

Request for Proposals

Associated General Contractors – Oregon Columbia Chapter is seeking proposals from agencies to create a statewide communications strategy which highlights construction skilled trade jobs as viable career options and directs interested parties to information for actionable steps. The selected vendor will deliver to AGC a roadmap, which includes the elements listed below. AGC will then use this information to determine whether to proceed with the implementation of the overall strategy. The maximum budget for this work is \$40,000.

Overview

Construction across Oregon is booming. The Oregon Employment Department announced that construction has accounted for a quarter of all Oregon's employment growth over the past year, adding 11,100 jobs and employing 108,200 people across the state. Additionally, construction wages continue to increase -- construction now pays 10.7% higher than the average wage for workers in all other private non-farm industries.

Despite the overwhelming need, and competitive wages, it has become increasingly difficult for construction companies to fill open positions. In a 2018 industry survey, 80% of AGC Oregon Columbia Chapter members reported having a difficult time filling some or all of their craft labor positions, and 86% of surveyed members expect it to remain difficult to hire craft workers for at least the next 12 months. While the state has recently invested substantial funding in high school and community college Career and Technical Education programs, the industry must still combat built-in misconceptions about skilled trade occupations due to a 30-year emphasis that college as the only respectable option after high school. AGC believes the industry needs a re-branding strategy that promotes construction occupations as a viable and lucrative career choice and targets current under-employed workers and the next generation of workers to fill current and future workforce needs.

Proposal Elements

- 1) Articulation of a broad industry-specific, statewide re-branding strategy.
- 2) Identify target audience and key influencers, and the most appropriate media platforms to effectively reach them.
- 3) Identify geographical areas of campaign focus based on demographics and workforce needs, i.e. Portland, Salem, Eugene, and Bend.
- 4) Identify landing spot for campaign – Where do people go to learn more or take their next career step? If Build-Oregon.com is the landing spot, suggest changes which need to be made to the website to accomplish campaign goals.
- 5) Identify the type of content to be used for the campaign. Provide content examples from similar campaigns.
- 6) Identify how your team will interface with AGC's Workforce Development Committee, who will oversee this work.
- 7) Include detailed budget

Please direct questions and proposal submissions to Aaron Bouchane, aaronb@agc-oregon.org. Please submit proposals by March 1, 2019.