



INDUSTRY GUIDE TO SCHOOL 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 many rewarding career paths and inspire the next generation of craft professionals.

Not sure how to connect with educators and counselors? The best point of contact varies from district to district. Here are some tips and tricks to help you find the right person, ask the best questions and make a meaningful connection.

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WHERE TO START

To find the best point of contact, start by identifying a local middle and high school you'd like to visit. Call the schools directly to introduce yourself and your reason for calling, then ask who the appropriate contact would be. You may also find this information on the school district's website.

Look for a staff directory on the school district's website to find people with key titles:



**Career & technical
education director**



**Guidance or career
counselor**



**Volunteer & business
partnership coordinator**



**Special programs
coordinator**



WHO TO CONTACT

If you're unable to find these positions on the school's website, look for additional points of contact. Other relevant titles you might see include:

- Principals / vice principals / deans
- School counselors
- STEM (Science, Technology, Engineering, Math) teachers
- CTE (Career & Technical Education) teachers

Some schools have CTE or Business Advisory Boards. Those are also great contacts to start with, if available in your community.



PRO TIP

If anyone in your organization knows somebody at a local school, leverage those relationships to find the best point of contact quickly.



QUESTIONS TO ASK

Introduce yourself and provide a brief summary of your request.

Always begin by clearly introducing yourself, your organization and your purpose. Let them know your goal is to help educators and counselors connect students with life-changing careers in construction.

“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 in-class visits an option? Are virtual visits an option?”

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



! REMINDER

Every school is different, including with how and when they discuss career options with students. Some schools 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: STUDENTS

Once you have made a connection, it is important to have a plan for how to connect with students. There are endless ways to engage with students and introduce them to the world of construction. Whichever way you interact, remember the intention is to get students excited about careers in construction while being a resource for any future questions.

Here are some suggestions for how to connect with students:

CLASSROOM PRESENTATIONS

With the emergence of virtual and hybrid learning environments, it may be possible to host your presentation virtually.

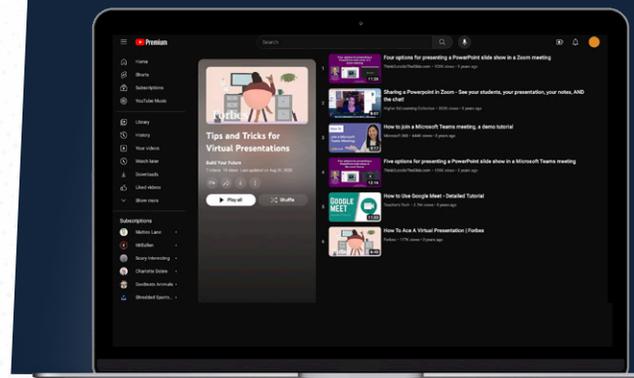
Make sure you test your technology before going live!

Use BYF's pre-made Industry Recruitment PowerPoint with talking points, available at byf.org/resources. This will help you create an interactive presentation that speaks about your company and the benefits of a career in construction.



PRO TIP

If you are using a virtual platform to present, check here for a few useful videos: byf.org/video-tips.



Research suggests that students respond well to people who they can relate to. During your visit, speak authentically and convey genuine energy and personality. Make sure you are prepared to answer questions and provide relatable examples.

WAYS TO CONNECT: EDUCATORS

Sometimes you can't connect with students. In that case, ask if you can connect with counselors and teachers:

“May I send you some materials to distribute to educators and counselors?”

BYF has a dedicated page of free classroom materials. Share the following link with educators to bring the topic of construction careers into the classroom: byf.org/classroom.

SHARE EDUCATOR RESOURCES

BYF provides industry-informed lesson plans and interactive classroom activities for middle and high school students. These resources help students understand construction careers, pathways and real-world applications. Support educators by sharing these resources for classroom use.



All of our classroom resources can be found here:

byf.org/classroom

When sharing BYF resources with a teacher, use the email template in [Appendix A \(pg. 10\)](#), which links directly to our Educator Resources page.

EDUCATE THE EDUCATORS

BYF research shows that educators and counselors want to talk to students about the opportunities in construction, but they don't know enough about the industry to lead conversations. You have an opportunity to help current and future students by providing these resources to educators, counselors and school administrators.

WAYS TO CONNECT: EDUCATORS

ENGAGEMENT

A great way to engage with educators and counselors is to ask if you can host a breakfast or lunch. Even if you're not able to present to the students, see if you can share resources with the educators and let them know they have a contact in the industry through you.

Don't underestimate the importance of connecting with school administration. Principals, deans and department chairs can distribute your message to more people as well as colleagues in other districts!



PRO TIP

If you are sending resources, make sure your point of contact knows you are interested in future engagements and presentation opportunities with students.

CAREER DAYS

Attending career days is an effective way to get in front of students. We have helpful hints for career day exhibitors in [Appendix B \(pg. 11\)](#) and at byf.org/classroom.

These are great resources for first-time exhibitors.

SITE VISITS

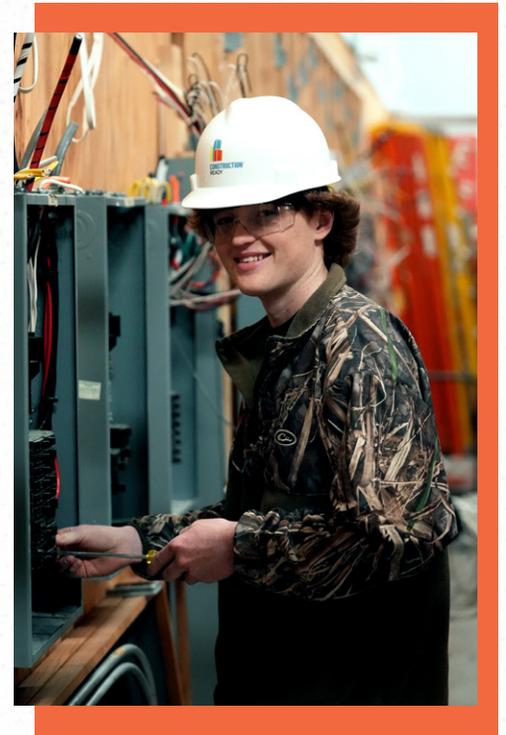
One of the best ways to get students interested in construction is to put them in the middle of the action by hosting a site visit. When you bring students to a jobsite, they can see a variety of craft specialties and get a clearer sense of what interests them. Site visits can be done in person or virtually, depending on what works best for your company and the educator. For a virtual visit, you can simply Zoom into the classroom and walk students around the site in real time.

CAREERSTARTER

After BYF sparks interest in the skilled trades, CareerStarter helps students discover your company's entry-level opportunities.



- 1 Create your free company account at nccer.to/cemployersignup to start connecting with future craft professionals.
- 2 Add open entry-level jobs, apprenticeships or training opportunities so students can find and apply easily. Jobs from your careers page will sync automatically.
- 3 Build connections with programs, engage with students and identify candidates directly through CareerStarter!



FOLLOWING UP

School outreach is more than a single interaction, it's an opportunity to build lasting relationships. After connecting, send a thank-you email to each contact and let them know you're available to answer questions about careers in construction. Encourage them to stay in touch so you can continue supporting them.



PRO TIP

If you met students during your outreach that you'd love to hire when they are ready, you can find and connect them to one of your job opportunities on CareerStarter!

APPENDIX A

EMAIL TEMPLATE

When providing classroom resources, be sure to establish that you are open to answering questions from educators or students. Please feel free to use the following email template:

SUBJECT: Introducing Students to Real Opportunities in the Construction Industry

BODY: Hi [Educator Name],

I hope you're doing well. My name is [Your Name], and I'm with [Company/Association Name], a proud part of the construction industry. As many students think about what's next, I wanted to share construction as a career path they may not yet be familiar with.

I'd love to offer a short in-person or virtual presentation introducing students to high demand careers in construction, from entry-level awareness of crafts to training, apprenticeships and long-term opportunities. I'm happy to tailor the conversation to any age group and help students see how classroom learning connects to real-world careers. Sometimes hearing directly from someone in the field makes all the difference!

If a presentation isn't possible, the Build Your Future campaign also offers free classroom resources and career-readiness tools for educators at byf.org/classroom. If this sounds like a good fit for your classroom or a future career event, I'd love to connect and find a time that works for you.

Thank you for everything you do to prepare students for their futures.

Warmly,

[Your Name]

[Title]

[Company]

[Email]

[Phone]

APPENDIX B

HELPFUL HINTS FOR A SUCCESSFUL CAREER DAY

Dynamic Displays

Digital screens are natural attention-grabbers. Screens attract attention. Showing your website on an iPad, playing engaging videos on a TV, or displaying new technology can draw students to your booth and spark conversation.

Pre-Made Instructor Packs

If you have additional information for educators and counselors, prepare pre-made packs to hand out. NCCER's typically includes trading cards, posters, collateral order forms, catalogs and swag.

Keep It Fun

Interesting displays are key to drawing attention from students. Create an inviting atmosphere with engaging pieces displayed to encourage students to come and interact with you.

Trinkets & Giveaways

Free items always draw attention! Be sure to have a few branded giveaways for students and teachers to take home. Popular options include pens, pencils, t-shirts, tote bags, water bottles and other useful items that showcase your company.

Social Media

Many students will have their phones at the event. Encourage them to follow your organization on social media. Run a contest for social media engagement or offer prizes for new followers. If they do not have smart phones, make sure to tell them to visit the sites when they get home.

Extra Bags

If you have a lot of printed material or trinkets, bring at least a few extra branded bags. They are helpful for handing out customized packets of collateral quickly.

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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