

Construction Careers Foundation

Annual Report to DEED, July 2020 – October 2021



Table of Contents

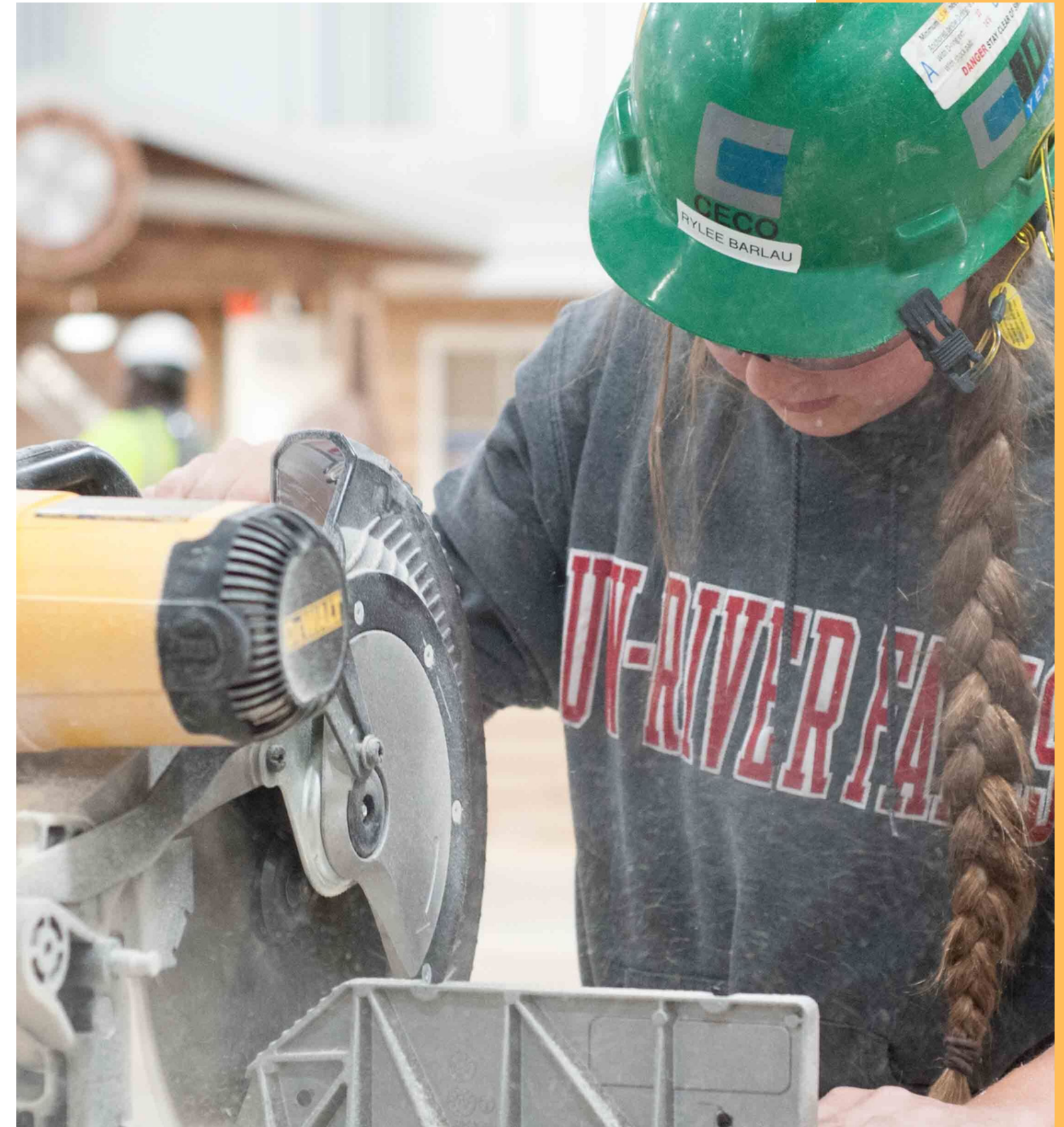


Pg 3	Executive Summary
Pg 7	Program Updates
Pg 8	Objective 1
Pg 14	Objective 2
Pg 17	Objective 3
Pg 23	Objective 4
Pg 25	Objective 5
Pg 35	Appendix: Strategic Partners

Executive Summary

Starting in 2017 Construction Careers Foundation (CCF) received legislative funding to launch the Construction Career Pathway Initiative (CCP). This was renewed in 2021.

The primary goal of the CCP Initiative is to provide year-round educational and hands-on learning opportunities for Minnesota youth and young adults, especially females and individuals of color, as they consider, navigate, and prepare for careers in the construction industry.



To address the Construction Career Pathway initiative's overarching goals, the following objectives are continually in focus:

● **Middle and High School Activities**

Increase construction industry exposure activities for middle school and high school youth, parents, and counselors to reach a more diverse demographic and broader statewide audience.

● **Construction Curriculum**

Increase the number of high schools in Minnesota offering construction classes during the academic year that utilize a multi-craft curriculum.

● **Internship Opportunities**

Increase the number of summer internship opportunities.

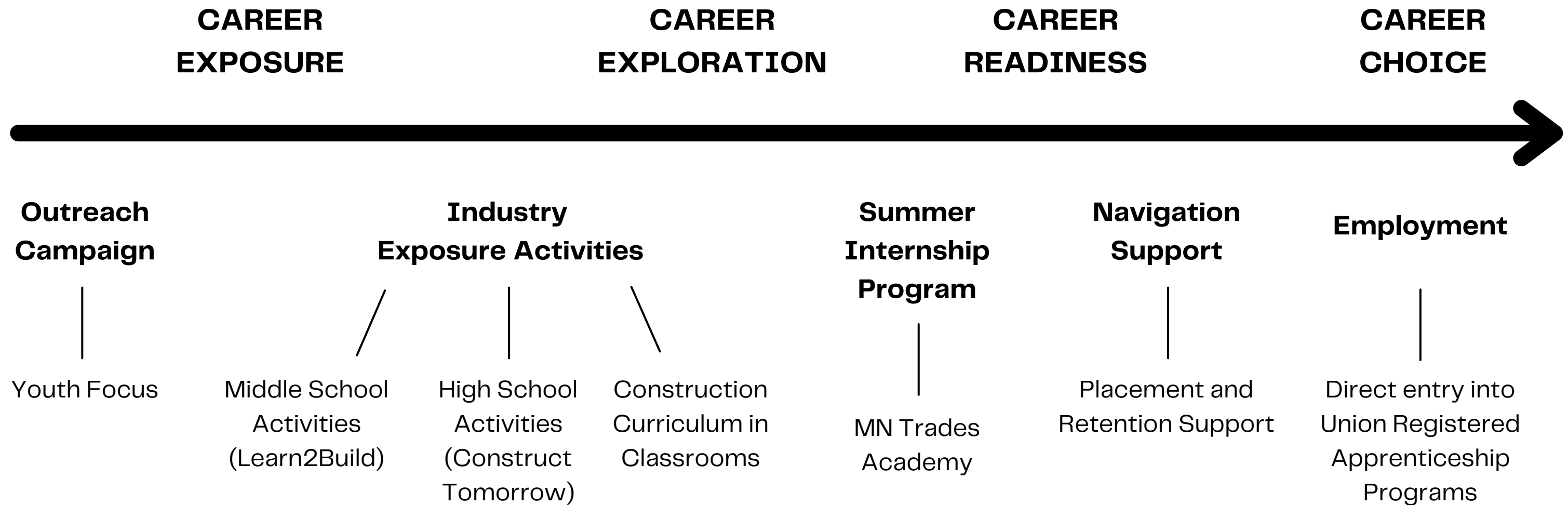
● **Support Graduating Youth**

Enhance activities to support graduating seniors/young adults in their efforts to obtain employment in the construction industry and increase the number of young adults employed in the construction industry that reflect Minnesota's diverse workforce.

● **Outreach and Marketing**

Enhance and grow an industry-wide marketing campaign targeted to youth and young adults focusing on the depth and breadth of careers within the construction industry.

Pathway Framework



The diagram above illustrates how the pathway integrates the full range of experience from middle school through employment, connects our work, and guides our activities.

About Construction Careers Foundation

The mission of CCF is to increase the diversity of entrants into the construction trades and foster long-term construction careers.

Construction Careers Foundation is one of the first construction industry collaborative in Minnesota to take an 'end to end' approach to understanding, designing and connecting elements along the career pathway for construction, from middle school to eventual employment.

The primary objective that Construction Careers Foundation (CCF) embraces is to educate our emerging workforce and their influencers (guardians, teachers, counselors, etc.) about construction as a viable career choice. It is the hope that by providing programming that offers career exposure, career exploration and career readiness, there will ultimately be an increase in a diverse construction workforce.

Program Updates

Impact of COVID

Like the rest of the world, Construction Careers Foundation (CCF) continued to be impacted by COVID-19, as CCF programs are all highly reliant on in-person, hands-on activities. CCF used this as an opportunity to explore alternative program options, enhance the organization's strengths and decide where efforts would be best invested going forward.

Pivoting of Programs

CCF was able to transition programming in response to mandated changes for schools, restrictions on in-person gatherings, and the uncertainty of future opportunities. CCF took this opportunity to develop online and at-home tools for program participants to continue to explore careers in the construction industry. The organization identified effective approaches that engaged and educated youth about construction as a viable career. These included providing educational activities on the basic skills related to the industry and highlighting careers in the trades.

CCF also worked to expand its network through community outreach, to inform a broader audience about program development and resources available to them. CCF utilized pathway tools, including the website, mobile app, and trades navigator, to increase the impact of programs and outreach, with an effort to strengthen the pipeline of individuals entering the construction industry and trades with these tools.

Objective 1: School Activities

Increasing Exposure to Construction

The goal of middle and high school activities is to increase construction industry exposure activities for middle school and high school youth, parents, and counselors to reach a more diverse demographic and broader statewide audience.



Middle School Activities

The intention of the Learn2Build program is to expose middle school students to career possibilities in construction. By offering hands-on experiences and activity kits, CCF partners with schools and youth-focused community-based organizations to bring construction to youth through fun and creative activities.

Impact of COVID

For the Learn2Build program, in-person activities and construction summer camps were canceled for the year. However, the organization was able to pivot and create new programming for the year.

Pivoting of Programs

A new home summer experience was created through the development of at-home activity kits. These kits not only helped middle school youth learn to correctly use tools and have fun building things while learning about various careers in construction, they also learned about energy and environmental aspects intertwined with each trade.

Each kit contained the following:

- Necessary building materials to complete each project
- A selection of hand tools to keep
- Any necessary safety equipment (glasses, masks, gloves)
- Printed instructions
- Career cards about the related trade
- Educational information about how the activity or trade relates to community and environmental topics

Kits were delivered to the following schools and organizations:

- Arlington Hills Community Ctr , St. Paul – 100 kits
- Brooklyn Center Middle school – 342 kits
- Cedar School, Eagan– 20 kits
- Common Bond, Minneapolis – 60 kits
- Family Means, Stillwater – 80 kits
- First Lutheran Church, Aiken – 60 kits
- Freedom School, St. Paul – 75 kits
- Girl Scout Troop, St. Paul – 28 kits
- Girl Scout Troop, Minneapolis – 32 kits
- John Glenn Middle School – 128 kits
- Justice Page Middle School– 100 kits
- Keystone Community – 80 kits
- Model Cities – 80 kits
- New Salem Missionary Baptist, Minneapolis – 48 kits
- Osseo Middle School – 32 kits
- Roosevelt HS 9th grade – 200 kits
- Science Museum – 15 kits
- St. Paul Public Housing – 50 kits
- St. Paul Public School – 50 kits
- Torre de San Miguel – 48 kits
- White Bear Lake MS – 25 kits
- YMCA Girls Inc., Minneapolis – 50 kits
- YMCA of Maxfield, St. Paul – 48 kits

1,751

Total Kits Distributed

Demographic data for school districts served by Learn2Build

St. Paul Schools

14% Hispanic
31% Asian
26% Black/African American
21% White
7% 2+ more races

65% of students receive free/reduced lunch

Minneapolis Schools

68% White
17.7% Black/African American
1.7% American Indian
5.6% Asian
10.1% Hispanic
3.8% 2+more races

23.5% of households rank below the poverty line

Brooklyn Center Middle Schools

2% American Indian
17% Asian
47% Black
26% Latino
5% White

84% of students are economically disadvantaged students.

High School Activities

Construct Tomorrow is a partner organization of Construction Careers Foundation, who offers one-day events for high school youth to participate in activities that feature the construction trades. At events, youth also receive practical, one-on-one advice from experienced trades professionals, and from current apprentices -- young men and women not much older than the students themselves -- who are thriving in apprenticeship programs.

Impact of COVID

Due to COVID-19, Construct Tomorrow was not able to hold in-person programming during the past year.

Pivoting of Programs

Construct Tomorrow pivoted to an online environment, which was not without its challenges, as the mission of our organization is so focused on hands-on exposure to the construction trades and their apprenticeship programs.

During this period, Construct Tomorrow produced short, point-of-view (POV) videos showing apprentices in training centers and at the jobsite performing work specific to the trade in which they are employed. Construct Tomorrow made:

- 12 Ask-an-Apprentice videos ranging from 1:30-3 minutes in length
- 12 Apprenticeship POV- 1 minute or less

These videos are available on YouTube and the Construct Tomorrow webpage. Through YouTube, each of those videos was viewed on average 25 times.

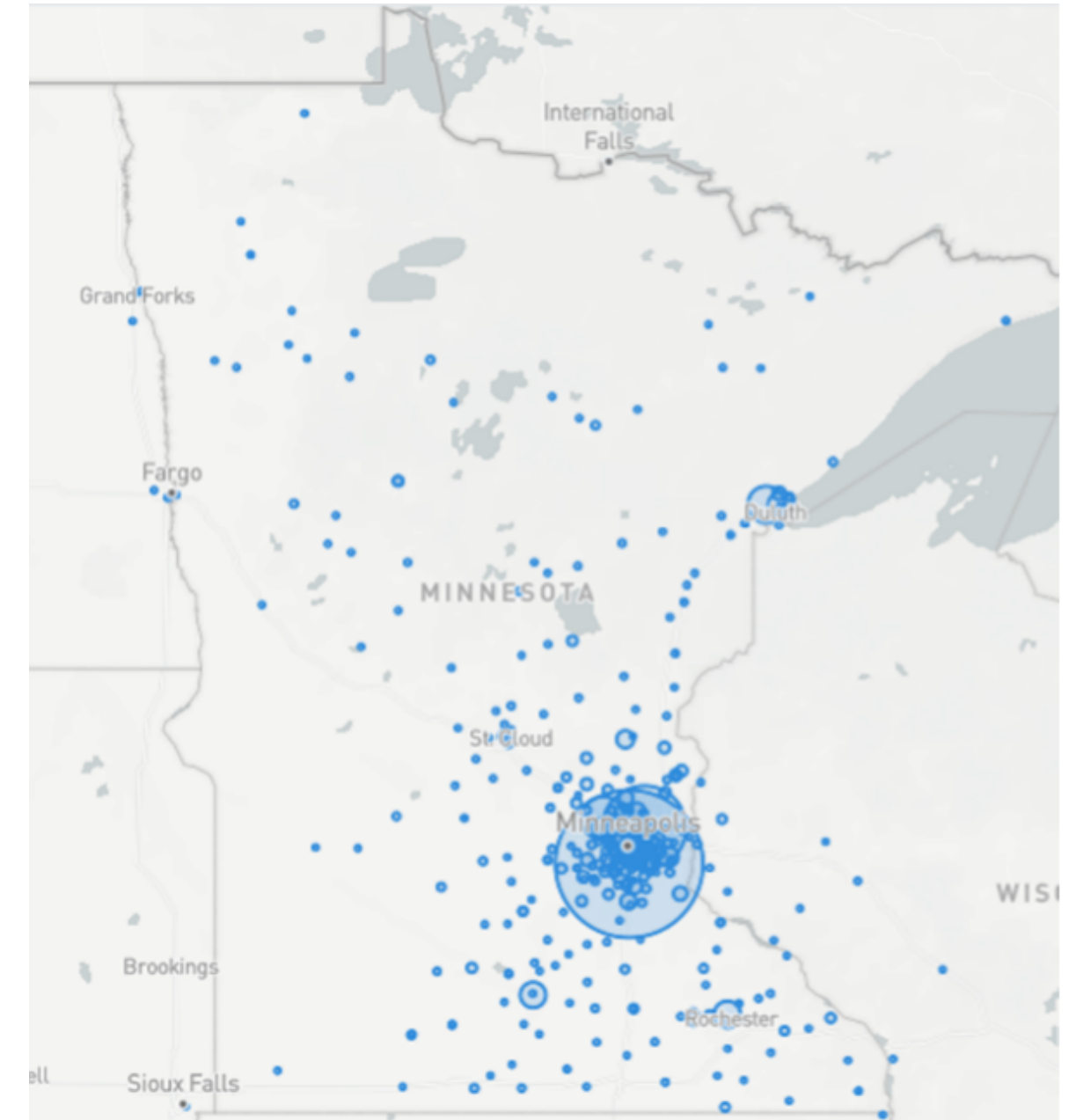
Website Visits

Additionally, through website analytics Construct Tomorrow knows that there were another 428 visits to the videos as well as other resource videos on our website:

- 133 visits to the POV page
- 119 visits to Ask an Apprentice video page
- 94 visits to the Resources page
- 82 visits to Twin Cities Training Centers page

Construct Tomorrow did reach out to contacts at school via email to let them know all these materials were available to them to utilize in the classroom at no cost.

The map shows that while the majority of website traffic is focused on the metro area, Duluth has a high concentration of engagement. Additionally, outstate Minnesota is still significantly represented in the traffic, showing a continued need for engagement and events focused in those areas of the state.



Objective 2: Construction Curriculum

Increasing Construction Curriculum

Through the CCP Initiative, Construction Careers Foundation aims to increase the number of high schools in Minnesota offering construction classes during the academic year that utilize a multi-craft curriculum.



Enhancing Classroom Experiences

Construction Careers Foundation works with various schools and school districts that offer construction curriculum during the academic year, referred to as Construction Apprenticeship Preparation programs (CAP). Such coursework incorporates the Multi-Craft Core Curriculum (MC3), a nationally recognized, comprehensive apprenticeship readiness training curriculum.

Impact of COVID

For the 2020 and 2021 school years, schools, and teachers in particular, were faced with unprecedented challenges due to COVID-19. Due to the increased demands on teachers' time and resources, CCF was unable to gather MC3 users.

Pivoting of Programs

With the transition offered by COVID-19, CCF took the opportunity to pause and evaluate the effectiveness of past promotion of the Multi-Craft Curriculum. As a result, CCF identified the need to develop additional resources for teachers, to provide activities and collateral to deepen the experience for students taking construction-related classes. In such a way, we are able to support a greater number of schools, teachers and students throughout the state of Minnesota.

In addition, schools have access to the CCF trades navigator to help assist in individual student career planning. The navigator works to help clarify the process and steps toward apprenticeship.



As of December 2021

There are a total of 132 high schools across the state of Minnesota that have a registered construction pathway program with the State of Minnesota Department of Education.

Moving forward, these programs will be the focus for CCF, promoting construction curriculum and teacher resources.

132

Registered Construction Pathways

Objective 3: Internship Opportunities

Increasing Career Exploration

Through the MN Trades Academy, Construction Careers Foundation aims to increase the number of summer internship opportunities available to high school youth.



MN Trades Academy

The MN Trades Academy (MTA) is a paid summer construction internship experience for selected Twin City area high school youth. MTA aspires to provide rich educational and hands-on experiences for participants to earn while they learn about construction as a career choice. The goal is to help youth prepare for adulthood through lifelong learning, skill development, and access to good jobs with good benefits in the construction industry.

Pivoting of Programs

In the summer of 2020, a hybrid model was developed to accommodate COVID-19 restrictions. The revised program was a six-week program offered in July and August that was conducted online with limited in-person activities. Because of the new telecommuting internship model, the number of participants was reduced from previous years as well.

For the summer 2021 program, participants were back to an in-person classroom model, with hands-on trades related building experiences.

Summer of 2020

In advance of the 2020 summer program, 616 students from 46 schools applied, 175 were interviewed, and initially 63 enrolled in the program. Once COVID-19 hit, that number was reduced to 30.

- 3 female participants, which is 10% of total
- 46% of participants were non-white
- 2 placements as registered apprentices

Summer of 2021

For the 2021 summer program, 65 were interviewed. Again, a small number were enrolled because of COVID-19 restrictions. and 24 were enrolled in the program.

- 6 female participants, which is 25% of total
- 40% of participants were non-white
- 7 are working one-on-one with the trades navigator to enter the workforce



Joseph's Story

Brooklyn Park, Minnesota — Some 16-year-olds daydream about what their futures look like; Joseph tacks down those thoughts and tests them out.

Entering his senior year at Brooklyn Center High School, Joseph is spending his summer playing video games, watching anime and WWE wrestling and exploring careers in construction through his internship with the Minnesota Trades Academy (MTA), an 8-week summer internship program where students are paid to learn skills that are used by real-life workers in Minnesota's construction industry.

"My favorite video games are role playing games like UFC Mortal Combat and Life of Strange, but I also do a lot of writing and have considered creating comic books so sometimes I read the dictionary just to learn something new," Joseph said. "As I go into my senior year, I'm exploring all my options after I graduate from high school, whether that's through athletics, college, technical school or the trades."

As his junior year came to a close, Joseph reached out to Jackie Hayden, college and career coordinator at Brooklyn Center High School, about summer job and internship opportunities.

"She told me I had perfect timing and she sent me an information sheet about the Minnesota Trades Academy," Joseph said. "I thought a summer internship where I got paid to learn something new sounded cool; I had never done anything like this before."

Joseph's Story Cont.

Joseph took the information home to his mom who at first was skeptical about what the program entailed.

“It’s 20–30 hours a week and she was concerned about the safety of it all – like is it full–blown construction labor work all summer,” Joseph said. “But she supported me and ironically the first week of our training we earned OSHA 10 safety certifications, so that’s when she trusted that this opportunity was well–rounded and prepared me with the knowledge and skills, I need to be safe on the jobsite.” Joseph added that all his mom wants for him at the end of the day is to have a great future. She always tells him the sky’s the limit.

“The intent of the Minnesota Trades Academy is to expose young people, like Joseph, to the real world of Minnesota’s construction industry,” said Mary Stuart, associate director of the Construction Careers Foundation. “And in the real world, that starts with safety.”

“We hope that by giving students hands–on experience, they will be inspired to explore a career within Minnesota’s construction trades when they’re eligible to apply,” Stuart added.

Since starting the MTA internship, Joseph's favorite project was building birdhouses.

Joseph's Story Cont.

“It’s very underrated the amount of precise measuring and craftsmanship that goes into building a birdhouse,” Joseph said. “I know I can use the skills I am learning around the house too, especially when it comes to planning, measuring and reading blueprints to put things together.”

Reflecting on his talents and interests, Joseph recognized that hands-on work may be his preferred learning style.

“I’ve always been handy around the house, helping hang curtains and fix the washing machine,” Joseph said. “I’m pretty good at seeing something and breaking down how it works. I also consider myself tech-savvy. At church, I help with cameras and audio production.”

Joseph's creativity and problem-solving nature led him to design and assemble his own bed frame from plywood. He’s also built his own computer.

“I have built things just because I can dream them up, then I just see if I can really do it,” Joseph said. “I built my bed frame and it’s because I thought, ‘Why spend the money on it, let me recycle this wood and do it myself.’”

Prior to joining MTA, Joseph did not consider a career in construction.

“Now it’s really something to think about,” Joseph said. “I have more to learn about the unions but so far demolition work sounds the coolest to me.”

Objective 4: Support Graduating Youth

Support Career Readiness

Through trades navigation services, Construction Careers Foundation aims to enhance activities to support graduating seniors/young adults in their efforts to obtain employment in the construction industry and increase the number of young adults employed in the construction industry that reflect Minnesota's diverse workforce.



Preparation and Retention

In 2021, Construction Careers Foundation hired a Trades Navigator with the intent of assisting individual students and youth with career planning, working to help clarify the process and steps toward apprenticeship.

The navigator builds relationships with educators, trades, apprenticeship programs, trades schools and employment partners, to provide the best support to youth for career exploration. The navigator builds a mentoring relationship with youth, and works with community resources to help youth find support to their basic needs and ongoing transition support.

- Responded to over 200 inquiries through the website
- Worked with 50 youth in various phases of career navigation

Objective 5: Marketing and Outreach

Expanding Outreach Across the State

Enhance and grow an industry-wide marketing campaign targeted to youth and young adults focusing on the depth and breadth of careers within the construction industry.



Increasing Awareness

Impact of COVID

Because of the COVID-19 pandemic, it was difficult to create some of the compelling content that has proven to be very successful in promoting Construction Career Foundation and building understanding among our target audiences – young people of color, young women, and educators. When the pandemic hit, CCF deemed it unsafe to conduct any interviews in person. For example, the ability for one-on-one video interviews was limited with construction worker apprentices because of restrictions.

Pivoting of Programs

In partnership with Pocket Hercules and industry stakeholders, emphasis during the past year has been on expanding content on the [Construction Careers website](#) and making it easier for prospective candidates and their supporters to learn more about the construction industry through social media channels.

Social media efforts included increased frequency and quantity of content pushed through social media platforms with nearly daily content posts on Facebook, Twitter, Instagram and LinkedIn.

CCF increased the organization's email list to approximately 4000 educators throughout Minnesota to deliver monthly e-newsletters about activities. The newsletters complemented and promoted the new educator materials available through the website.

Print communications also continued with news releases and continued outreach to Minnesota media outlets such as the StarTribune, Finance & Commerce, Construction Dive, and Teaching Today Minnesota.

Inclusive Outreach

Construction Careers Foundation is intentional with our ever-expanding outreach campaign, making sure it reflects the existing diversity in the industry and so youth can see themselves reflected in the industry. Through the campaign, the organization works to tell stories and have visual representation of diversity in all that we do.

The foundational intention of CCF's communications and messaging is to educate about careers in Minnesota's construction and particularly to have such language and imagery connect to communities of color, new Americans, and women. Such inclusive language begins to eliminate barriers to information, training and gainful employment for individuals from marginalized/disenfranchised communities; creates pathways toward careers that work towards equity and cultural resilience in our county; and will be freely available to all residents. More specifically:

- All messaging includes inclusive language, photography, and video.
- Videos/photos include construction workers who are Black, Latino, Hmong, Somali, Korean and Vietnamese (seeking at least 80% people of color).
- Videos/photos of female construction workers (seeking at least 50%).

Marketing and outreach activities included:

● Website Redesign

Renewed the visual look of the website and enhanced the functionality (i.e., made the website easier to use).

● Content Updates

Upgraded Career pages with more details about construction apprenticeships, including links to trade unions, apprenticeship applications and practice aptitude tests. Added a page for Teachers to download educational materials.

● Student Profiles

Added more than 20 stories and posts of real high school and middle school students and their experiences with construction through the Minnesota Trades Academy and the Learn2Build programs.

● Conducted Interviews

Interviewed 10 construction apprentices and Minnesota educators. Created longer (about 1 to 2 minutes) interview videos and 30-second promotional videos for social media to add to the website, to use on social media and on the CCF's YouTube page.



As of October 2021

- The website attracted nearly 42,000 new visitors who conducted more than 55,000 website visits (sessions), and 90.8% of visitors were new users.
- Nearly 60% of visitors came from Minneapolis and St. Paul, while the surrounding suburbs made up about 30% of visitors, and more rural and northern communities such as Duluth and the Iron Range saw a rise in visitors nearly 20%.
- Through social media outreach more than 15,000 individuals were served.

42,000

New visitors to CCF Website

Outreach

Resourced Minnesota unions to inquire about application deadlines and hiring opportunities. Shared more than 75 new hiring and apprenticeship interview opportunities with youth interested in plumbing, pipefitting, operating engineers, and more via the app.

● Contact List

Built an email list of more than 4,000 educator contacts throughout Minnesota to deliver monthly content about programs supported by the Construction Careers Foundation with middle-school and high-school students.

● Sharing Stories

Distributed e-newsletters with more than 68 original stories since May 2020, while continuing to build the contact list and support educators' tools and resources for them to share with students interested in apprenticeship.



Looking for a career in Minnesota's construction building trades? Fill out this form so a trades navigator or representative can contact you with next steps toward apprenticeship!ow.ly/rbw550Bk9Q4

#LaborDayOn #LaborDay #MnTrades
#ConstructionCareers #Minnesota



2:45 PM · Sep 7, 2020 · Hootsuite Inc.

Website

Continued to enhance the functionality of the ConstructionCareers.org website as the leading source for information about registered union construction apprenticeships and construction careers for young people in Minnesota.

● **Website Redesign**

Renewed the visual look of the website and enhanced the functionality (i.e., made the website easier to use).

● **Content Updates**

Upgraded Career pages with more details about construction apprenticeships, including links to trade unions, apprenticeship applications and practice aptitude tests. Added a page for Teachers to download educational materials.

● **Student Profiles**

Added more than 20 stories and posts of real high-school and middle-school students and their experiences with construction through the Minnesota Trades Academy and the Learn2Build programs.

● **New Videos**

Interviewed 10 construction apprentices and Minnesota educators. Created longer (about 1 to 2 minutes) interview videos and 30-second promotional videos for social media to add to the website, to use on social media and on the CCF's YouTube page.

Website Traffic

- The average visitor stayed on the website for nearly 1 minute and 40 seconds (which is above average compared to consumer websites).
- The bounce rate was 29.46%, which is excellent (most consumer product websites have a bounce rate averaging 80% or more).
- 90.8% of visitors were new users!

Website Demographics

- 23.8% users are aged 18-24. People aged 25-34 remained a strong group of visitors, making up 29.52% of CCP website audience.
- In terms of gender, 50.3% of visitors were female – a near even split with male viewers making up 49.7% of the audience.

** This is the longest period to date, during which female viewers are more likely to visit the website than their male counterparts.

Social Media

Continued to grow the Construction Careers Foundation social media presence with nearly daily content posts on Facebook, Twitter, Instagram and LinkedIn. Through social media outreach, more than 15,000 individuals were reached.

YouTube channel has more than 64 videos of Minnesota construction workers promoting the trades and sharing their stories about why they chose construction as a career. Videos address key issues, such as the cost of paying for a four-year college degree. Note: Videos were repurposed with new branding as of Nov. 2021. In turn, the older videos were made private but maintained views until they were hidden from viewers.

Videos

[Summer 2021 Apprentice Interviews](#)

[CCF Trade Spotlight Pile Driver Dreshawn](#)

[CCF Trade Spotlight Ironworker Kinsey](#)

[CCF Trade Spotlight Electrician Morgan](#)

[CCF Trade Spotlight Ironworker Marcus](#)

[CCF Trade Spotlight Electrician Toua](#)

[CCF Trade Spotlight Pile Driver Erica](#)

[CCF Trade Spotlight Plumber Carly](#)

Our Social Media Channels

Find Construction Careers Foundation on social media at:



@constructioncareers
foundation



@construction.career.
pathway



Construction Career
Pathway

Appendix : Strategic Partners

Industry

- Apprenticeship Coordinators Associations of MN (ACAM)
- Design Build Institute of America – Upper Midwest Region
- JE Dunn Construction
- Kraus–Anderson Construction
- M.A. Mortenson Company
- McGough Construction
- Minnesota Mechanical Contractors Industry Fund
- Minneapolis Building & Construction Trades Council
- National Association of Building Trades Unions
- OPUS Foundation
- PCL Construction
- Ryan Companies
- St. Paul Building & Construction Trades Council
- St. Paul Chapter of the National Electrical Contractors Association

Schools

- Brooklyn Center High School
- Cedar School, Eagan
- Harrison High School
- Minneapolis Public Schools
- North St Paul–Maplewood Oakdale Schools
- St. Paul Public Schools
- White Bear Lake High School

Community

- City of Minneapolis
- City of St. Paul
- Family Means
- First Lutheran Church Aiken
- Keystone Community
- MN Department of Labor & Industry
- MN State Legislature
- Ramsey County
- Science Museum
- Torres de San Miguel