

Strategic Objective #3: Grow and develop the construction workforce of the future.

Highlights of recent workforce efforts:

Recap of On-Going Projects

- PPS Anchor Partner Pilot Project: AGC is teaming up with Portland Public Schools to develop and implement this project. The pilot will allow for an AGC member to team up with a construction class at both Benson and Roosevelt HS. The hope is to create an intentional relationship between a commercial contractor and a construction course, its teachers and the students. Walsh Construction will be partnering with Benson and Andersen Construction will be partnering with Roosevelt.
- Gresham Barlow School District Construction Pathway Pilot Project: Gresham Barlow is seeking to provide construction related experiences across their K-12 continuum. This includes relevant curriculum delivered at 4th and 5th grade, 8th grade and high school. Each grade level will partner with a construction company to help deliver the curriculum. Fortis Construction will partner with 4th, 5th, and 8th grade teachers, and Lease Crutcher Lewis will partner with the high school teachers.
- Central Oregon Activities: AGC has been assisting East Cascades Workforce Investment Board in identifying Central Oregon AGC Members to participate in their construction workforce activities. This also includes the development of a new construction training program aimed at out-of-school youth.
- Lane County Activities: AGC has been assisting Lane Workforce Partnership in identifying Lane County AGC members to participate in their Construction and Aggregate Task Force. Additionally, AGC was invited to participate in Lane Education Service District's development of a construction pre-apprenticeship program.

Educator Externship

- Educator Externship grew from 27 participants in 2017 to 68 in 2018. We added three new regions: North Coast, Southern Oregon, and Eastern Oregon. Going into 2019 we are adding more schools in the NW corner of Oregon, the Vancouver ESD, and the High Desert ESD which covers the entire Hwy 97 corridor from The Dalles/Hood River to Klamath. We anticipate approximately 150 educators will participate, including principals and superintendents. Steve Malany and Frosti continue to receive requests for media interviews and to speak at conferences about the partnership between education and industry
- An unintentional result of the success of Educator Externship is that Frosti and Cherie Clark, Willamette ESD, have been asked to write a second university level course for Western Oregon University that outlines a "next step" for Ed Ex participants, helping them to integrate what they learned in EdEx into their classroom through their professional learning goals. We expect that course to be approved by WOU this spring.
- Frosti has been following up with Ed Ex participants to reinforce AGC branding in the classrooms. New trading card posters have been printed, and those are being delivered to Construction classrooms and Career Counseling Centers. She has also been talking to CTE classes about entering careers in the trades.

- Frosti has been asked to present a breakout session at this spring's Oregon Association of Career Technical Educators, and will be teaching a hands on session for counselors and CTE teachers on how to prepare their students for entry into pre-apprenticeship, apprenticeship, and internship programs.

Social Media Outreach

- AGC continues to work with Brad Attig to implement a wide-reaching social media construction-focused advertising campaign. To date the ads have been viewed approximately 1 million times which has translated into roughly 6,000 clicks to learn more about the construction industry. Most recently, new ads have been developed to highlight specific companies and their jobs posted on AGC's Work Now job board. The first iteration was for Knife River, which resulted in 15,000 ad views, and 157 clicks to the website. We are now investigating the possibility of tracking which jobs get clicked on and if clicks result in an increase in completed applications.

Communications Strategy RFP

- AGC Executive Committee approved a \$40,000 line item to hire a communications or public affairs contractor to develop a roadmap to implement a state-wide construction careers communication strategy. The goal is to obtain a better understanding of the communication methods, content ideation, and costs of this campaign, and provide the AGC Board with information to decide on a feasible next step. The RFP will be released to the public by January 15th.

Professional Development

- Supervisory Training Program Online is now open and offering the first three of six courses through Construction Classes Online and San Diego State University. Participants received certificates from AGC America for each completed unit, and a course completion certificate. See AGC Oregon chapter calendar for dates and to register.

Veterans Outreach

- We had caseworkers from the Oregon and SW Washington VA speak at the Workforce Coalition meeting in November. They provided excellent information about transitioning veterans to the workforce. They have been directing members of their caseload to apply to jobs on Build-Oregon.com, and to register for training programs.
- On December 17, Bob Timmons and Frosti toured the Veterans Legacy Oregon foundation compound in Lane County. This is a huge project with several repairs needed before it can be a functioning rehabilitation center for veterans with PTSD. We are working with the two-man team of veterans to help them prioritize needs. Once this project prioritization has taken place, it is our hope that AGC members and our associated training facilities will help with various projects on the 105 acre compound.