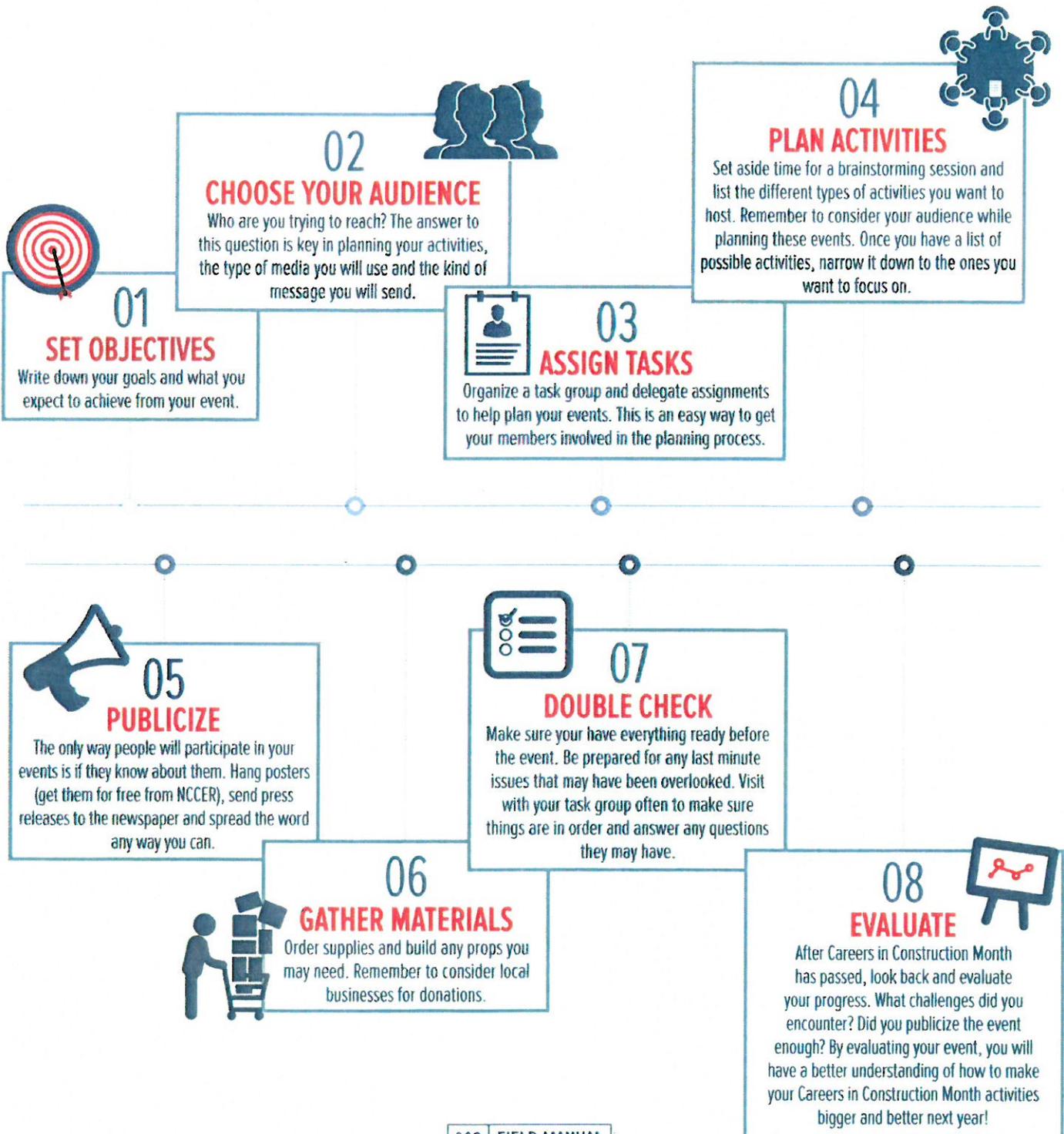


003

SUGGESTIONS

DEVELOP A PLAN

Careers in Construction Month is your chance to shine a light on your community, company, school or association. Use these steps to develop your own plan for this exciting event.



**WALK AND LEARN**

Coordinate a walk to school to get kids thinking about the built environment. Explain the different types of jobs that are involved in building, what they see and how it affects their lives.

**BARGAIN SHOPPING**

Host a booth or event at a local shopping center. Colleges and contractors have successfully recruited young people into the industry through shopping malls.

**INSPIRATION**

For more inspiration,

look into the following programs:

- National Association for Women in Construction Building Blocks program (nawic.org)
- The Associated General Contractors of America (AGC) Buildup Program (constructmyfuture.org)

**OPEN UP YOUR SITE**

Ask a local construction site to host a field trip. Arrange for students to tour the site and see the vast opportunities careers in construction can provide.

**BUILD A RESUME**

Have a resume building session. Give interview and resume tips. Students can look for careers and post resumes on BYF.org.

**PARENT NIGHT**

Host a night for parents to explore the opportunities available to students in the construction industry. Invite local craft professionals to discuss opportunities.

**HUNT FOR KNOWLEDGE**

Organize a construction treasure hunt. Create a prearranged course around the school or community, and have students search for answers to questions about the built environment. Ask local industry professionals to donate prizes.

005	SUGGESTIONS
	APPRECIATION DAYS

OCTOBER IS NATIONAL CAREERS IN CONSTRUCTION MONTH.

During Careers in Construction Month, contributions made by educators, students, employers and employees that promote the construction industry are recognized. Careers in Construction Month is also used to increase awareness and foster a positive image about construction careers. Some suggested featured events for Careers in Construction Month are included below.

RECOGNITION DAY

Recognizing employees, employers and educators is an important part of showing appreciation to your local construction workforce. Listed below are suggested activities for showing appreciation during Careers in Construction Month:

- Provide plaques/certificates for instructors, employees and leading employers.
- Provide instructors and/or employees with a personalized hard hat, golf shirt or mug with Build Your Future and company logo.
- Recognize construction educators, employers and outstanding employees in an article to a local newspaper or blog.
- Host a company-wide luncheon or picnic, or take an instructor to lunch.
- Host an appreciation luncheon at the school or chapter for all contractors.
- Recognize an employee of the year (i.e. electrician, carpenter or project manager of the year).
- Recognize a local or state "construction educator of the year" or "employer of the year."
- Organize a local panel of industry employers to answer students' questions.
- Place informative tabletop displays about the construction industry in lunchrooms and libraries.
- Have career speakers present to students during classes.
- Provide company shirts to selected students during the broadcast.
- Distribute "construction employee appreciation" T-shirts or hard hat decals.
- Provide appreciation-themed T-shirts, mugs, key chains, etc. to students.
- Offer equipment displays and demonstrations (with a heavy equipment presentation).
- Host a construction career fair with a power tool contest, nail-driving contest, etc.
- Pass out a package for each student that includes a BYF DVD, career path and potential earnings (contact Build Your Future).
- Provide lapel pins or decals to employers with the chapter or school logo/mascot.

JOB SHADOW DAY

In order for the construction industry to meet the workforce demand, it is imperative that educators and employers reach out to the next generation of craft professionals—students. It is through industry and education partnerships that students can get first-hand work experience. Here are some ideas on helping prepare students for their first job:

- Host a job shadow day.
- Prepare students for a job interview by hosting mock interview stations.
- Build a resume and post it on the Build Your Future Career Center.
- Arrange for presentations at a local community college or technical school.
- Provide T-shirts, mugs, carpenter pencils, etc. for students.

For more information, please call 888.622.3720 or email marketing@nccer.org. You may also visit byf.org for more information

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SUGGESTIONS

TIPS TO MAKE IT HAPPEN



Promote a positive and realistic image of the construction industry by sponsoring career fairs and seminars, or sponsor a tour of your community to get a close-up view of current construction projects.



Work with schools and local businesses to set up special displays for Careers in Construction Month using promotional posters or banners.



Purchase promotional items for Careers in Construction Month (i.e. T-shirts, pins, mugs).



Ask local television reporters to air stories about construction careers during the month of October.



Sponsor a community-wide event such as a contest for students. Have students describe their favorite trade or a family member involved in construction. All contest participants' projects could then be displayed in local schools, business, etc.



Ask local companies and schools to sponsor a career fair.



Advertise online through social media and community event boards.



Invite a politician to accompany a craft professional at his or her project for the day. The growth, shortages and training of the industry remains an important issue to voters.



Honor craft professionals for their hard work, commitment to the profession and/or for the projects that make the city stand out.



Bring construction into the classroom. Form partnerships with local schools or contractors and host an event in the classroom.



Visit BYF.org to download posters and other promotional materials for free.

SAMPLE

JOB SHADOW AGENDA

Agenda for Job Shadow Day

- 9:30** Welcome and company overview
Welcome by CEO - include why your company is participating
Show company video or give oral presentation about the company
Company mission
Company purpose
Office tour
- 10:30** Discussion of company departments
Two-five minute overview by each department representative
Include a short break
- 11:30** Student shadows a staff member
Suggested activities:
Review student's resume
Discuss the day's expectations
Demonstrate daily work activities
Have student participate in daily activities
Student interviews staff member
- 12:15** Lunch
- 1:00** Resume daily activities
- 2:00** Wrap up with students
- 2:15** Students depart

SAMPLE

FIELD TRIP ANNOUNCEMENT

Extra-Curricular Field Trip Approval Form

Dear Parents,

A field trip to _____ has been scheduled for _____ by your child's teacher and principal. The trip will be made by a school bus leaving the school at _____ a.m. and returning at _____ p.m.

A teacher/sponsor will accompany this group and will work with the students to accomplish the educational objectives of this trip.

If you wish your child to participate in this important field trip, it is required that you complete and sign the bottom part of the form and return it to the teacher/sponsor the following school day.

Lunch will be provided.

This form **MUST** be signed and returned. Parent approval may **NOT** be obtained by telephone.

Sponsoring Teacher/Principal

This is to certify that _____ has my permission to go on the field trip listed with this group.

In case of emergency I may be reached at _____ or _____
home phone work phone

Signature

Date

SAMPLE

WORKPLACE VISIT

(Insert Company Logo)

Name of School:

Teacher Representative:

School Address:

Contact Number:

E-mail:

Group wanting a workplace visit: (i.e.: 9th grade shop class)

Number of students attending:

All students have parental permission: (circle one) Yes No

Preferred date(s) to visit:

Type of visit preferred: (circle your choice) Site Office Either

Any other kind of support you would like from a construction industry partner if a workplace visit cannot be arranged during National Careers in Construction Month:

SAMPLE

WORKPLACE VISIT AGENDA

Agenda for (Company Name)

Date

1. Six stations will be set up in advance of student arrival.

- Skid loader/Bob Cat station
- Backhoe station one
- Backhoe station two
- Excavator station
- Surveying station
- Construction Overview Station—Video and sample of NCCER Contren® Core training program.

2. Students arrive at 9:00 a.m. and meet in training center

- Divide the students into six even groups
- Give each group their hats
- Give an overview of the day and explain procedure of events-short film
- Group leaders will take groups to their first event
- Groups will begin when air horn sounds

3. Students will spend 50 minutes at each station

- Group leaders will have 5-10 minutes for group overview
- Each student should have five minutes on equipment
- Each station will keep track of times and details of participants

4. After three rotations there will be 30 minutes for pizza and soda

5. After lunch finish last three rotations

6. Closing session

Students leave at 2:15 p.m.