



**CONVENTION TRACK:**  
Track Name

**PRESENTER(S):**

Gerry Sprentall, Intel

Don Whyte, NCCER

Steve Greene, NCCER

**TED FORUM:**  
*What If Owners  
Evaluate Training  
Like They Evaluate  
Safety?*

**AGC's 92<sup>nd</sup> Annual Convention**  
**March 21-25, 2011 | Ready to Roll?**



# ***What If Owners Evaluate Training Like They Evaluate Safety?***

**Innovative Approaches to Building Tomorrow's Workforce**

**Presented by**

**Gerry Sprentall, Intel  
Chairman of CURT's Workforce Development Committee**

**Don Whyte, President, NCCER**

**Steve Greene, Vice President, NCCER**



**The Owners Voice to the Construction Industry  
CONSTRUCTION USERS ROUNDTABLE**



**March 22, 2011  
Las Vegas, NV**

# Industry Commitment and Collaboration

## The “Owner’s Demand for Workforce Development”

### Construction Users Roundtable

2004...WP-401 “Confronting the skilled construction workforce shortage”  
2006...T-404 “Craft Employee training evaluation tool”

### ENR

2006...“Solving the construction industry workforce crisis, Ideas for action”  
2007...“Construction Business Forum”  
2008...“Construction Business Forum”

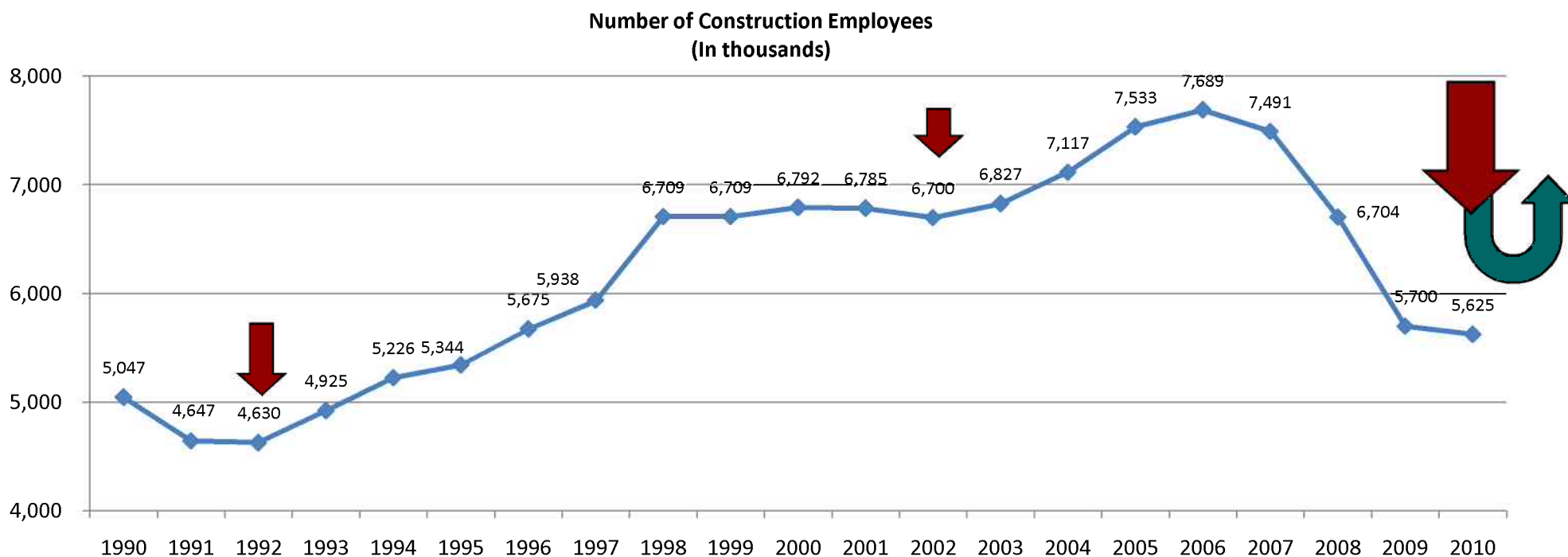
### Construction Industry Institute

1991...SP14-1 “Construction Workforce Recruitment Resources Guide”  
1999... RS-135-11 “Attract and Maintain Skilled Workers”  
2003... RS-182-1 “The shortage of skilled craft workers in the U.S.”  
2007...RT231-1 “Construction Industry Craft Training”

## Contractors Demonstrated Commitment

# INDUSTRY'S WORKFORCE CHALLENGE

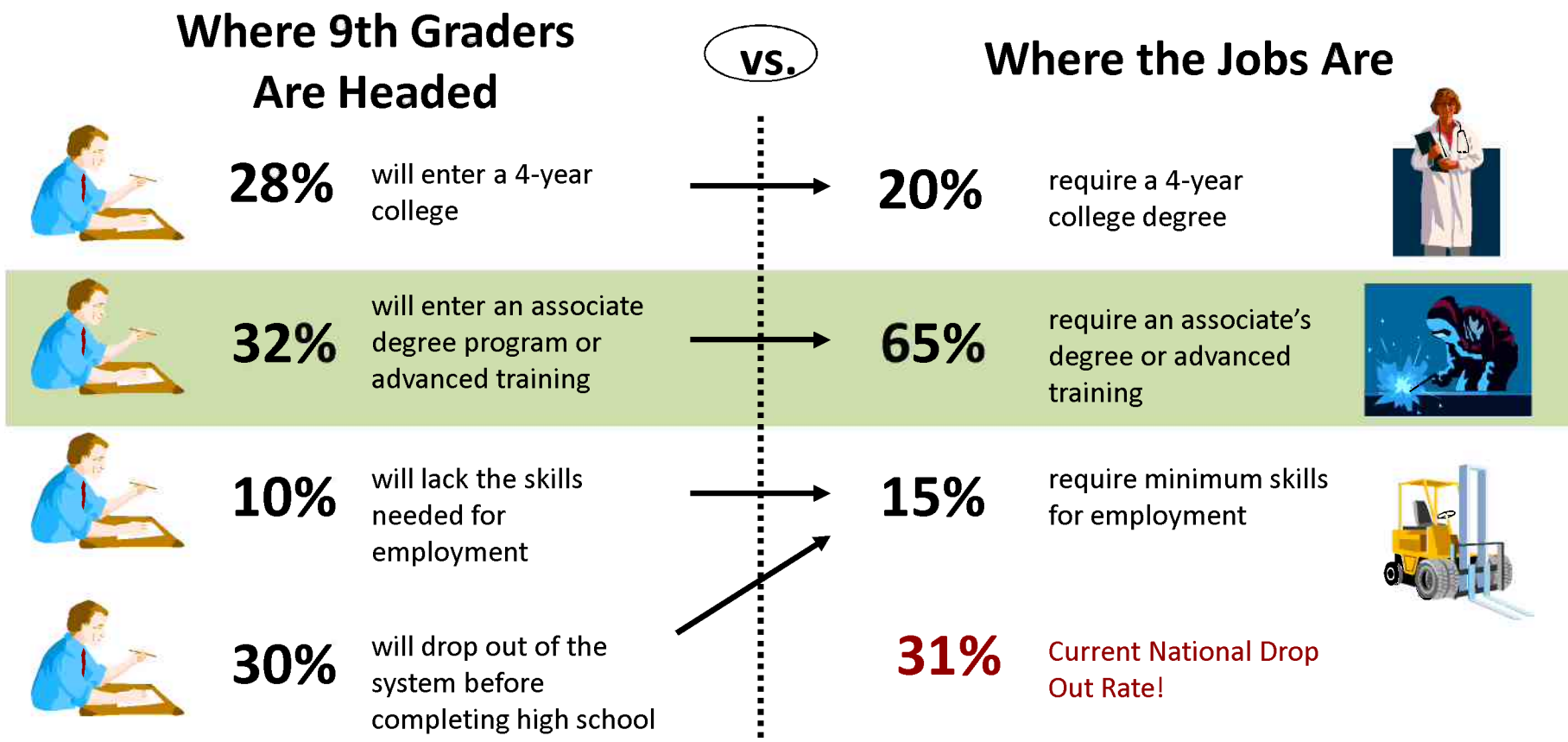
Pre-2008  
Recruit 180,000 to meet growth and Replace 95,000 each year



- FMI predicts 2014 need at **1,500,000** new workers
- Construction Labor Research Council (CLRC) says **185,000** needed annually for the next decade

# THE WORKFORCE GAP

## Why Career and Technical Education is Important!

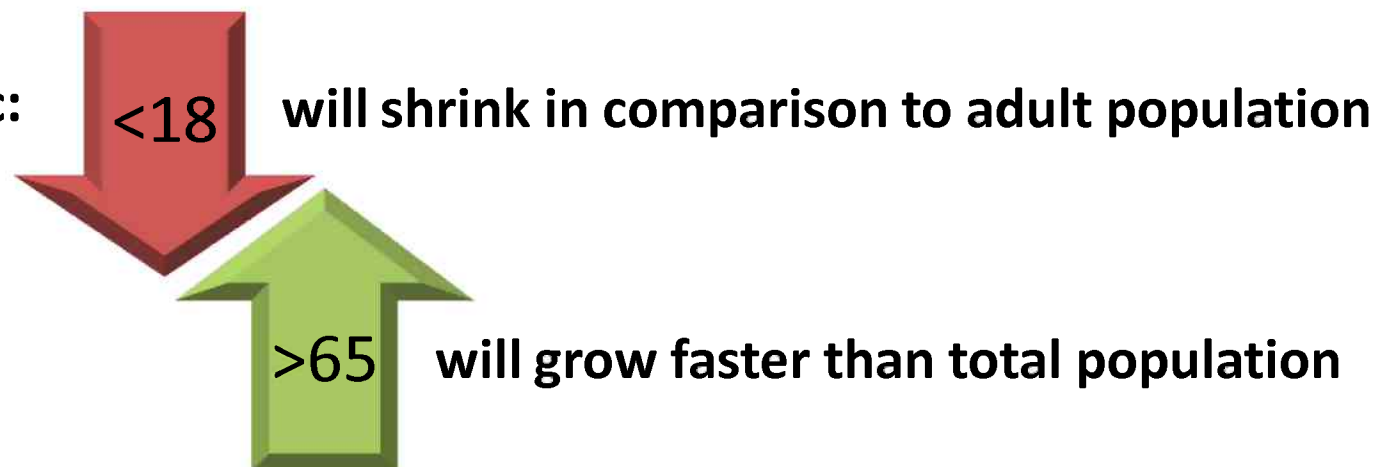


SOURCE: Carol D'Amico, "Workforce 2020: Work & Workers in the 21st Century"

# WHO WILL BUILD YOUR PROJECTS?

- ❑ **75 million** baby boomers approaching retirement age
- ❑ For the next 19 years, **10,000** baby boomers will reach age 65 each day
- ❑ **20%** of the construction workforce will retire in the next **2 - 4 years**
- ❑ 2010: **More than ½** of the U.S. population is **over 50**

Youth Demographic:



# Has Industry Confronted the “Skilled Construction Workforce Shortage?”

- **According to CareerBuilder's 2010 Mid-Year Job Forecast:**
  - 22% of employers reported that despite an abundant labor pool, they still have positions for which they can't find **qualified** candidates.
  - 48% of HR managers reported that there was an area of their organization in which they lacked **qualified** workers.
- **According to Manpower Inc, 2010 workforce survey results**
  - Construction ranked #1 for demand of **qualified** workers
  - Construction **skilled** trade employment requests are the **most difficult** to fill

- ✓ Current recession has lessened the effects of the “Skilled Construction Workforce Shortage”
- ✓ Will displaced workers return or have career changes occurred?
- ✓ When will the aging workforce actually retire?

## Is the Construction Industry Prepared?



## Confronting the Skilled Construction Workforce Shortage (CURT-June 2004)

“Individual ***contractors must*** recognize the necessity and benefits of training their employees and be willing to invest in it . . . ***Owners should require contractors to invest in training and maintain the skills of their workforce as a condition of employment.***”

# But how do owners know?





Education  
Session



# Innovative Solutions

*The “Next Decade” of Workforce Development*

**Metric: Measure of Commitment and Quality to Workforce Development**

## **Contractor Workforce Development Assessment**

**Don Whyte**

President, NCCER

**Recruitment: The Grass Roots Approach through the Choose Construction Initiative, (CCI)**

## **Labor Supply/Demand Forecasting and Workforce Development**

**Steve Greene**

Vice President, NCCER

# Contractor's Workforce Development Assessment

Presented by

**Don Whyte, President, NCCER**

*Metrics Subcommittee Chairman, CURT Workforce Development Committee*



The Owners Voice to the Construction Industry  
**CONSTRUCTION USERS ROUNDTABLE**



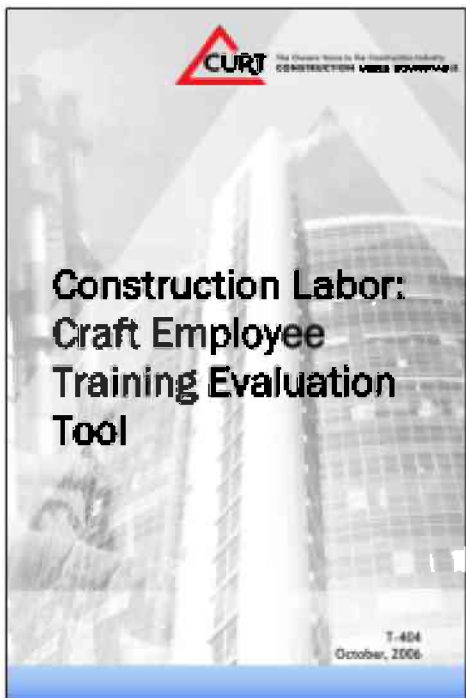
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Education  
Session



# Prequalification through the Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*



Contractors' Workforce Development Assessment									
CATEGORY	Question	Performance Level and Corresponding Score					Level	Score	Max Score
		N/A	1	2	3	4			
<b>I. Social and industrial relationships and program recognitions</b>									
	Q23. Partnerships and Community activities	0	2	4	6	7	0	3	9
	Q24. Sponsor Available	0	1	2	3	4	0	3	6
	Q25. Sponsorship Programs	0	4	6	11	15	20	0	30
	Q27. Organization Membership	0	3	6	9	10	15	0	15
	Q29. Project Details	0	2	2	0	10	13	0	13
<b>II. Formal training program attributes</b>									
	Q1. Formal Craft Training Program	0	9	10	20	37	47	0	47
	Q2. Certified Craft Instructors	0	0	11	11	22	23	0	23
	Q3. Certified Craft Employees	0	0	12	23	34	42	0	42
	Q6. Professional Primary Training Material	0	0	21	27	27	28	0	28
	Q6. Recognized Training Program	0	7	14	21	28	36	0	36
	Q18. Leadership Training	0	9	12	20	34	43	0	43
	Q20. Faculty Achievement Recognition	0	0	10	11	10	26	0	26
<b>III. Financial support of training programs</b>									
	Q4. Top Down Support	0	7	18	23	30	37	0	37
	Q13. Employee Training Cost	0	4	6	14	16	17	0	17
	Q13. Pay for Institutional Material	0	3	6	9	11	14	0	14
	Q14. Compensation for Training Time	0	3	6	9	12	15	0	15
	Q16. Training Program Funded	0	0	6	14	15	20	0	20
	Q16. Monetary Contribution to Industry Recognized Training Program	0	2	5	7	11	14	0	14
	Q16. Workforce Development Initiative	0	0	10	11	10	25	0	25
<b>V. Training needs assessment and continuous training efforts</b>									
	Q7. Assessment of New Hires	0	4	18	22	29	35	0	35
	Q8. Structured Craft Progression	0	7	13	20	25	31	0	31
	Q8. Skill Assessment	0	7	14	21	26	31	0	31
	Q12. Delivered Methods on Specific Skill Assessment	0	4	10	20	20	20	0	20
	Q11. Speed-to-Hire	0	4	8	14	16	23	0	23
	Q17. Journeyman Continuing Education	0	0	12	18	24	30	0	30
<b>V. Training rate</b>									
	Q18. Construction Training Rate	0	3	6	10	13	16	0	16
	Q18. Non-journeymen Training Rate	0	0	0	10	10	11	0	11
<b>VI. Sub-contractor requirement</b>									
	Q27. Sub-contractor Requirement	0	6	10	11	22	25	0	25
<b>VII. Company safety performance</b>									
	Q31. Experience Modification Rate	0	7	16	21	30	37	0	37
	Q32. Lost Work Days (incl. W/O)	0	4	16	23	30	34	0	34
	Q33. Incident Rate (IR)	0	9	17	20	24	43	0	43
<b>VIII. Diversity</b>									
	Q36. Diversity Policy	0	0	12	17	24	24	0	24
	Q35. Diversity Training	0	4	8	11	15	19	0	19
<b>IX. Training documentation</b>									
	Q19. Training Record Information	0	7	14	21	26	35	0	35
	Q20. Hiring Interview	0	0	11	11	22	25	0	25
<b>X. Program qualification</b>									
	Q23. Client Performance of Training Program	0	4	8	11	10	16	0	16
	Q22. Training Self-Evaluation	0	1	0	14	10	22	0	22
<b>XI. Additional information</b>									
	Q22. Additional Information	0	1	9	12	10	22	0	22
<b>Total Score</b>							<b>0</b>	<b>1600</b>	

+A-

+B-

+C-

+D-

F



# History and Evolution

## Intent of the October 2006 Release

- “Craft employee training is a vital part of the success of any construction or maintenance program” ....and **“owners regard craft employee training as important to project success.”**
- **“Owners should expect contractor craft workers to be well trained and have the necessary skills to perform** contracted tasks efficiently, safely, and with the quality required.”
- An aide to help owners differentiate contractor craft employee training programs and provide a set of objective measures to quantify **what traditionally has been a subjective analysis.**

- “The effectiveness of craft employee training programs should be a key criterion in both the **prequalification and the final selection of contractors,** just as **contractor safety, quality, and schedule** are key selection criteria.”

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

- CURT's Workforce Development Committee formed the ***Metrics Sub-Committee in 2007***
- ***Goal***—to evaluate the potential to develop an evaluation and metric that would consistently reflect and communicate the level of commitment and quality of a contractor's workforce development effort
- Metrics Sub-Committee determined, as in T-404, that a comprehensive Workforce Development effort must include ***Recruitment, Training, Assessment, and Retention for a successful program***
- Metric tentatively coined "Workforce Development Rate (WDR) or Index (WDI)
- ***Sub-committee included ABC, AGC, NCCER and Labor***

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## Milestones:

- **2007-2008**—Developed a draft list of questions for compiling information critical to evaluating a contractor's workforce development program
- **2008-2009**—Draft questions vetted with ABC, AGC, NCCER and CURT constituents. A list of terms and definitions developed
- **August 2009**—CWDA survey questions, including Terms and Definitions, sent to over 1,000 ABC, AGC, NCCER and CURT constituents for feedback. Nearly 500 responses.
- **Fall 2009**—Analysis of survey results compiled, *Paul Goodrum*, University of Kentucky Researcher engaged to assist in the analysis and development of a pilot tool.
- **Q3 of 2010**—CWDA Pre-Pilot with small sample group
- **December, 2010 to Current**—CWDA Pilot with large sample group
- **CII RT 252 Five Year Productivity Study**—Reviewed CWDA and tentatively adopted into research

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## Key development points:

- **Minimize subjectivity** to the extent possible
- **Weight questions** by importance and impact
- Consider the **impact of different types of contractors** (i.e. Direct Hire, CM and Subcontractors)
- Make the tool **labor posture neutral**
- **Validate to metrics** determined in the CII RT 231 research project (turnover, absenteeism, OSHA IRs, rework, and productivity)
- **Use third party** to collect and audit information to achieve consistency
- Final metric should be **easy to communicate and understand** (i.e. A+, A, A-,B+,B, etc...)

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## Project Validation

- Absenteeism Rate
- Unexpected Turnover Rate
- Rework Rate
- Performance Factor
  - Actual WH / Estimated WH
- Safety Incident Rates



# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## Scoring Mechanism

- Initially 38 questions now 24
- Assessment scaled to a 1000 point total
- Final score communicated as A+ to F
- Weighting verified through Survey and Pre-Pilot processes

Top 10 Important Questions	Average Importance
Q1: Formal Craft Training Program	4.4
Q18: Leadership Training	4.3
Q33: Incident Rating(IR)	4.3
Q3: Certificated Craft Employees	4.2
Q32: Lost Work Days Rating(LWD)	4.1
Q31: Experience Modification Rating	4.0
Q4: Top Down Support	4.0
Q6: Recognized Training Program	4.0
Q7: Assessment of New Hires	4.0
Q19: Training Record Information	3.9

# CWDA Pilot Status

Org#	Status	Category	Type	Occupations	Est. Craft Employees	Curriculum	NCCER	Grade	ENR
1	In Process	Self-Performing GC	Industrial	Multiple Occupations	2500 - 5000	NCCER	ATS/AAC/Crane End.	---	Yes
2	In Process	Self-Performing GC	Industrial, Energy, Other	Multiple Occupations	< 1000	NCCER	ATS/AAC/Crane End.	---	Yes
3	Pre-Audit Complete	Self-Performing GC	Other	Multiple Occupations	< 1000	NCCER	ATS/AAC	A (90-100%)	---
4	Audit Complete	Self-Performing GC	Commercial	HVAC	< 1000	JATC	N/A	B (80-89%)	---
5	In Process	Self-Performing Sub-Contractor	Commercial	Electricians	< 1000	NCCER	N/A	---	---
6	Pre-Pilot	Self-Performing GC	Industrial	Multiple Occupations	< 1000	NCCER	ATS/AAC	B (80-89%)	Yes
7	Submitted	Self-Performing Sub-Contractor	Industrial	Multiple Occupations	< 1000	JATC	N/A	C (70-79%)	---
8	In Process	Self-Performing Sub-Contractor	Commercial	Carpenters	< 1000	Other	N/A	---	---
9	In Process	Self-Performing Sub-Contractor	Commercial	Multiple Occupations	< 1000	Other	N/A	C (70-79%)	---
10	Pre-Audit Complete	Self-Performing Sub-Contractor	Commercial	Sheet Metal Workers	< 1000	JATC	N/A	C (70-79%)	---
11	In Process	Self-Performing Sub-Contractor	Commercial	Electricians	< 1000	JATC	N/A	---	---
12	Pre-Pilot	Self-Performing Sub-Contractor	Industrial	Multiple Occupations	1000 - 2500	NCCER	ATS/AAC	B (80-89%)	---
13	Pre-Audit Complete	Self-Performing GC	Industrial	Multiple Occupations	1000 - 2500	NCCER	N/A	B (80-89%)	Yes
14	In Process	Self-Performing GC	Industrial	Multiple Occupations	> 5000	NCCER	ATS/AAC/Crane End.	---	Yes
15	Pre-Audit Complete	Self-Performing GC	Industrial	Multiple Occupations	2500 - 5000	NCCER	ATS/AAC	A (90-100%)	Yes
16	In Process	Self-Performing Sub-Contractor	Commercial	Multiple Occupations	< 1000	NCCER	N/A	---	---
17	Submitted	Self-Performing Sub-Contractor	Commercial	Drywall	1000 - 2500	NCCER	ATS/AAC	A (90-100%)	---
18	In Process	Self-Performing GC	Industrial	Multiple Occupations	< 1000	NCCER	ATS	---	---
19	In Process	Self-Performing Sub-Contractor	Energy	Multiple Occupations	2500 - 5000	NCCER	N/A	---	---
20	Pre-Pilot	Self-Performing GC	Other	Multiple Occupations	1000 - 2500	NCCER	ATS/AAC	A (90-100%)	Yes
21	In Process	Self-Performing GC	Industrial	Multiple Occupations	2500 - 5000	NCCER	ATS/AAC	---	---
22	Pre-Pilot	Self-Performing GC	Industrial	Multiple Occupations	2500 - 5000	NCCER	ATS/AAC	B (80-89%)	Yes

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## CWDA Pilot Status

- Nearly **50 Contractors** contacted for the Pilot.
- 10 – Contractors determining who will lead this project internally
- 10 – In process of sending information to recent volunteers
- 6 – Declined to Participate in the Process.

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## CWDA Pilot Summary

NCCER	#
ATS	3
ATS/AAC	14
ATS/AAC/Crane End.	3
N/A	14
<b>Grand Total</b>	<b>34</b>

Category	#
Owner	4
Self-Performing General Contractor	18
Self-Performing Sub-Contractor	12
<b>Grand Total</b>	<b>34</b>

Type	#
Commercial	11
Industrial	14
Industrial, Energy, Other	6
Other	4
<b>Grand Total</b>	<b>34</b>

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## CWDA Pilot Summary

Curriculum	#
JATC	5
NCCER	25
Other	4
<b>Grand Total</b>	<b>34</b>

Labor	#
Both	4
Merit	25
Union	5
<b>Grand Total</b>	<b>34</b>

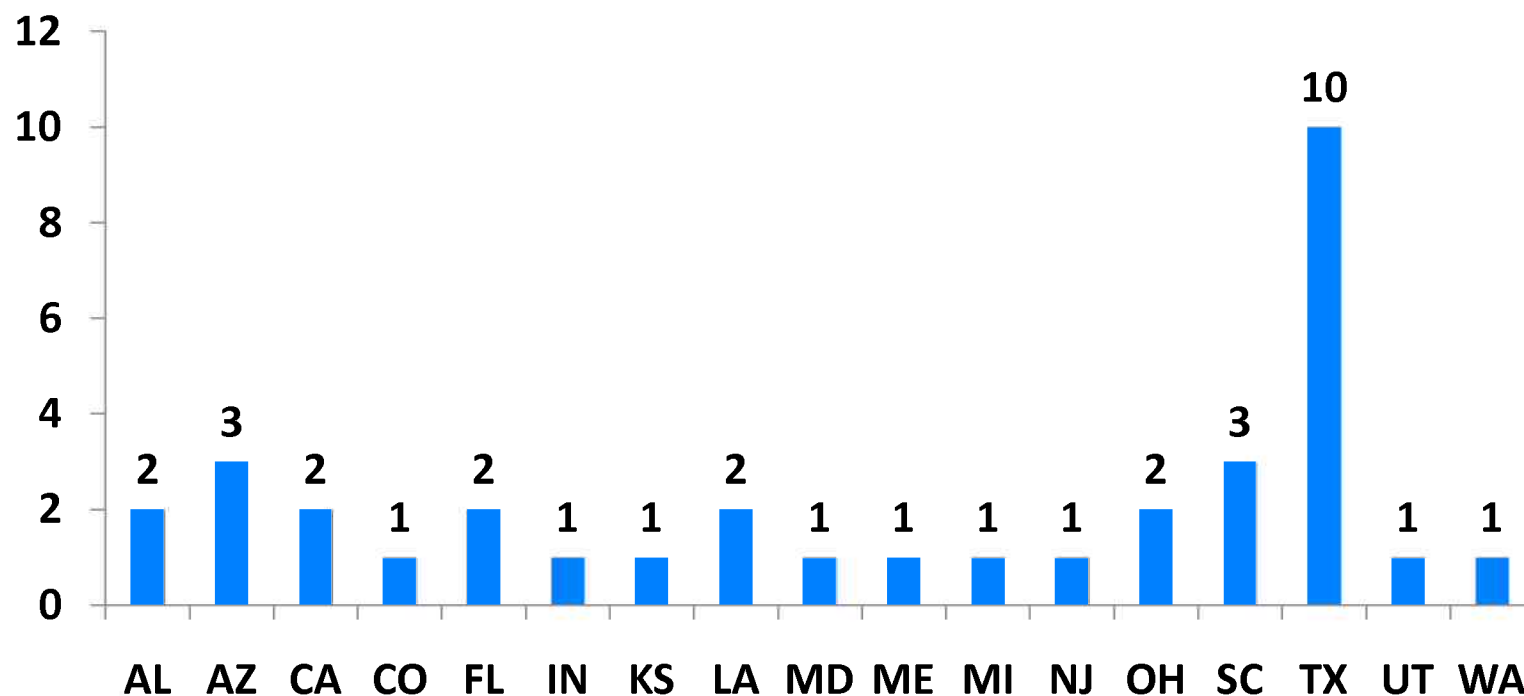
Grade	#
A (90-100%)	4
B (80-89%)	5
C (70-79%)	3
<b>Grand Total</b>	<b>12</b>

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## CWDA Pilot Summary—Geographic Spread

Participants by State



Education  
Session



# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

Handout with  
sample questions



The Owners Voice to the Construction Industry  
**CONSTRUCTION USERS ROUNDTABLE**

CURT's Workforce Development Committee  
and its Metrics Subcommittee  
present the

## Contractor's Workforce Development Assessment Handout for AGC of America TED Forum

As owners recognized the importance of safety and held their contractors to high standards of safety performance, industry-wide safety performance improved. Today, a strong safety program is essential for contractors. Similarly, owners and contractors understand that a qualified workforce is critically important to a safe, productive, on-time, and on-budget project. They also understand that the competence and quality of a contractor's workforce is the direct result of the contractor's commitment to workforce development.

Under the guidance of the CURT Workforce Development Committee, the Metric Subcommittee created the Contractor's Workforce Development Assessment to evaluate and provide a qualitative metric that would fairly and consistently represent a contractor's commitment to workforce development. This tool is intended for use by owners and contractors in the pre-qualification phase of the contractor and subcontractor selection process. The goal of the pilot is to ensure the assessment provides a metric that accurately portrays a contractor's commitment to workforce development.

To participate in the CWDA Pilot please contact: Rachel Rounsaville at 1.888.622.3720 or rounsaville@nccer.org

**Please Note:** All information submitted during the Contractor Workforce Development Assessment (CWDA) pilot is considered confidential. Only essential personnel will have access to the identification information or performance data given in the assessment. Data collected throughout the Pilot process may be used in summary form in presentations and/or promotion(s) of the CWDA, however, identification of individual or company respondents will remain strictly confidential.

*Note: This is a sample of the questions from the CWDA, not the actual assessment.*

# Contractor's Workforce Development Assessment

*A Workforce Development commitment & quality Metric!*

## Progress Update/Path Forward

### What We Learned from Pre-Pilot

- Process is effective, feedback was positive
- Desktop audit confirmed as best method for verification
- Project data difficult to collect, more time needed
- Some questions may be combined to shorten the assessment
- Clarification needed on some terms and numbers requested
- On average, Pre-Pilot participants scored the upper 80's to low 90s — B+ to A

### Pilot Plan—CWDA Pilot and Validation

- 30 to 50 contractors in process of completing Pilot
  - Process longer than anticipated
  - Helped them reevaluate their program and made them better
- Analyze results and Make adjustments to CWDA
- Prepare for implementation



# CURT Recommendation

## Confronting the Skilled Construction Workforce Shortage

“Owners should require contractors to invest in training and maintain the skills of their workforce as a condition of employment.”

“Individual contractors must recognize the necessity and benefits of training their employees and be willing to invest in it . . .”

### **CWDA Value Proposition to the Industry**

- An “Owners” means of establishing performance expectations
- The “Contractors “ opportunity to demonstrate superiority
- The “Individual’s” ability to identify a preferred employment opportunity



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# Innovative Solutions

*The “Next Decade” of Workforce Development*

**Recruitment: The Grass Roots Approach through  
the Choose Construction Initiative, (CCI)**

**Labor Supply/Demand Forecasting  
and Workforce Development**

**Steve Greene**

Vice President, NCCER

# They Will Be Recruited!

## Aerospace

- 60% of workers are age 45 or older
- In 2008, 27% of workforce qualified for retirement

## Healthcare & Medical

- 40% of workforce will be >50 yrs old in 2010
- Industry predicts:
  - 20% shortage of workers in 2015
  - 29% shortage of workers in 2020

## Manufacturing

- Nearly 14 million employees
- More than 80 % of employers report an overall shortage of qualified employees
- 46 % of small and medium employers report that “finding qualified employees” is one of the most serious problems facing their company



*CCI is a collaborative grassroots approach to construction workforce forecasting and development that will include recruitment, training, placement, retention and image enhancement strategies.*

The ultimate goal of the initiative is to lead new potential construction industry candidates as well as incumbent workers to opportunities for job-placement, advanced education and training and ultimately long-term rewarding careers in the construction industry.



CCI SUPPORTERS



A consortium lead by NCCER and the *Construction Workforce Development Center* (CWDC), a CURT affiliate organization. CCI is endorsed and supported by CURT, AGC, and ABC. Initiative components Include:

## **Supply/Demand Labor Forecasting**

CWDC working with consortium partners, will develop and implement a reliable, secure online tracking system to assist with project planning, timely creation and execution of recruiting & training strategies and more effective deployment of training funds.

## **Workforce Development (Recruitment, Training, Placement, Retention and Image Enhancement)**

NCCER working with consortium partners, will develop, implement and lead a grassroots recruitment/workforce development effort that enhances the image of the industry as we attract and train new workers.



Labor Supply/Demand Forecasting Model



# ***Supply/Demand Forecasting Model***

***Web-Based Labor Market Information***

Construction Workforce Development Center

In association with:



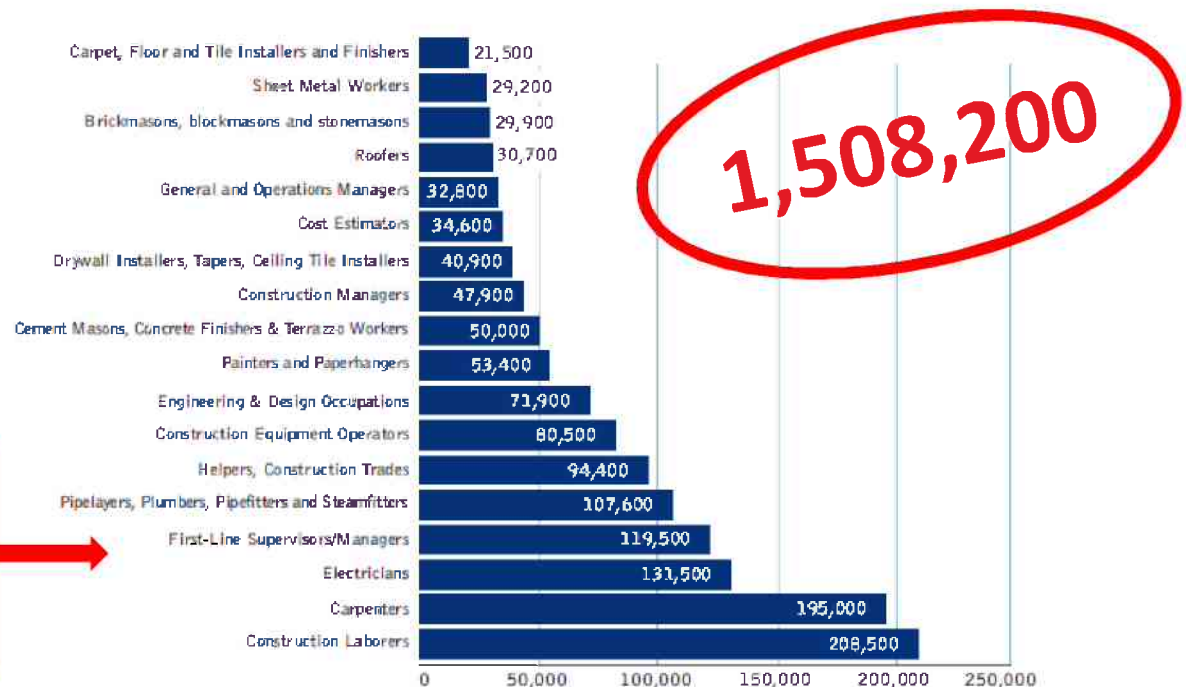
**[www.cwdcforecasting.com](http://www.cwdcforecasting.com)**

# What is the challenge?

One of the biggest challenges facing owners, contractors and labor groups is whether there are a sufficient number of skilled construction workers in the right place at the right time to meet demand. This impacts the project(s):

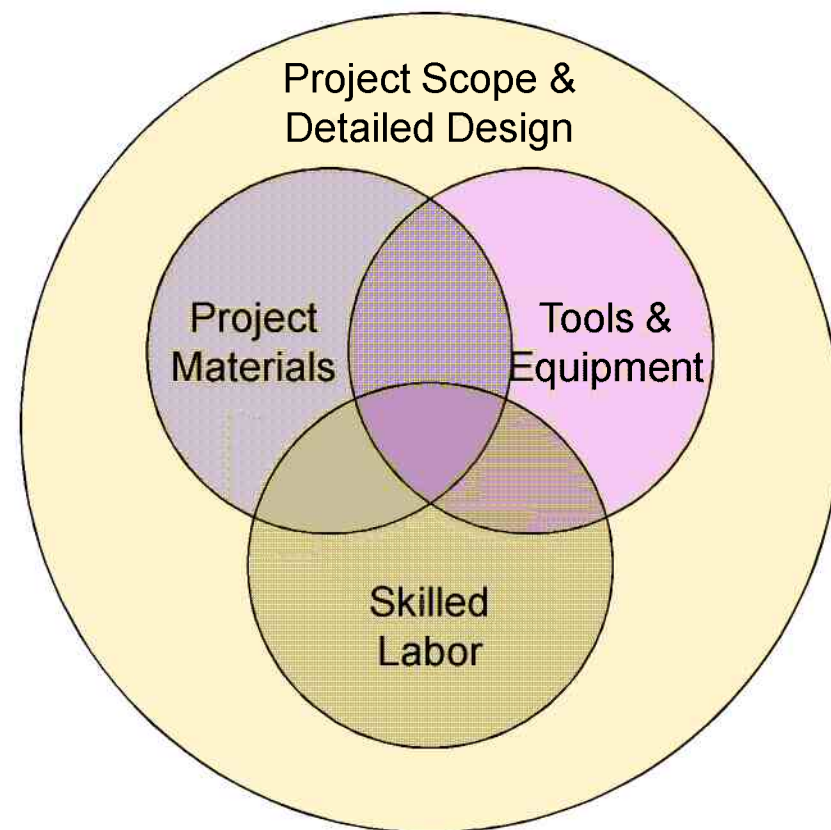
- Costs
- Schedule
- Productivity
- Safety
- Training

**Forecast change in full-time employment demand  
2014 vs. 2010**



## Needed for Successful Project Execution...

1. Well-defined project scope
2. Materials required for construction
3. Equipment, tools and facilities
4. Skilled construction workers







## Labor Supply/Demand Forecasting Model

Introducing the only

**industry-driven,**

**project-based,**

**national forecast of**

craft labor supply and demand

**[www.cwdcforecasting.com](http://www.cwdcforecasting.com)**

# The CWDC Forecasting Model is the ONLY tool that:

- ✓ Collects project demand data directly from Owners
- ✓ Collects labor supply data directly from Contractors
- ✓ Translates that data into headcount by craft
- ✓ Requires data validation/updating every 90 days
- ✓ Employs algorithms to forecast craft labor need
- ✓ Enables industry stakeholders to effectively plan

# How does the industry benefit?

- Reliable tracking system to assist with project planning
- Timely data for recruiting & training strategies and more effective deployment of training funds
- Detailed supply/demand information to improve profits and productivity
- Easy online access to input data and generate reports
- Secure interface & complete data confidentiality
- Common methodology...better data



- ❖ Join now
- ❖ Easy to Use
- ❖ Confidential
- ❖ Reliable
- ❖ Real-time

[www.cwdcforecasting.com](http://www.cwdcforecasting.com)

# CCI Workforce Development Objectives

- Leverage nationally developed themes, collateral, resources and programs at the State and local level to promote and market the construction industry as a desirable and rewarding career of choice.

Recruitment targets include:

- Entry-level
  - w/o Fundamental Skills
  - w/ National Career Readiness Certificate (NCRC)
  - w/ NCRC & some skills from High School
- Incumbent and Non-Entry Level
  - Displaced & under-employed
  - Under-skilled and/or Uncertified
- Pilot CCI themes, collateral, resources and programs nationally so that proven implementation guidelines and best practices can be developed for use in state and local programs.



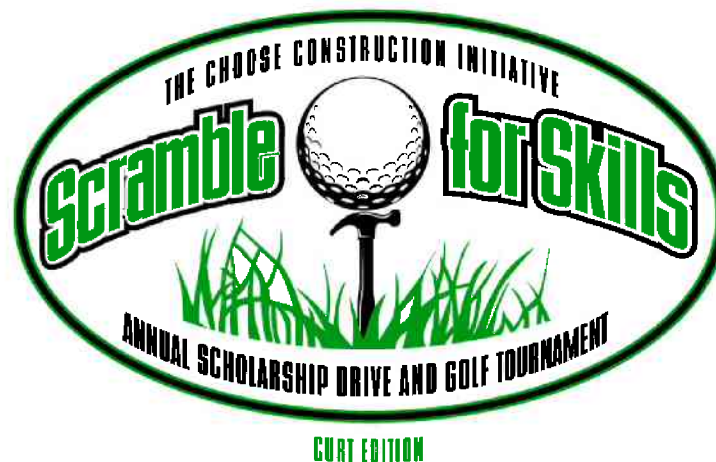
# CCI Workforce Development Objectives

- Use recognized and approved training, assessment and certification programs with proven experience.
- Engage **construction users** to require, to the extent possible, that they:
  - Support CCI and supply workforce data to the forecasting service
  - Only hire contractors that actively engage in workforce development
- Engage **contractors** to require, to the extent possible, that they:
  - support CCI and supplying workforce data to the forecasting service
  - support the state and/or local recruitment and training entity
  - support the recruitment funding
  - hire construction training graduates
  - support career development training for newly hired and incumbent workers

# CCI FUNDING

## Multiple Funding Sources:

- Contributions
  - Cents-Per-Hour
  - One-time, regionally-specific
- Fundraising & Career Recruitment Events
  - Scramble for Skills
  - Motorsports
  - Rodeo
- Association Dues Adder
- Sponsorships
- Grants
  - Government
  - Foundations
- **All Tax Deductible**



# CCI Workforce Development General Guidelines

1. All recruits pass a drug test and a WorkKeys assessment unless they already hold a National Career Readiness Certificate (NCRC)
2. Messages and resource packets targeted for each group (entry level, displaced, incumbent, etc)
3. Targeted recruitment guided by *Supply/Demand Workforce Forecasting System*
4. Leverage national CCI tag line of *Go Build America*.
  - State local programs will be encouraged to leverage the national program (*Go Build Texas, etc. or Go Build Houston, Baton Rouge, etc.*)



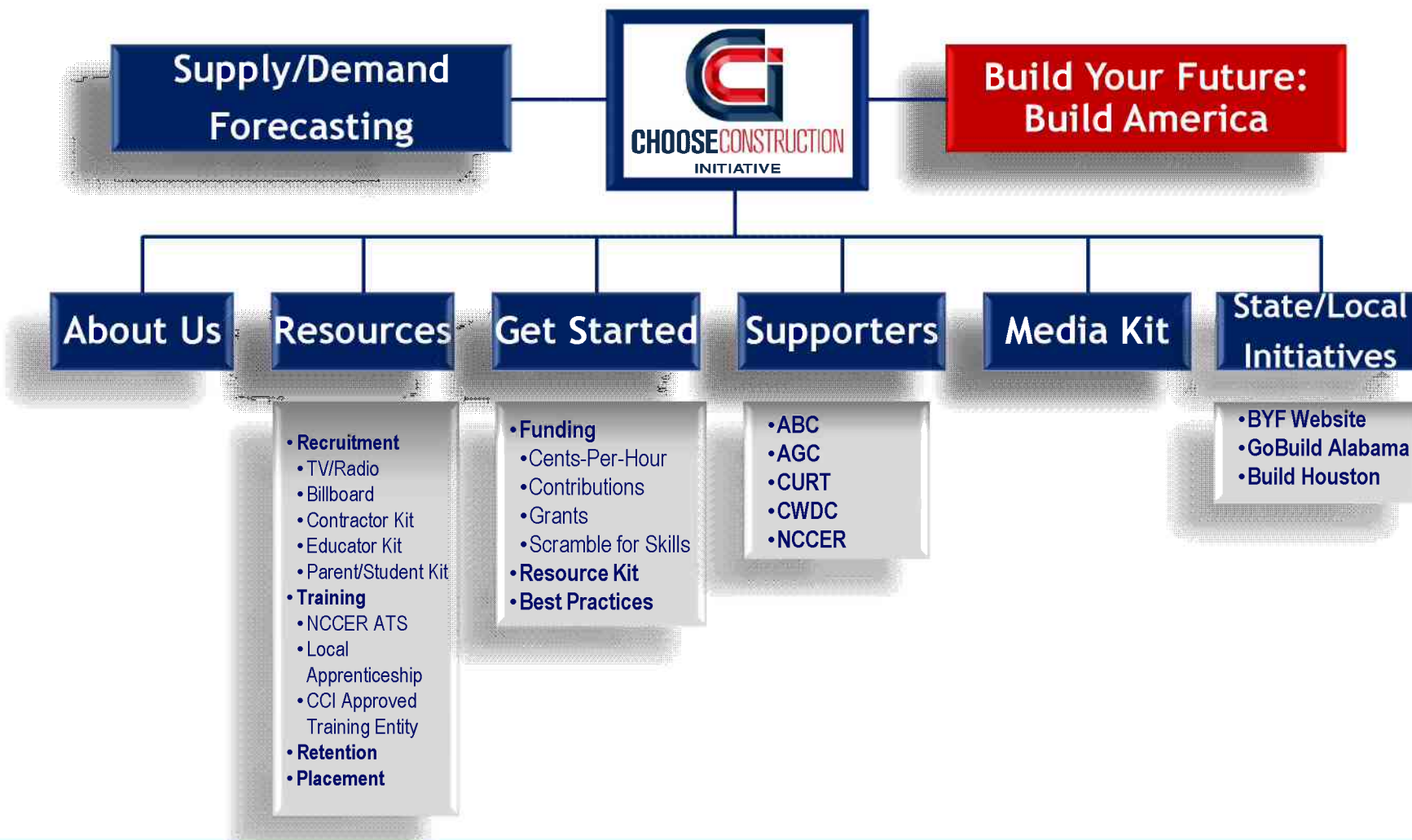
# CCI Workforce Development General Guidelines

5. Recruitment resources will include
  - CCI Website
  - A national video customizable for state and local efforts
  - Partner links from the CCI site, such as AGC
  - NCCER Career Site and job board linked to CCI site
  - “One-stop shops” linked to CCI site
  - Radio, TV, bill board and print advertising customizable for the state and local market
  - Best practice guidance—rodeos, career events, NASCAR, fundraisers, etc.
6. Funding through multiple sources including government grants, financial aid, private grants and scholarships, tax credits, contributions and fundraising activities.

# CCI Workforce Development General Guidelines

7. Training will be provided by a CCI-recognized entity(s) Guidelines on qualified training entities will be provided. The programs should include:
  - Workkeys assessments
  - Drug Testing & Background check
  - Entry-level craft training courses
  - Skills upgrade training for displaced, under-employed and under-skilled workers.
  - Craft skills assessments that lead to certification
8. A “best practice” plan for the placement of newly qualified and trained workers be developed by the training entity with CCI:
  - Develop a web-based system for tracking new recruits
  - Evolve a national placement system that leverages current resources and industry human resources networks

# Web Resources



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# Go Build America

Sample Billboard

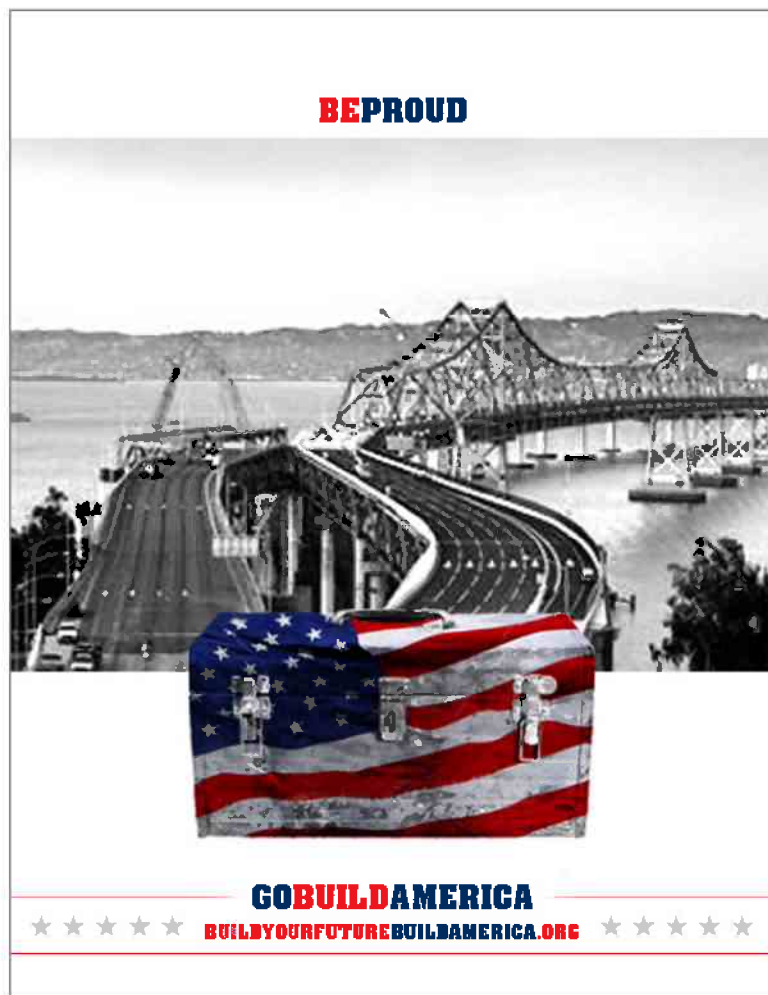
**BEPROUD**

★ ★ **GO BUILD AMERICA** ★ ★

**BUILDYOURFUTUREBUILDAMERICA.ORG**



# Sample National Print Advertisement



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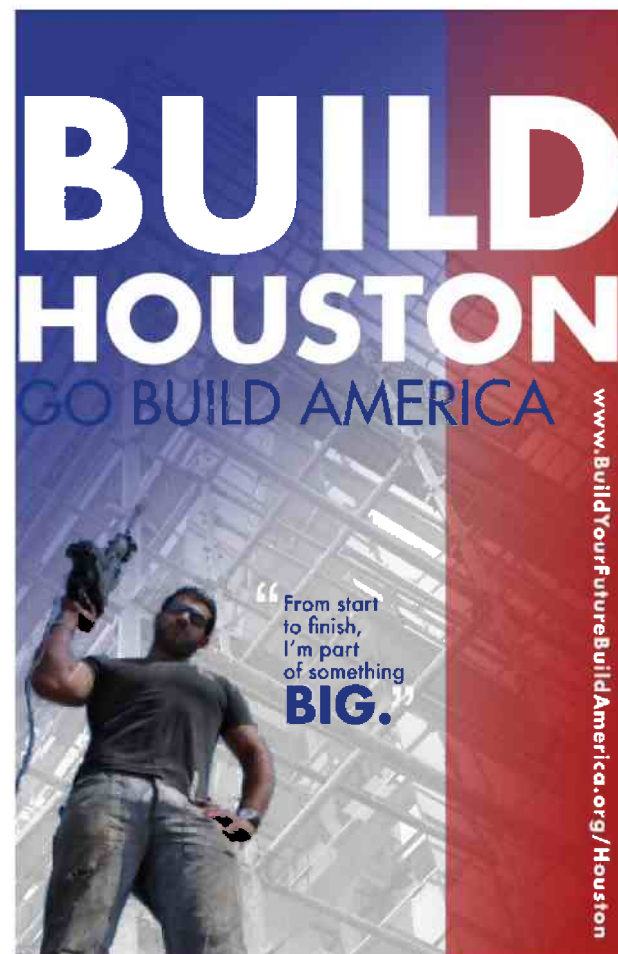
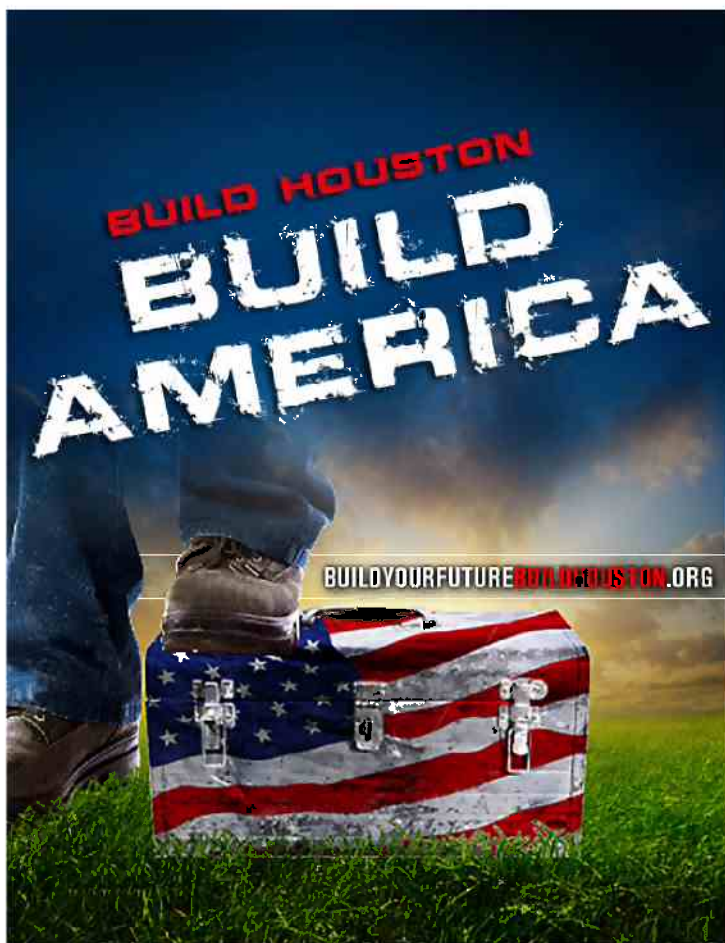
# Sample Local Billboard



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# Sample Print Ad for Local Campaign



# Recent Activities

- Gained access to web site development files
- Held four focus group meetings
- Arranged meeting with key advertising supporter
- Finalizing details for CURT golf tournament (fundraiser) & career event with NASCAR
- Held meetings with Go Build Alabama group
- Working on partnering agreement to leverage IP developed for Alabama to include vendors and spokesperson, Mike Rowe

**BE PREPARED FOR THE UPSWING - GET ON BOARD WITH CCI**



# The Value Proposition !

## Short Term

- Input & Feedback
- Event Support
- Financial Assistance

## Long Term

- “Sustainable” Support
- Ongoing Input & Feedback
  - What’s Working?
  - What’s Not Working?
  - Supportive Legislators
  - Grant Opportunities
- Community Outreach
- Ongoing Funding Support



**THANK YOU YOUR TIME TODAY!**

# ***QUESTIONS?***

**Innovative Approaches to Building Tomorrow's Workforce**



The Owners Voice to the Construction Industry  
**CONSTRUCTION USERS ROUNDTABLE**



**March 22, 2011  
Las Vegas, NV**