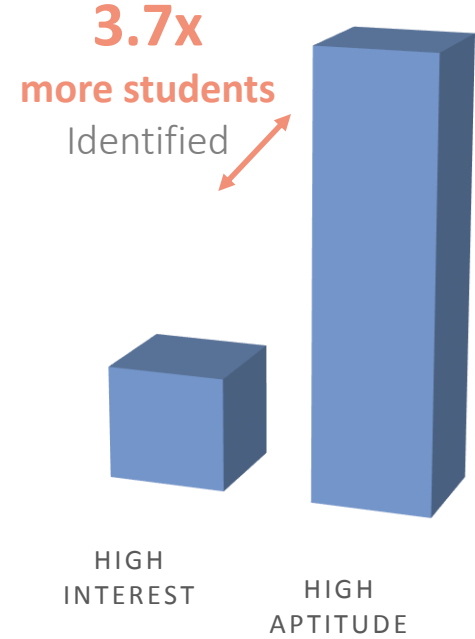
Tradesmen: Ie. Welder, HVAC, Carpenter, Electrician



Specialty: Ie. Assessor, Surveyor, Drafter



Management Ie. Engineer, Architect, Construction Manager



SOLVING AMERICA'S WORKFORCE GAP

**Shows percentage of the total corresponding sub-population*

THE PROGRAM | “Build Your Community Sponsorship”

The Three Pillars of Marketing and Community Activity.

Grassroots AGC Members

Action: AGC members agree to sponsor local high schools (details on next slide)

Program Ideas:

- Local company positioned as the hometown hero within community via press/media)
- Access to local level talent reports for apprenticeships, internships, hiring
- Participating Members spotlighted at National State AGC Conference

State AGC Participation

Action: State-level AGC sponsorship support - supplement grassroots efforts, statewide campaign challenge with members.

Program Ideas:

- Recognition and connection with state leaders (Government and Business)
- Statewide/national press regarding AGC involvement in education
- Access to talent reports for talent pipeline development / investment choices into state CTE resources

National AGC

Action: Formalize partnership with YouScience and local / state AGC chapters.

Program Ideas:

- National Press in business magazines, newspapers, and construction/education trade publications.
- Highlighted as KEY partner for National Workforce Development Initiative.

AGC MEMBERS | Grassroots Level Program

Overall Investment: \$2500 per school

Local High School Sponsorship

\$2,250 annually per school covers entire student body. Includes:

- ✓ Student YouScience profiles (complete aptitude evaluation)
- ✓ CTE Pathway Match Report (Students' best-fits for Construction CTE Pathways)
- ✓ Student Post-Secondary Matching Report (Match students to local technical/community colleges for certification)

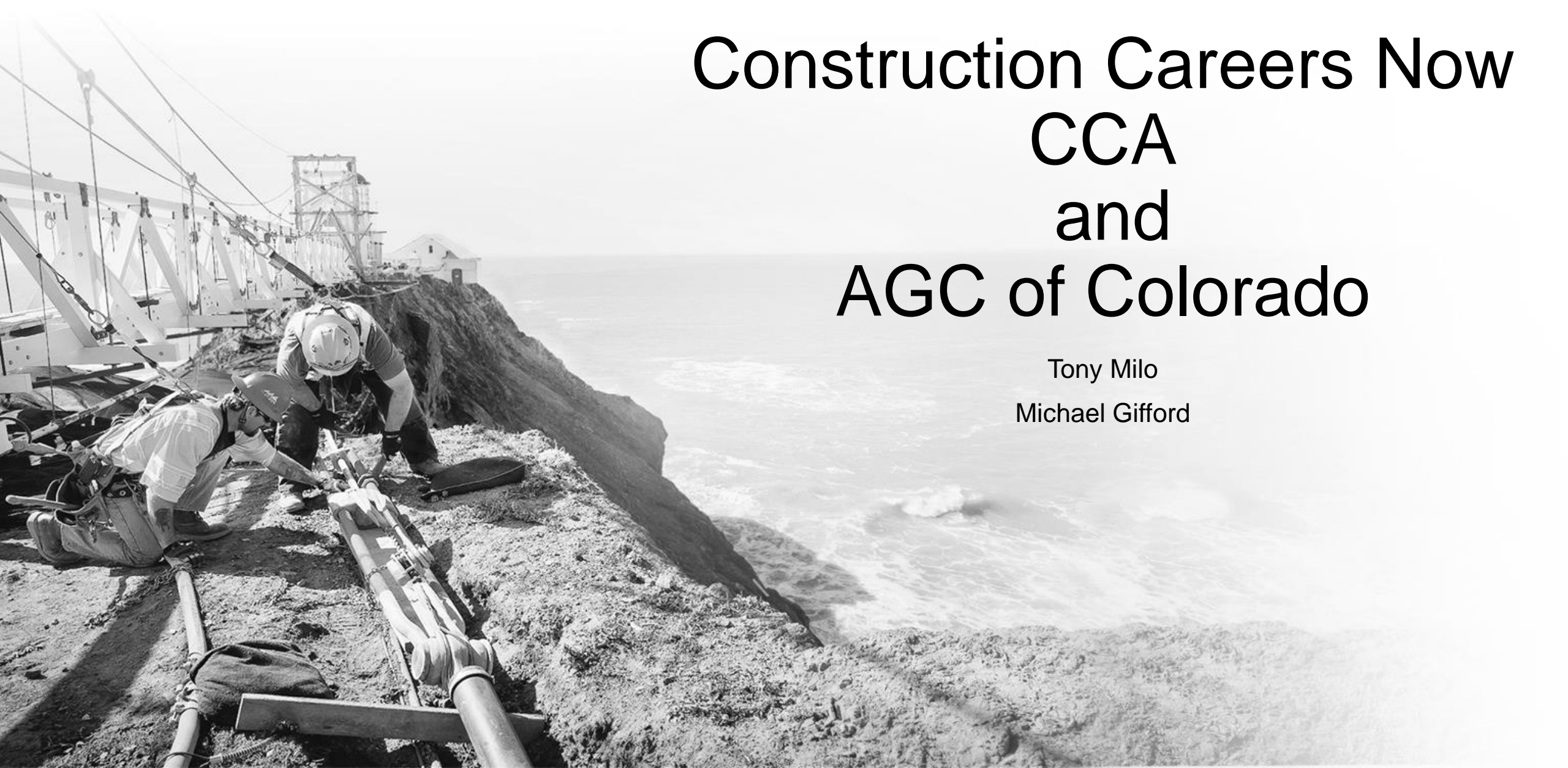
National Marketing Initiative

\$250 annually per school for inclusion in local and national media and marketing activities.

ThankYou

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A black and white photograph of two construction workers on a cliffside. They are wearing hard hats and safety gear, working with large pipes and cables. The background shows a steep cliff overlooking the ocean with waves crashing against the shore. The sky is clear and bright.

Construction Careers Now CCA and AGC of Colorado

Tony Milo

Michael Gifford



**CONSTRUCTION
CAREERS NOW!**

Construction Employment Opportunities





**CONSTRUCTION
CAREERS NOW!**

The Need

- **Current Unemployment Rate in the Denver Metro Area is 2.1%**
- **Construction employment in Colorado = 168,000**
- **30,000 new construction employees needed in the next 7 years in Colorado**



**CONSTRUCTION
CAREERS NOW!**

The Need

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AGC of America 2016 Workforce Survey CO Results

Current recruitment challenges:

- **89% - Hourly craft**
- **57% - Salaried field**
- **51% - Salaried office**



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CAREERS NOW!**

AGC of America 2016 Workforce Survey CO Results

Current recruitment challenges by craft:

- **100% - Carpenters**
- **88% - Concrete workers**
- **75% - Electricians**
- **63% - Laborers**
- **41% - Heavy equipment**



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Evolution of Workforce Initiative

- **Started 3 years ago with BuildColorado.com**
- **Awarded the WORK Act Grant, June 1st 2016**
- **Construction Careers Now! Program launched July 20th 2016**



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CAREERS NOW!**

Program Concept

- **Career - not just a job**
- **Eight 4-week sessions - Intro to Construction / Emily Griffith Technical College / Hiring Fair**
- **10-Hour OSHA certification**
- **No experience / No cost**
- **Key trades**



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CAREERS NOW!**

Program Objectives/Results after 1st Five Classes

- **Original goal of 90 graduates over 12 months
– Eight classes**
 - **Results: 226 graduates**
- **Diversity**
 - **Results:**
 - **Male – 85%, Female – 15%**
 - **Hispanic – 38%, White – 34%, Black – 22%, American Indian – 2%, Other – 4%**



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Securing Quality Workforce

- **Two full-time recruiters/career coaches**
 - **Grassroots outreach**
 - **Communicate expectations of the students & contractors**
 - **Ongoing counseling and mentoring**



**CONSTRUCTION
CAREERS NOW!**

Securing Quality Workforce

- **Hiring Fair at EGTC**
 - **Preparation for participants**
 - **Preparation for contractors**
 - **\$500 to attend/Industry sponsored**
- **Follow-up and continuous communication with participants and completers**



**CONSTRUCTION
CAREERS NOW!**

Hiring Fair





**CONSTRUCTION
CAREERS NOW!**

Marketing





**CONSTRUCTION
CAREERS NOW!**

Marketing Strategies

- **Multi-point, multi-touch, consistent messaging**
- **Secure best rates & value added**
- **Romance the industry**
- **Endorsements & Testimonials**



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Target Audiences

- **Unemployed and under-employed**
- **Colorado resident**
- **17 years old +**
- **All genders, races & ethnicities**
- **Influencers – peers, family, schools**



**CONSTRUCTION
CAREERS NOW!**

Construction Careers Now! – :30 TV spot (Female English version)



NO COST
NO EXPERIENCE NEEDED





**CONSTRUCTION
CAREERS NOW!**

Construction Careers Now! – :30 TV spot (Mayor Hancock)



**ANNE TRUJILLO
DENVER7**

MAYOR MICHAEL HANCOCK



**CONSTRUCTION
CAREERS NOW!**

Construction Careers Now! – :30 TV spot (Gov. Hickenlooper)





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CAREERS NOW!**

Digital, Social Media & PR Tactics

Social Media

- **6 Social Media Channels**
- **Daily posts – at least 6 posts/week**



PR Tactics

- **Blog Posts/Press Releases – monthly**
- **SEO, Behavioral Targeting Display ads**



**CONSTRUCTION
CAREERS NOW!**

Radio Tactics

KBPI – 106.7 FM – 264 commercials

- **6,401,196 estimated listeners during campaign**
- **Spokesperson Willie B**
- **8 Bud Light Suite hour long live radio interviews with contractors, students, and recruiters**
- **Willie B radio endorsement:**





**CONSTRUCTION
CAREERS NOW!**

Radio Tactics

KS107.5 FM – 114 commercials

- **763,000 listeners during campaign**
- **Tony V as spokesperson**
- **+ 3 remote appearances TBD**



- **Tony V radio spot:**





**CONSTRUCTION
CAREERS NOW!**

TV Tactics

KMGH Channel 7 – 811 commercials

- Viewed by 17,300,400

Comcast Cable TV – 3,406 commercials

- Viewed by 1,175,942

AZTECA/KZCO TV – 680 commercials

- 782,400 impressions

Telemundo TV – 252 commercials

- 1,841,700 impressions



**CONSTRUCTION
CAREERS NOW!**

Billboards





**CONSTRUCTION
CAREERS NOW!**

Light Rail & Buses

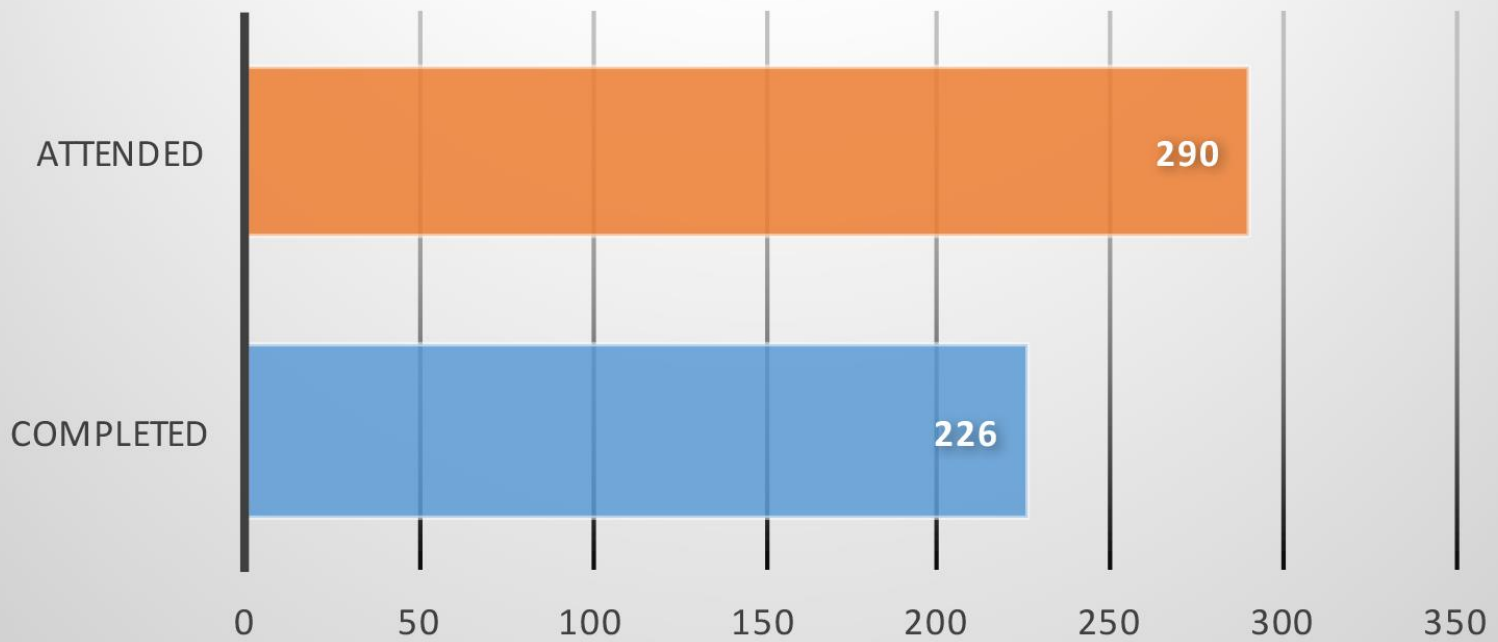




**CONSTRUCTION
CAREERS NOW!**

Results after 1st Five Classes

September, October, November 2016 &
January, February 2017 Program Results



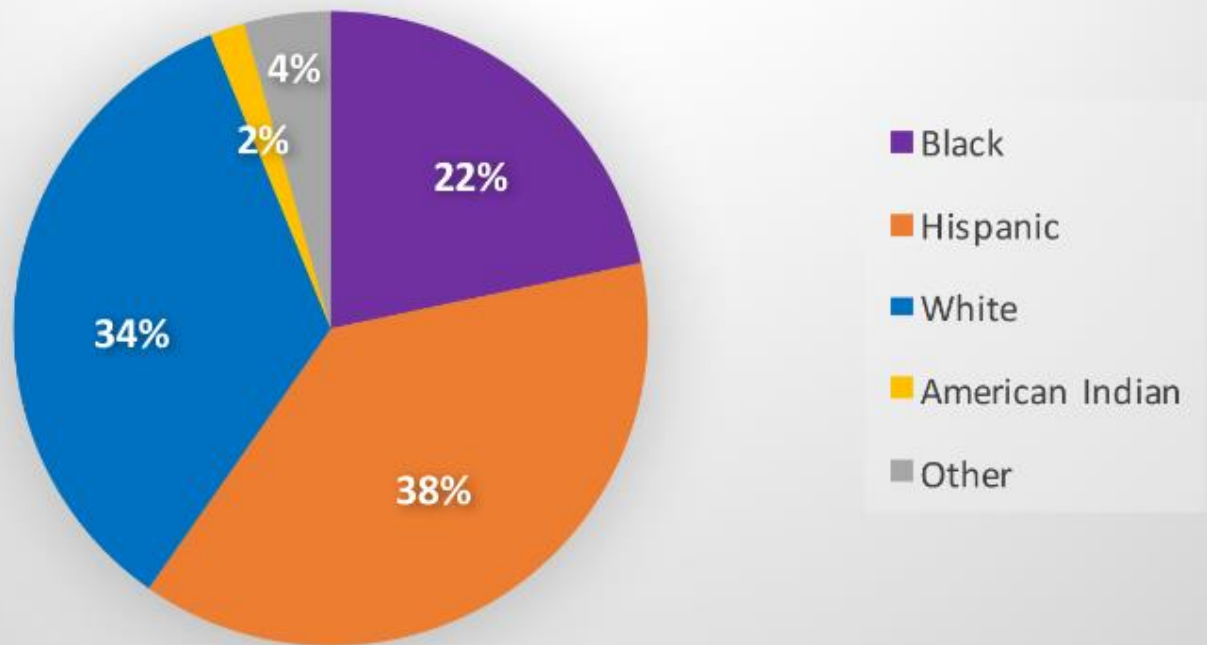


**CONSTRUCTION
CAREERS NOW!**

Results after 1st Five Classes

Total Completion Diversity

September, October, November 2016 & January, February 2017



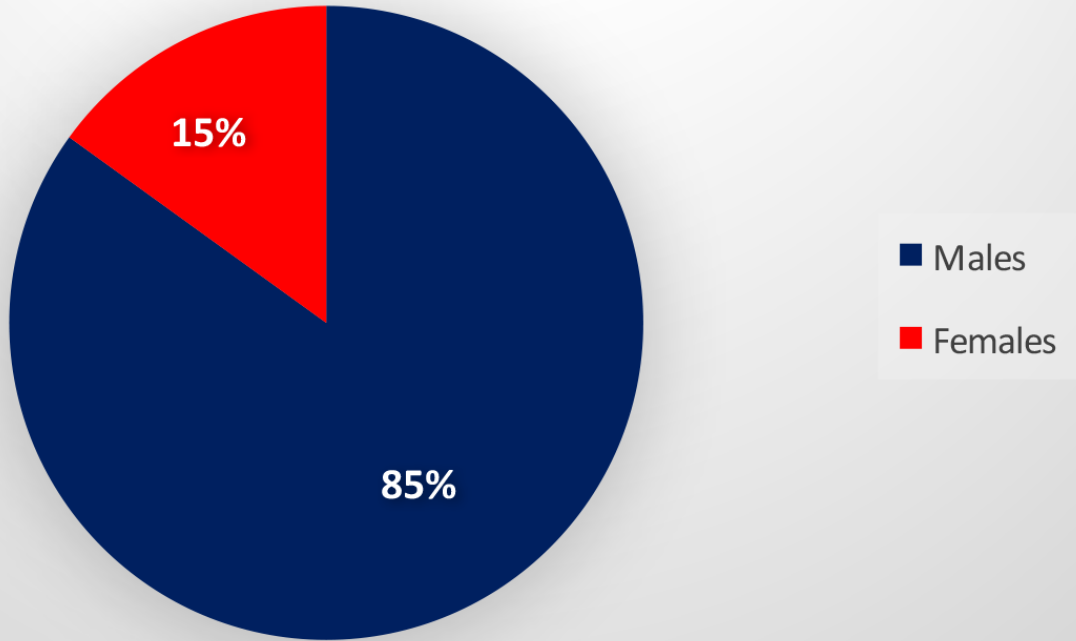


**CONSTRUCTION
CAREERS NOW!**

Results after 1st Five Classes

Total Completers By Gender

September, October, November 2016 & January, February 2017





**CONSTRUCTION
CAREERS NOW!**

Industry Investment

- **\$100,000 from AGC and industry**
 - **\$500 per company for hiring fair booth**
 - **2-3 M/WBE booths at hiring fair at no cost**
- **BuildColorado.com**
 - **Established website**
 - **Marketing campaign - \$121,967 over 3 years**
 - **Continuous improvement from results**



Testimonial from Riley D - Recent CCN Graduate

The Career Fair was the biggest tool to help me start a real career. You guys did all the leg work for free with top companies I met at the Career Fair.

The day after I was interviewed, I e-mailed the CCN Team telling them that I am now a union welder at Rocky Mountain Prestress making \$10.00/hour more than what I was making before. I am thrilled.

Getting a better job than you had prior is a big self-esteem booster for anyone! From my view, you guys are doing all the right things. One of the best feelings I have now is providing insurance for my family and having a steady, stable income.

I just wanted you all to know how important this program has been to me. Thanks again. For real, this program changed my life, my wife's and our new baby's life. This program works! "