



# EDUCATOR AND COUNSELOR GUIDE TO **WORKFORCE** **NETWORKING AND ENGAGEMENT**



**Build Your Future (BYF) encourages educators, counselors and construction industry leaders to create meaningful connections that open doors for students. Together, we can showcase diverse and rewarding career paths and inspire the next generation of craft professionals.**

Not sure how to connect with construction industry representatives or employers? The right contact can vary by organization. Here are some practical tips to help you identify the best person, ask the right questions and build trusted partnerships that make a real impact.

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# WHERE TO START

To find the right industry contact, look up local businesses and associations. Visit their websites and look for a staff or leadership directory to find people responsible for workforce development, community engagement or human resources. Reach out, introduce yourself and explain your goal of connecting students with rewarding career pathways in construction. Ask who the best person is to speak with about partnership opportunities.

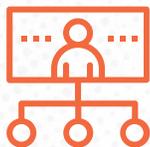
Key titles to look for:



**Human resources  
or workforce  
development director**



**Talent acquisition  
specialist or recruiter**



**Community engagement  
or outreach coordinator**



**Training & workforce  
coordinator**



# WHO TO CONTACT

If you're not able to find these positions within a company or association, start by exploring other contacts who may support workforce initiatives. Other relevant titles you might see in a staff directory include:

- Executive directors
- Workforce development managers
- Marketing or communication managers
- Education coordinators

Many construction companies and industry associations also have Workforce Development Committees or Education Advisory Boards.



## PRO TIP

If anyone in your school knows someone at a local construction company or association, leverage those relationships to find the best point of contact quickly.



# QUESTIONS TO ASK

## **Introduce yourself and provide a brief summary of your request.**

Start every conversation by clearly introducing yourself, the school you represent and your goal. Position yourself as a bridge between education and industry to help employers and construction industry professionals connect with students and showcase the exciting opportunities a career in construction can offer.

## **“Are you the best person to help?”**

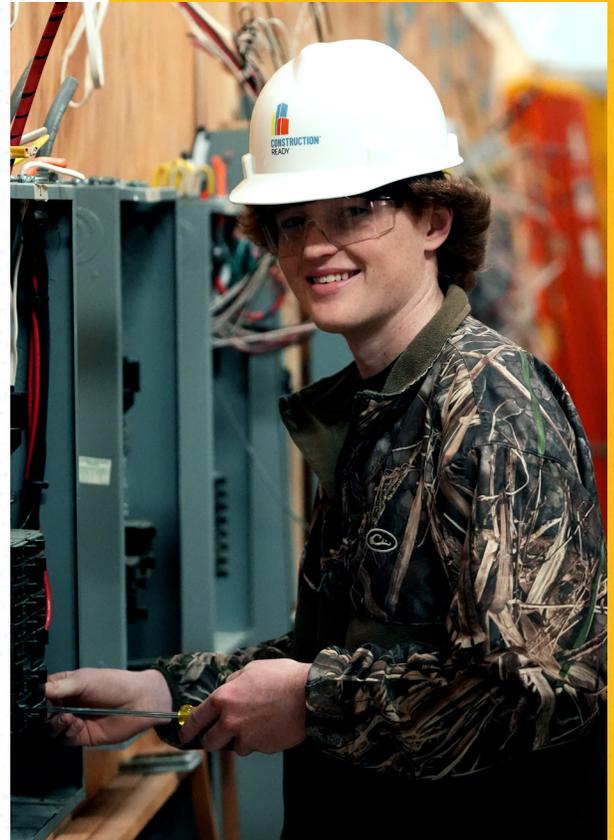
If the response is “Yes,” great! Keep the conversation going. If not, thank them for their time and contact who they refer you to.

## **Other questions to follow up with:**

**“What approvals are needed and how far in advance do I need to obtain them?”**

**“Are visits to our school an option? Are virtual visits to our classrooms an option?”**

**“If visits are not an option, may I obtain a recorded presentation or video to be shown in classrooms at our school?”**



## **! REMINDER**

Every company is different, including how and when they discuss career options with students. Some companies regularly engage with students, while others prefer to do a presentation for students once a year. Find out what works best for them and adjust accordingly. Being adaptable ensures both sides can reach their goals.

# WAYS TO CONNECT

**Start by connecting with an industry representative or association (see sample email template on pg. 8), then plan how you'll introduce their company and career opportunities to your students. Whatever approach you choose, keep the ultimate goal in mind: spark curiosity about construction careers and position yourself as a trusted resource for future questions.**

## IDEAS TO ENGAGE WITH STUDENTS

- Introduce students to the construction industry through NCCER's BYF classroom resources and lesson plans. You can access them here: [byf.org/classroom](https://byf.org/classroom).
- Ask a construction company to host an in-person or virtual presentation to share insights about their craft with your students.
- Coordinate a day for students to experience a real construction jobsite firsthand.
- Host a reverse career fair, where students interview craft professionals or leaders from construction companies. Explore how to access and use CareerStarter on pg. 7.
- Have students prepare a resume beforehand through our CareerStarter free resume builder.
- Help students prepare questions to ask during their interview.
- Have students set up their own career table to showcase their skills.



### PRO TIP

After the visit, encourage your students to write a thank-you email or letter to the company representative. This reinforces professional follow-up etiquette and helps them practice communication skills they'll use in real interviews. It also gives students a direct point of contact at the company and someone they can reach out to later for mentorship, informational interviews or future networking opportunities.

# CAREERSTARTER

After BYF sparks students' interest in the skilled trades, CareerStarter connects them with construction career exploration tools, training or apprenticeship opportunities and entry-level jobs.



- 1 To get started, create a free school account at [nccer.to/csschoolsignup](https://nccer.to/csschoolsignup) before students set up their accounts.
- 2 Invite students by using the Member Invite link in CareerStarter. This lets them create their own accounts and automatically connect to your school profile.
- 3 Help students build a free resume by guiding them to complete their CareerStarter profiles with current, relevant information.



## Have them complete these sections:

- Training and Education
- Experience
- Skills
- Credentials, Certifications & Licenses



### PRO TIP

Encourage students to fully complete their CareerStarter profiles. A completed profile automatically generates a professional resume and makes them easier for employers to find.

# SAMPLE EMAIL TEMPLATE

## EMAIL TEMPLATE

Building connections with construction companies and associations gives students meaningful exposure to craft careers. Use the email template below to help you reach out:

**SUBJECT:** Invitation to Visit Our Classroom & Share Your Career Journey

**BODY:** Hi [Educator Name],

I hope you're doing well! My name is [Teacher Name], and I teach [Grade/Subject] at [School Name]. I'm reaching out because our students are currently exploring construction craft careers, and I'd love to connect them with real professionals who can share what working in the industry is truly like.

Would you or someone from your team be interested in visiting our classroom to talk about your career path, your craft and what a day in the industry looks like? Even a short conversation can have a huge impact on students as they start thinking about their future.

We're also planning a reverse career fair, where students interview industry professionals to learn about different roles, training paths and opportunities. If that format is more convenient or more fun for your team, we'd love to include you.

Please let me know if you're interested and what dates might work for you. Thank you so much for considering this opportunity to inspire future talent!

Warmly,  
[Teacher Name]  
[School Name]  
[Phone/Email]

## Thank you!

We appreciate your dedication to helping students explore meaningful careers in construction.

Together, we're helping the next generation build America!



Build Your Future



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