



## Workforce & Professional Development July / August 2015 Update

The Workforce & Professional Development Committee has been working to develop a targeted plan for the upcoming year. At the present time, much of the focus is on middle and high school activities to bring awareness of the construction industry to that group. This aligns with our main objective which is to grow and develop the construction workforce of the future.

Below are some recent highlights of the committee's efforts:

- The WF Committee is working on Mission and Objectives, which will be synonymous with the newly formed Construction Workforce Coalition.
- The WF committee is currently vetting advertising, marketing options to promote Build-Oregon.com and the workforce movement.
- Formed the Workforce Coalition in partnership with several organizations to allow a more concerted effort and streamlined processes to tackle the construction workforce challenge. This group is broad-based with WF passion – developing connections and relationships, create shared event calendar. New connections: SEDCOR, ABC, Willamette Promise (WESD), Roseburg community, along with many of our regular WF business partners. For the foreseeable future, the WF Committee meetings will be integrated with the Workforce Coalition meetings. We have also elected to move to monthly meetings to keep the momentum going.
- We have identified two short-term goals for the coalition. Two subcommittees were formed to work on the deliverables:
  - Create a Tool-Kit - supply kids, parents, school districts and contractors with examples of how going into the trades can be the first option for students, especially those who are not convincingly university bound. The tool-kit will contain information and ideas on ways to get students and their influencers interested and excited about the potential a construction career provides.
  - Legislative Action – determine how to work together to get CTE back in the school system, and get long-term funding for CTE to continue. Recently connected with Oregon Business Council for discussions and where next round of CTE grants will be focused).
- A Google account was established so that the Coalition members would have access to all WF related documents as well as a central calendar to allow for collaboration and scheduling.
- Willamette Promise is the latest partner to join our WF charge. They have direct access to students in grades 6<sup>th</sup>-12<sup>th</sup>. We are very excited about the opportunity of working together to promote careers in construction. We are working on a few outreach opportunities with Willamette Promise:
  - 9/24 HS educator day, speaking opportunity;
  - Feb/March 2016 – 10th grade student outreach and career path sessions @ 5 regional schools– need some speaker volunteers
  - Developing Advising sheets for requirements to enter a career in construction, pathways (also can be part of the Tool Kit)

- Many of the WF partners, such as Oregon Tradeswomen and NWCC, have been hosting summer camp programs for middle and high school aged students.
- CMEC – providing support grant for ACE academy AGC student chapter (plus OSU, OIT)
- Through Oregon Building Congress, a second AGC High School Chapter is in discussion with Sherwood HS. The goal is to leverage our AGC college chapters to be a strong resource for the high school chapters, as has been established with OSU and ACE. Nic Vial has agreed to sponsor at Sherwood.
- OSU–CEM, AGC officers and Mike S. hopefully getting on fall calendar for speaker night. How to get involved and stay involved with AGC.
- PPS/PACE round 2 (for 2016)– completed 2015 program debrief, scheduled February/March 2016, will need a few more volunteers to assist student/trainer ratio
- If You Build It – movie trailer and review... discussing future opportunities w Todd Hess