



# Careers in Construction

Month | Week | Day

October is officially “Careers in Construction Month,” and the purpose is to increase public awareness of the opportunities available on construction trade professions. You can choose any month, week or day that works for you. The most important thing is for local and state associations and members to do something each calendar year. Ongoing efforts are important to achieve your goal of increasing the number of professional construction related employees in your area.

# Careers in Construction Month

Recognize contributions made by the professionals working in construction, instill a sense of pride in the industry, increase awareness and foster a positive career image.

## CONSTRUCTION EDUCATOR DAY

On this day, industry professionals recognize local teachers for their contribution to developing the future construction workforce. Honor instructors in high schools, universities, job corps centers and apprenticeship training programs. **What can you do?**

- Take a teacher to lunch
- Deliver awards, certificates or gifts to instructors
- Recognize construction educators in the local newspaper

## CAREERS IN CONSTRUCTION DAY

Organize small groups of members to visit classrooms at schools, Job Corps centers, apprenticeship programs, etc. **While you are there...**

- Show the construction trades video
- Use the careers in construction PowerPoint template, customize it to your state/community
- Host a panel of industry employees for Q&A period
- Tabletop displays in lunchrooms and hallways
  - Equipment displays and demonstrations



## CONSTRUCTION EMPLOYEE DAY

It's a day to honor the construction management and construction trades professionals. **Show employees they are appreciated...**

- Companywide party, picnic or luncheon
- Gifts with company logo
- Recognize an employee of the year

## CONSTRUCTION EMPLOYER DAY

It is through the dedication of employers committed to training programs that the construction industry is able to reach out to the future workforce. HBAs should recognize employers who provide assistance and education training. **Here are ideas...**

- Lapel pins, stickers, promotional items
- Appreciation luncheon for all at the school or community center
- Articles in local newspaper acknowledging employers' contributions

## JOB SHADOW DAY

To meet future workforce demands, educators and employers need to reach out to the next generation of construction craft professionals. It is through industry and education partnerships that students get first-hand work experience.

- Young people spend time with adults at their workplace
- Students see the responsibilities and daily tasks, as they spend time in the work environment.

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# Activities

## WALK AND LEARN

Coordinate a walk to get children thinking about the built environment. Help students understand how construction affects every aspect of their lives. Explain the various jobs involved in building the things you see on your walk.

## HUNT FOR KNOWLEDGE

Organize a construction treasure hunt in your neighborhood. Have your students walk a prearranged course around the community and search for answers to questions about the built environment.

## OPEN UP YOUR SITE

Ask a local construction site to host a field trip. Arrange for students to tour the site and gather firsthand information on what it takes to have a successful career in construction.

## BUILD A RESUME

Help students prepare for a career in construction by coordinating a resume building session. Provide interview and resume tips.



# Careers in Construction Quick Tips

## ARTICLES AND ADS

Place news and ads in your local newspaper about the value of construction professionals.

## CONTESTS

Have students describe their favorite construction trade or a family member involved in construction. Display all contest participants essays.

## PROMOTIONAL ITEMS

Hand out t-shirts, mugs, pins, stickers, etc.

## CAREER DISPLAYS

Set up special displays in your schools or community centers. Blow up each construction trade into a pull-up banner that includes statistics and wages.

## CLASSROOM VISITS

Arrange time to visit students in class to talk about careers. Plan fun related activities. Arrange for a panel of professionals for a question and answer session.

## PROCLAMATIONS

Request a proclamation from your mayor/governor declaring October or another month of your choice “Careers in Construction Month.”

## PRESS CONFERENCE

Host a press conference: to discuss an important building issue in your community, release the findings of a local survey, honor a local construction company, etc.

## MEMBER COMPANIES

Encourage all members to announce your Career Month on their store fronts, web sites, cash register receipts, etc.

