

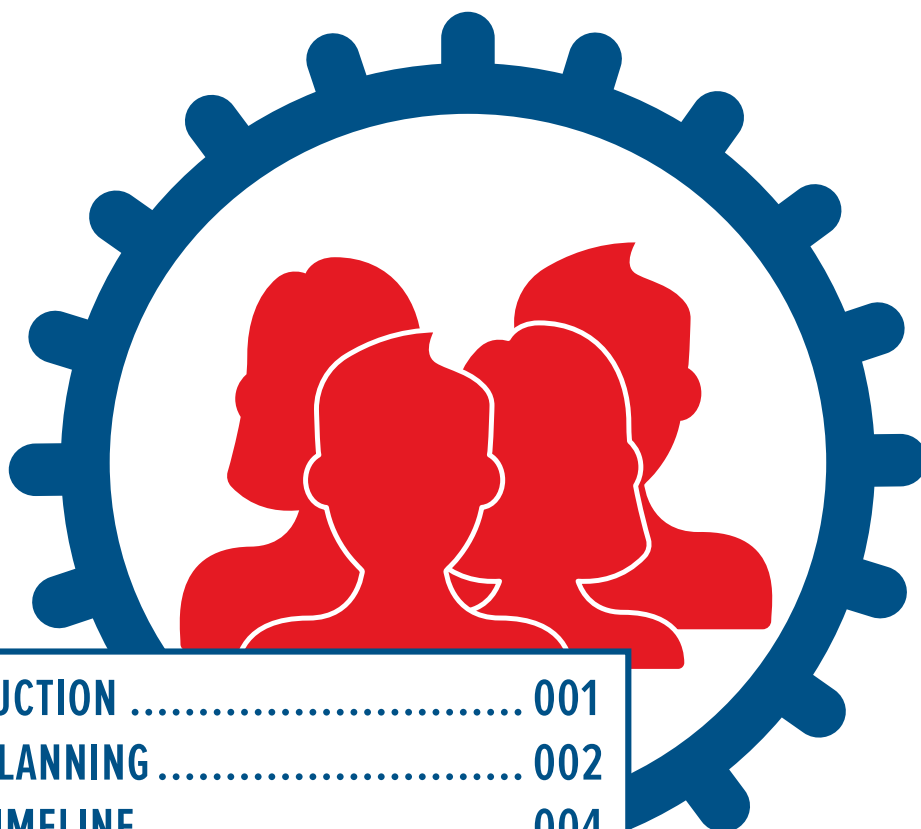
CAREERS IN CONSTRUCTION MONTH

HOW TO PLAN A CAREER DAY

YOUR OFFICIAL GUIDE TO PLANNING A SUCCESSFUL CAREER DAY



FOR MORE INFORMATION, VISIT BYF.ORG.



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Do construction career events work? **Yes!** Check out the results that Build Your Future (BYF) has gathered during recent interactive regional career days:

- **55% viewed** construction careers more favorable after the event
- **85% were** more interested after learning about careers in construction
- **72% agreed** that construction can offer huge earning potential
- **23% would** like to pursue a career in construction after attending the event

As shown, these events are an effective way to get students interested in careers in construction. BYF has created this packet to provide guidance on how to plan, organize and execute a construction career day. If you would like more information regarding BYF or need assistance with starting your own career day, please contact marketing@nccer.org or 888.622.3720.

BYF would like to thank all those who have shared their ideas and provided samples within the packet.* A special thanks goes out to Jane Hanna and Lori Purviance at Construction Education Foundation (CEF) of North Texas for being the first to pilot this recruitment day format in 2011.

*This is a compilation of samples that have been used at a variety of career days. Dates, locations and times would need to be customized to fit your event.

002

EVENT PLANNING

INITIAL STRATEGIC PLANNING MEETING

PURPOSE OF THE MEETING: To identify the essential elements necessary to produce the event.

Note: It is recommended that strategic planning take place as early as possible.

WHO'S IN THE MEETING?

- **Committee members:**
 - School districts (district region directors, counselors and teachers)
 - Construction industry members
- **Stakeholders:**
 - Event committee
 - Associations
 - Partners
 - Industry trade councils/advisory councils
 - Volunteers
 - Sponsors
 - Vendors

ESSENTIAL MEETING TOPICS

- **Logistics:**
 - Location
 - Transportation needs
 - Size of event
 - Date of event
 - Preliminary budget

EVENT FUNDING

- **Exhibitors / Sponsors**
- **Donations:**
 - Giveaways (t-shirts, hard hats, safety glasses, craft trading cards or other items)
 - Monetary contributions
 - Door prizes
- **Budget:**
 - Determine line items
 - Estimate cost per line
 - Determine sponsorships needed

SAMPLE BUDGET

Career Day Event Budget

Item	Description	Quantity	Unit Cost	Total Cost	Donated	In Kind	Actual
Tent	60 x 100	1	\$7,500.00	\$7,500.00			\$8,295.88
Chairs	Plastic	400	\$0.00	\$0.00	included in tent		
Lunch	Boxed	850	\$5.00	\$4,250.00			\$4,475.00
Drinks	Water	1200	\$1,000.00	\$1,000.00	\$700.00		\$300.00
Ice	Ice	1000	\$1.00	\$1,000.00			\$389.70
T-shirts	Students	700	\$5.00	\$3,500.00			\$3,738.88
Vest	Volunteers	100	\$14.00	\$1,400.00	\$1,400.00		\$0.00
Bags	For students	600	\$0.45	\$270.00			\$512.63
Poncho	For students	600	\$1.00	\$600.00			\$0.00
Goody bag items	pins, rulers, wrist band, hand sanitizer, etc	600	\$5.00	\$3,000.00			\$884.55
PPE	Hard hats	700	\$5.00	\$3,500.00	\$3,500.00		
	Safety glasses - Fastenal donated half	700		\$396.00	\$396.00		\$396.00
Security	traffic, parking, etc	0		\$0.00			
EMT	emergency needs	0		\$0.00			
Insurance	umbrella, liability	1	\$500.00	\$500.00			
Printing	banners, signs, etc	1	\$2,000.00	\$2,000.00			\$1,281.45
Stage	for tent	1	\$500.00	\$500.00			
Sound System	for tent	1	\$500.00	\$500.00			\$600.00
Power	demos in parking	1	\$500.00	\$500.00			
Consumables	craft activities	1	\$500.00	\$500.00			
Misc	VIP food, deco,	1	\$500.00	\$500.00			\$376.50
Porta-Potties		4	\$50.00	\$200.00	\$200.00		
Exhibitor Area	table skirts, cloths, velcro clips	1	\$0.00	\$0.00			\$940.15
Volunteer dinner		150	\$10.00	\$1,500.00			\$784.85
Videographer		1		\$1,500.00			\$1,499.02
TOTAL				\$34,220.00	\$6,196.00		
Final Budget				\$28,024.00			\$24,474.61

Career Day Event Budget

004

EVENT PLANNING

EVENT TIMELINE

12 TO 9 MONTHS TO EVENT

- ☐ **Select:**
 - Event location
 - Committee members and leadership team
- ☐ **Finalize:**
 - Date of event and announce date to committee
 - Attendance and size of the event
 - Desired sponsors and number of exhibitors
- ☐ **Determine:**
 - Insurance or liability needs
 - Need for a craft competition event
 - Budget for the event
- ☐ **Schedule:**
 - Meeting with school districts and/or directors
 - Guest speaker (if applicable)

9 TO 6 MONTHS TO EVENT

- ☐ **Meet:**
 - Monthly with event committee members
 - Local or national media and appoint a media liaison
- ☐ **Create informational forms and fliers:**
 - Exhibitors
 - Sponsorships
 - School participation
 - Parent/guardian permission
 - Volunteers
 - Save the date fliers
 - Student survey for career day metrics

6 TO 3 MONTHS TO EVENT

☐ Design:

- Draft a layout of outside grounds, parking lot and exhibitor hall
- Determine flow of students
- Schedule lunch (if applicable)
- Identify volunteers job description and placement
- Coordinate safety and emergency plan

CRAFT CHAMPIONSHIP (IF APPLICABLE)

**Utilize local industry trade and advisory councils for coordinating the competition.*

☐ Determine:

- Criteria for competitors
- Tools and equipment needed

☐ Select:

- Craft and safety judges
- Competitors with permission from employers to compete and miss work
- Awards (cash, trophy, tools or other prizes)

☐ Develop:

- Hands-on projects for each competition

☐ Seek:

- Donations from craft-specific vendors
- Offer opportunities to these vendors for donating (hang a banner or have a booth)

3 TO 1 MONTH(S) TO EVENT

☐ Confirm and secure:

- Amount of:
 - Exhibitors, sponsorships and vendors
 - Students attending
 - Volunteers and safety vests
 - Event staff with assignments
 - Goodie bag giveaways
 - Food, water and ice
- Rental contract
- Transportation costs for students
- City and/or fire permits
- Police and/or emergency coverage
- Sponsor and vendor logos for banners/signage
- Speakers and introductions

WEEK OF EVENT

☐ Schedule

- Final prep meeting with event committee
- Informational meeting with local sponsors and industry representatives
- Mandatory dinner and walk thru for volunteers after set-up has occurred

☐ Confirm

- Exhibitor and vendor attendance with set-up time
- Number of volunteers with job assignments
- Number of students and assign color-coded groups
- Finalize itinerary for each color-coded group

☐ Revise and finalize

- Event layout and map
- Handouts for volunteers (instructions, assignment descriptions and scripts)

☐ Create

- Event staff, exhibitors, judges, volunteers, media and industry guest badges
- Sign-in sheet for all attendees
- Assign volunteers to positions and greeting stations

☐ Assemble goody bags

☐ Order:

- Lunches
- Water
- Ice

☐ Label safety zones where attendees are required to wear personal protective equipment

☐ Plan and set-up a hospitality room

DAY OF EVENT

☐ Morning

- Event staff, volunteers, vendors, exhibitors and security should arrive an hour early
- Distribute presentation invitation for craft competition (if applicable)
- Allow vendors to finish setting up
- Give final instructions to volunteers
- Notify event staff if there are changes in number of schools attending

☐ Afternoon and event wrap-up

- Allow vendors to breakdown
- Hand out awards to competitors (if applicable)
- Ask volunteers to stay and help clean up
- Make sure to talk with participants to plan for next years event
- Take notes about how the career day went to prepare for planning the next event

SAMPLE

SAVE THE DATE

Please note, all sample items contain example dates, contact information and logos.

SAVE THE DATE

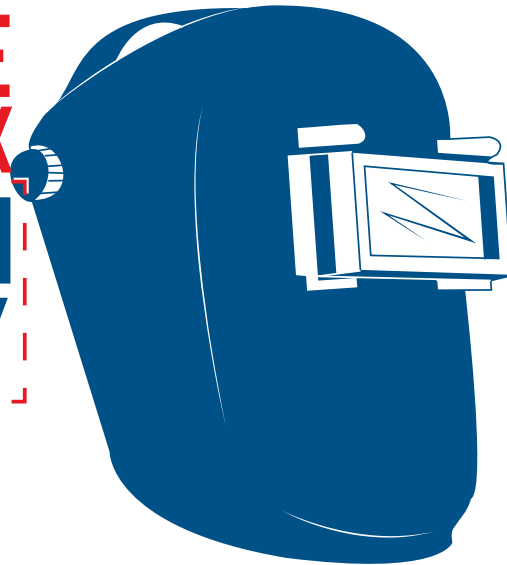
APRIL 10TH, 20XX

CONSTRUCTION CAREER DAY

at the Freeman Coliseum Expo Hall in San Antonio, TX

ACTIVITIES INCLUDE

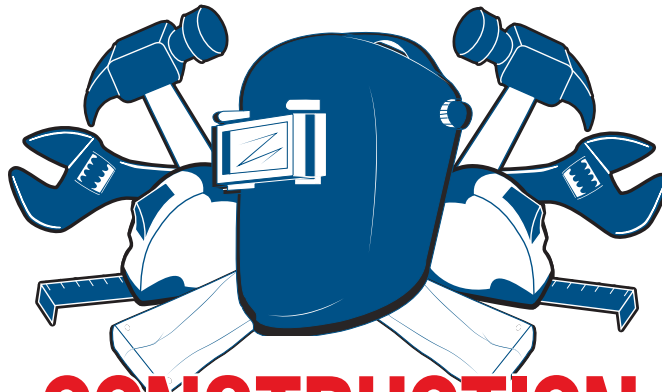
- Hands-on activities and demonstrations
- Construction Career Booths
- Special Guest Speaker



 /BYFCAMPAIGN  @DISCOVERBYF  @BUILDYOURFUTURE  BYF.ORG

SAMPLE

EVENT NOTICE



CONSTRUCTION CAREER DAY

8.20.20XX • 9AM-12PM • Kingsport, TN
Kingsport Center for Higher Education

FORGET DIGGING DITCHES.

Construction Careers in today's market are all about high-tech, high-stakes, huge earning potential and the opportunity to travel the world. This event is organized to introduce students to these exciting opportunities in our industry. Don't miss out!

ACTIVITIES

- Employers
- Domtar Trade Show
- Tennessee Career Coach
- Guest Speaker:
David Starr, NASCAR

DID YOU KNOW?

- 1.5 million new craft professionals are needed by 2023.
- 27% of people with post-secondary licenses or certificates earn more than the average bachelor degree recipient.

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SAMPLE

SPONSORSHIP FORM

CONSTRUCTION CAREER DAY

This Construction Career Day at the Freeman Expo Hall has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event. By participating in the Career Day event, companies will be able to access potential new hires, tell students the real story of working in the industry and impact their career paths and futures.

SPONSOR REGISTRATION FORM (PLEASE PRINT)

Event will be held on April 6, 20XX at the Freeman Expo Hall in San Antonio, Texas. Please submit this form no later than November 31, 20XX.

Please fill out the form below to exhibit at this year's event:

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Product or Service: _____

Electricity Needed? _____ No. of Attending Representatives: _____

NOTE: We will supply a covered table, two chairs and a boxed lunch. You will need to provide any extension cords or other booth accessories you may require.

In Collaboration
With:



Sponsorship will also cover local and national competition.

SPONSOR LEVELS

☐ Platinum Partner Package\$5,000

Package includes:

- Individual Banner at event with name, logo and Platinum Sponsor
- 11"x17" Engraved Recognition Plaque
- Individual sponsor Photo in Construction News
- 20'X20' Booth at event with Platinum Sponsor signage
 - ☐ YES, I will be exhibiting
 - ☐ NO, I will not be exhibiting

☐ Gold Partner Package\$3,500

Package includes:

- 8"x10" Engraved Recognition Plaque
- Group sponsor Photo in Construction News
- 20'X20' Booth at event with Gold Sponsor signage
 - ☐ YES, I will be exhibiting
 - ☐ NO, I will not be exhibiting

☐ Silver Partner Package.....\$2,500

Package includes:

- 5"x7" Engraved Recognition Plaque
- Group sponsor Photo in Construction News
- 20'X20' Booth at event with Gold Sponsor signage
 - ☐ YES, I will be exhibiting
 - ☐ NO, I will not be exhibiting

All Sponsorships include:

- Name/Logo and sponsorship level recognition on group signage/banners
- Logo and sponsor level on all advertisements, exhibitor and School Paperwork

PAYMENT INFORMATION (DUE BY JANUARY 15, 20XX)

Please choose your method of payment:

☐ Enclosed is a check for \$ _____ (Make checks payable to TCCI)

☐ Electronic Payment for \$ _____

Please circle one: Visa Mastercard

*Credit card payments will result in a non-refundable processing fee of 2.5%

Credit Card #: _____

Expiration Date: _____

Cardholder's Name: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

X _____
Cardholder's Signature Date

Complete this form and return with payment to:

Texas Construction Career Initiative
Attn: BYF Career Day - Cherie Foerster
4047 Naco Perrin Blvd. suite 202
San Antonio, TX. 78217

The goal of the Build Your Future initiative is to lead new potential construction industry candidates and incumbent workers to opportunities for training, job placement and rewarding careers in the construction industry.

For more information on the *Build Your Future* Career Day, please contact Cherie Foerster at (210)701-1893, fax (210)653-9934 or email info@TXCCI.org.

BUILD YOUR FUTURE | 888.622.3720 | BYF.ORG

SAMPLE

EXHIBITOR FORM

CONSTRUCTION CAREER DAY

This Construction Career Day in San Antonio, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event. By participating in the Career Day event, companies will be able to access potential new hires, tell students the real story of working in the industry and impact their career paths and futures.

EXHIBITOR REGISTRATION FORM (PLEASE PRINT)

Event will be held on April 16, 20XX at the Freeman Coliseum Expo Hall in San Antonio, Texas. **Please submit this form no later than March 11, 20XX.**

Please fill out the form below to exhibit at this year's event:

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Product or Service: _____

Electricity Needed? _____ No. of Attending Representatives: _____

EXHIBITOR LEVELS

☐ Top Out Level.....\$2,000*

☐ YES, I will be exhibiting

☐ NO, I will not be exhibiting

Includes: Exhibit booth, logo displayed on the back of BYF Career Day Student T-shirts and recognition on career day signage

Structural Level \$1,000

☐ YES, I will be exhibiting

☐ NO, I will not be exhibiting

Includes: Exhibit booth, logo displayed on the back of BYF Career Day Student T-shirts.

☐ Foundation Level.....\$500

☐ YES, I will be exhibiting

☐ NO, I will not be exhibiting

Includes: Exhibit booth

☐ Industry Supporter.....\$ _____

LOGO SUBMISSION

To submit your company logo, please contact TCCI 210.701.1893 or info@TXCCI.org. All logos are required to be in a vector format as Adobe Illustrator .ai, .eps, or high resolution Illustrator PDF files.

NOTE: Logo submission deadline is March 11, 20XX

SPONSORED BY:



HOSTED BY:



Please see the back of this form for payment information

BUILD YOUR FUTURE | 888.622.3720 | BYF.ORG

SAMPLE

SCHOOL REGISTRATION FORM

CONSTRUCTION CAREER DAY

IN SUPPORT OF CAREERS IN CONSTRUCTION

This Construction Career Day in San Antonio, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. By participating in the Career Day event, students will be able to experience the real story of working in the construction industry, view hands-on demonstrations, and learn more about a rewarding career path in construction. Teachers are encouraged to sign up as soon as possible due to limited availability.

SCHOOL REGISTRATION FORM (PLEASE PRINT)

The 20XX Construction Career Day will be held on April 9th, 20XX at the Freeman Coliseum Expo Hall in San Antonio, Texas 78219.

Sponsored
by



*example logos

Hosted
by



If your school would like to attend, please fill out the following form:

School: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Time Attending: (circle preference) 9:00 a.m. to 12:00 p.m. 12:00 p.m. to 3:00 p.m.

Note: Time preference may be assigned based on school location.

No. of Students to Attend: _____ No. of Chaperones: _____

(Please provide one chaperone for every ten students.)

Mode of Transportation: _____

(Please indicate how students will be arriving at the event, i.e. bus, car, SUV, etc.)

EMAIL OR FAX COMPLETED FORM TO:

Marek Brothers
Email: stacygunderson@marekbros.com
Fax: 210.657.0022

If you have any questions, please call Stacy Gunderson of Marek Brothers 210.657.4437

ADDITIONAL INFORMATION:

Meals: Lunch and drinks will be provided at the training facility.

Attire: Dress appropriately. Some of the activities will take place outside. Long pants and comfortable shoes are a must. Sandals or open-toed shoes are unacceptable.

**PLEASE RESPOND BY MARCH 19TH, 20XX.
ATTENDANCE IS LIMITED TO 800 STUDENTS.**

Build Your Future | 888.622.3720 | byf.org

SAMPLE

PARENT/GUARDIAN CONSENT FORM

CONSTRUCTION CAREER DAY

IN SUPPORT OF CAREERS IN CONSTRUCTION MONTH

This **Construction Career Day in San Antonio, Texas** has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event. The event will take place on April 10th, 20XX at the Freeman Coliseum Expo Hall in San Antonio, Texas. Space is limited to 800 students.

PARENT/GUARDIAN CONSENT FORM (PLEASE PRINT)

Your son or daughter has been invited to attend the Construction Career Day on April 10th, 20XX, at the Freeman Coliseum Expo Hall, 3201 East Houston St, San Antonio, Texas. He or she will be able to experience hands-on demonstrations of the various crafts in the construction industry. They will explore the exciting opportunities available in the construction field and learn what skills are necessary to enter the various craft areas. They will meet contractors and learn what employers are looking for in new recruits. Lunch and drinks will be provided for students and teachers/chaperones at the training facility. Bus transportation will be provided through the school. In order to participate, this form must be filled out and returned to his or her teacher by March 19th, 20XX.

PERMISSION TO PARTICIPATE IN THE BYF CONSTRUCTION CAREER DAY EVENT

My son/daughter, _____, of _____ school may participate in the Construction Career Day experience, which will take place at the Freeman Coliseum Expo Hall in San Antonio, Texas on April 10th, 20XX.

NOTE: Dress appropriately. Some of the activities will take place outside. Long pants and comfortable walking shoes are a must. **Sandals or open-toed shoes are unacceptable.**

PERMISSION TO TRAVEL TO THE BYF CONSTRUCTION CAREER DAY SITE

I understand that my son/daughter, _____, will travel to the Freeman Coliseum Expo Hall under the supervision of school staff.

PHOTO RELEASE

I understand that the BYF Construction Career Day will attract media coverage. There is a possibility that the students will be photographed during the experience. I grant permission to photograph my son/daughter, _____, for promotional and educational purposes. I further understand that the photographs become the property of NCCER/BYF and may be published in educational textbooks, supplemental products and related advertising material.

SIGNATURE OF PARENT OR GUARDIAN

DATE

Parents are welcome and encouraged to attend. Parking is available at the facility. Parents call 210.701.1893 or email Cherie@paceprograms.org for more information.

Sponsored by:

MAREK

MEMCO
MARKET EMPLOYMENT MANAGEMENT COMPANY

**BEYER
BOYS**

Air Conditioning • Heating • Plumbing

MCA/SMAGNA

Mechanical & Sheet Metal Contractors' Association of San Antonio

Hosted by:

BYF



Build Your Future | 888.622.3720 | byf.org

SAMPLE

VOLUNTEER FORM

CONSTRUCTION CAREER DAY

This Construction Career Day in San Antonio, Texas has been organized to introduce select, local students who have shown interest in construction to the exciting opportunities in our industry. Teachers will hand-pick students who have earned their chance to attend the event.

VOLUNTEER FORM (PLEASE PRINT)

We are looking for volunteers to assist with the second annual BYF Construction Career Day on April 6, 20XX, which will be held at the Freeman Coliseum Expo Hall in San Antonio. We are anticipating a total of 1,200 students along with approximately 100 school personnel to attend this event. The purpose of this event is to introduce them to the benefits of choosing a career in the construction industry.

Below is a list of volunteer positions, the approximate number of volunteers needed in that area and a brief description. If you would like to be a part of this exciting event, please fill out the contact information and select your volunteer choices in order of preference. We will make every attempt to assign you to your top choice. However, due to the high number of volunteers needed, we may need to make adjustments to ensure that all areas are adequately covered. Volunteers will need to arrive no later than 8:00 AM and plan to stay until the event concludes at 2:00 PM.

MANDATORY VOLUNTEER TRAINING SESSION: This is not a full description of volunteer duties. All volunteers will need to attend a Mandatory Volunteer Training Session on April 5, at 6:00 PM. Dinner will be provided at no charge. You will be given your assignments at this time and we will do a short "walk through" of the next day's events.

Name: _____ Company: _____

Cell Phone: _____ Email: _____

Please indicate in order of preference, a volunteer choice (1= First, 2 = Second)

STUDENT USHERS

45

Student ushers will greet students on buses as they arrive and then escort groups of 30 through the event. Ushers will remain with their assigned group until students are released to the buses at the conclusion of the event.

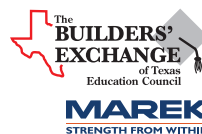
FACILITY USHERS

15

Facility ushers will be stationed both inside and outside the event including the skill competition area, hospitality room, volunteer station, student check in and T-shirt/PPE distribution. Facility ushers are asked to remain until the conclusion of the event at 2:00pm

Please indicate a shirt size (Adult): ☐ MEDIUM ☐ LARGE ☐ X-LARGE ☐ XX-LARGE

SPONSORED BY:



Thank you for volunteering! Please send completed Volunteer Form to:
Jennifer Swinney,
Volunteer Coordinator
jennifer@asasanantonio.org
(210) 349-2105

HOSTED BY:



Build Your Future | 888.622.3720 | byf.org

SAMPLE

CAREER DAY SURVEY

MY CAREER DAY SURVEY

1. After this event, do you view careers in construction more favorably?

- ☐ Yes
- ☐ No
- ☐ Not sure

2. Careers in construction can offer me endless opportunities, huge earning potential and the opportunity to travel the world.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

3. Did this event increase your interest in a career in construction?

- ☐ Yes
- ☐ No

4. This event has changed my perception on construction. I now want a career in construction.

- ☐ Already wanted a career in construction.
- ☐ Yes! I would like to pursue construction after this event.
- ☐ Construction sounds nice, but I'm looking for more opportunity in my career.
- ☐ Construction is not for me. I'm looking elsewhere.

5. What grade are you in?

- ☐ 9th ☐ 10th ☐ 11th ☐ 12th



BYF.ORG

HELPFUL HINTS FOR CAREER DAY EXHIBITORS

1 Diversity in Collateral

Interesting displays are key to drawing attention from young groups. Make sure to have an inviting atmosphere with engaging pieces displayed to encourage students to come and interact with your booth.

2 Trinkets & Give-a-Ways

Free stuff always gets attention. Be sure to have a few cool (branded) items for students and teachers to take home. Construction craft trading cards, pens and pencils, posters, t-shirts, key chain flashlights and silicone bracelets are just a few of the many things that will attract visitors.

6 Extra Bags

If you have a lot of print material or trinkets, be sure to have at least a few extra branded bags behind the booth. They are helpful for handing out customized packets of collateral quickly.

3 Dynamic Displays

TV screens, computers and iPads are all attention grabbers. If you walk around showing your website to students on an iPad, you will most likely attract others who are curious. TV screens playing interesting videos will also bring students to your booth, allowing you to open the door for conversation.

4 Social Media

Students may be allowed to have their phones at the event. If so, encourage them to like you on Facebook. Maybe even have a few special trinkets (lunchboxes, sling bags, water bottles) to give them if they “like” your page right there. If they do not have smart phones, make sure to tell them to visit the sites when they get home.

5 Pre-Made Instructor Bags

If you have additional information for instructors, it's nice to have pre-made instructor packs behind the table. Ours include pre-made packs of trading cards, posters, collateral order forms, catalogs, industry magazines, pens and carpentry pencils.

For more Career Day
resources, please visit

BYF.org

