

CAREERS IN CONSTRUCTION MONTH

# HANDBOOK

YOUR OFFICIAL GUIDE TO PLANNING A SUCCESSFUL CAREERS IN CONSTRUCTION MONTH



FOR MORE INFORMATION, VISIT [BYF.ORG](http://BYF.ORG).

<b>CONTENTS</b>	INTRODUCTION.....	<b>001</b>
	SUGGESTIONS: PLANNING.....	<b>002</b>
	SUGGESTIONS: ACTIVITIES .....	<b>003</b>
	SUGGESTIONS: APPRECIATION DAYS .....	<b>004</b>
	SUGGESTIONS: TIPS .....	<b>005</b>
	MEDIA TIPS .....	<b>006</b>
	MORE MEDIA TIPS .....	<b>007</b>
	PROCLAMATION TIPS.....	<b>008</b>

**THE FUTURE OF THE CONSTRUCTION INDUSTRY IS IN OUR NATION’S YOUTH. BY DEDICATING A MONTH TO CONSTRUCTION CAREERS, WE HOPE TO PROMOTE RECOGNITION AMONG PARENTS, TEACHERS AND STUDENTS ABOUT THE REWARDING CAREER OPPORTUNITIES AVAILABLE IN CONSTRUCTION.**

-Don E. Whyte  
NCCER CEO



Careers in Construction Month is a nationwide campaign designed to increase public awareness of the opportunities available as a craft professional. Schools, contractors and organizations are encouraged to partner locally and host construction career events.

NCCER and Build Your Future (BYF) developed this planning guide to assist in promoting construction careers in the industry. These materials will help you get started in your community. All of the information in this guide is also available on [byf.org/resources](http://byf.org/resources) for free.

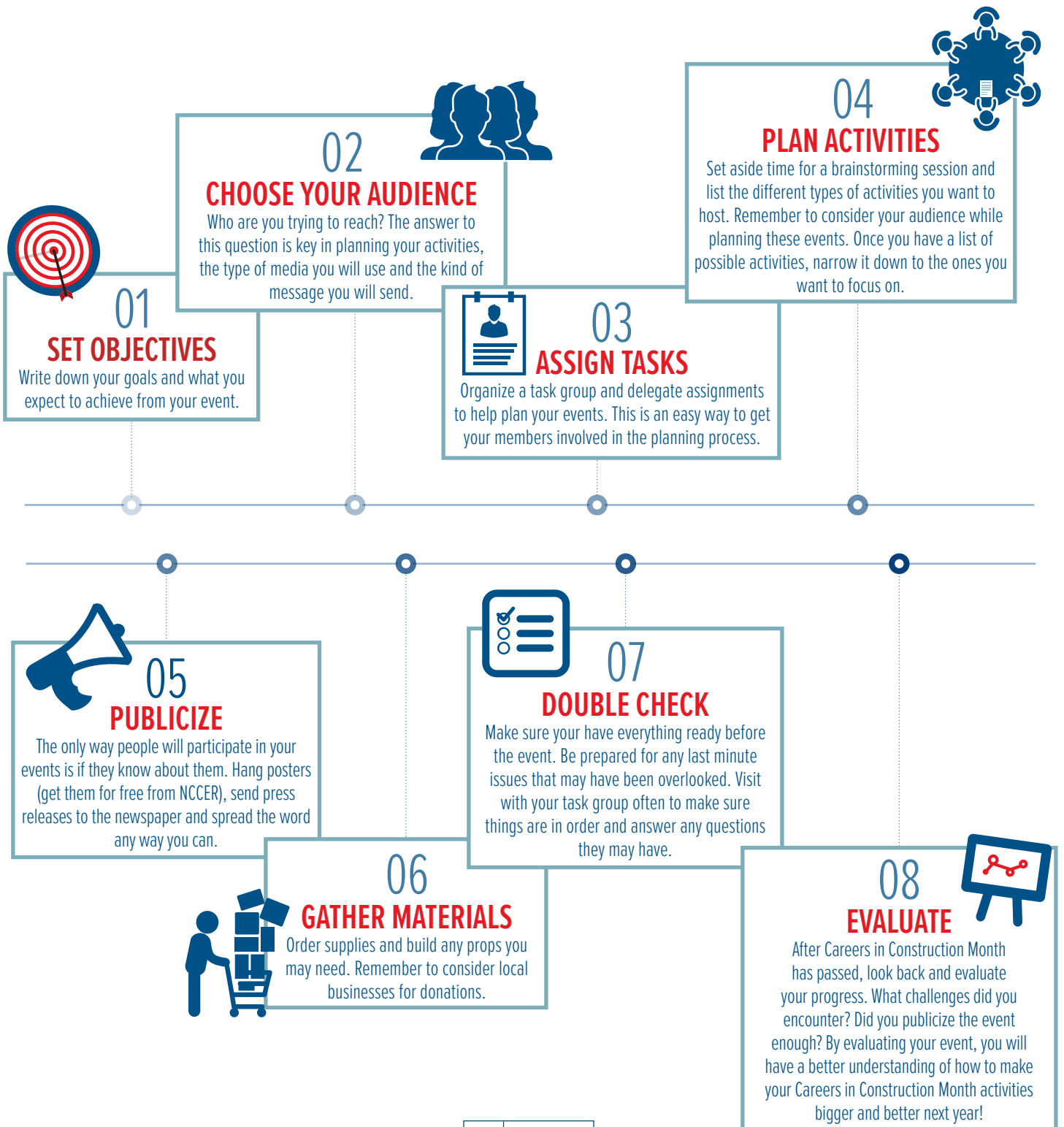
For additional information, contact NCCER customer service at 888.622.3720 or email [marketing@nccer.org](mailto:marketing@nccer.org).

# 002

# SUGGESTIONS

## DEVELOP A PLAN

Careers in Construction Month is your chance to shine a light on your community, company, school or association. Use these steps to develop your own plan for this exciting event.



# 003

# SUGGESTIONS

## ACTIVITIES



### WALK AND LEARN

Coordinate a walk to school to get kids thinking about the built environment. Explain the different types of jobs that are involved in building, what they see and how it affects their lives.



### OPEN UP YOUR SITE

Ask a local construction site to host a field trip. Arrange for students to tour the site and see the vast opportunities careers in construction can provide.



### BARGAIN SHOPPING

Host a booth or event at a local shopping center. Colleges and contractors have successfully recruited young people into the industry through shopping malls.



### COLLABORATE

Use the NCCER Connection Map to connect with industry members and collaborate on different activities.  
[pathways.nccer.org/connection-map](http://pathways.nccer.org/connection-map)



### BUILD A RESUME

Have a resume building session. Give interview and resume tips. Students can look for careers and post resumes on [BYF.org](http://BYF.org).



### PARENT NIGHT

Host a night for parents to explore the opportunities available to students in the construction industry. Invite local craft professionals to discuss opportunities.



### HUNT FOR KNOWLEDGE

Organize a construction treasure hunt. Create a prearranged course around the school or community, and have students search for answers to questions about the built environment. Ask local industry professionals to donate prizes.

**OCTOBER IS NATIONAL CAREERS IN CONSTRUCTION MONTH.**

During Careers in Construction Month, recognize contributions made by educators, students, employers and employees that promote the construction industry. Careers in Construction Month is also used to increase awareness and foster a positive image about construction careers. Some suggested featured events for Careers in Construction Month are included below.

**RECOGNITION DAY**

Recognizing employees, employers and educators is an important part of showing appreciation to your local construction workforce. Listed below are suggested activities for showing appreciation during Careers in Construction Month:

- Provide plaques/certificates for instructors, employees and leading employers.
- Provide instructors and/or employees with a personalized hard hat, golf shirt or mug with Build Your Future and company logo.
- Recognize construction educators, employers and outstanding employees in an article to a local newspaper or blog.
- Host a company-wide luncheon or picnic, or take an instructor to lunch.
- Host an appreciation luncheon at the school or chapter for all contractors.
- Recognize an employee of the year (i.e. electrician, carpenter or project manager of the year).
- Recognize a local or state “construction educator of the year” or “employer of the year.”
- Organize a local panel of industry employers to answer students’ questions.
- Place informative tabletop displays about the construction industry in lunchrooms and libraries.
- Have career speakers present to students during classes.
- Provide company shirts to selected students during the broadcast.
- Distribute “construction employee appreciation” T-shirts or hard hat decals.
- Provide appreciation-themed T-shirts, mugs, key chains, etc. to students.
- Offer equipment displays and demonstrations (with a heavy equipment presentation).
- Host a construction career fair with a power tool contest, nail-driving contest, etc.
- Pass out a package for each student that includes BYF trading cards, bookmarks and more.

**JOB SHADOW DAY**

In order for the construction industry to meet the workforce demand, it is imperative that educators and employers reach out to the next generation of craft professionals—students. It is through industry and education partnerships that students can get first-hand work experience. Here are some ideas on helping prepare students for their first job:

- Host a job shadow day.
- Prepare students for a job interview by hosting mock interview stations.
- Build a resume and post it on the BYF Career Center.
- Arrange for presentations at a local community college or technical school.
- Provide T-shirts, mugs, carpenter pencils, etc. for students.

For more information, please call 888.622.3720, email [marketing@nccer.org](mailto:marketing@nccer.org) or visit [byf.org](http://byf.org).


# 005

# SUGGESTIONS


## TIPS TO MAKE IT HAPPEN



Promote a positive and realistic image of the construction industry by sponsoring career fairs and seminars, or sponsor a tour of your community to get a close-up view of current construction projects.




Work with schools and local businesses to set up special displays for Careers in Construction Month using promotional posters or banners.



Purchase promotional items for Careers in Construction Month (i.e. T-shirts, pins, mugs).



Ask local television reporters to air stories about construction careers during the month of October.




Sponsor a community-wide event such as a contest for students. Have students describe their favorite craft or a family member involved in construction. All contest participants' projects could then be displayed in local schools, business, etc.




Ask local companies and schools to sponsor a career fair.




Advertise online through social media and community event boards.



Invite a politician to accompany a craft professional at his or her project for the day. The growth, shortages and training of the industry remains an important issue to voters.



Honor craft professionals for their hard work, commitment to the profession and/or for the projects that make the city stand out.



Bring construction into the classroom. Form partnerships with local schools or contractors and host an event in the classroom.



Visit [BYF.org](http://BYF.org) to download posters and other promotional materials for free.

# 006

# MEDIA TIPS

## PROMOTING CAREERS IN CONSTRUCTION

Careers in Construction Month is about promoting the industry and encouraging young people to experience rewarding construction careers. The following tips will assist you in successfully contacting the media and making your event public.

### RADIO



Contact your local radio station manager and inform them of what Careers in Construction Month is all about and the benefits to their organization by running your Public Service Announcement (PSA).

### DEVELOP YOUR IDEAS

Distribute your own fact sheet to the media. Keep your message clear. Talk about what the construction industry and your community are doing to promote jobs and training.

### APPOINT A MEDIA LIAISON

Assign one individual to serve as your media liaison. Things will run smoothly by appointing one person to coordinate all media inquiries and publicity efforts. Be sure to have your media liaison's name as the contact person on all correspondence to the media.

### EDUCATIONAL VIDEOS

Offer videos such as Build Your Future's "What IF?" series to local cable stations.



### 10 C'S OF COMMUNICATION

- Concise
- Clear
- Compassionate
- Correct
- Conversational
- Calm
- Controversial
- Candid
- Colorful
- Confident

### PANEL DISCUSSIONS

Organize a panel discussion about a construction topic on a local cable station. Possible topics include workforce shortages; training and education; how construction impacts our daily lives and/or local issues affected by construction.



### IDENTIFY A SPOKESPERSON

Identify construction professionals in various industry settings from your state or local associations who can talk about their work, training and the shortage of craft professionals.

### PUBLIC SERVICE ANNOUNCEMENTS



PSAs are messages run by nonprofit organizations about programs and services that will benefit a community. PSAs can be found in print and broadcast media and are generally 15, 30 or 60-second spots.

### WORKING WITH NEWSPAPERS

Contact the editors of your local paper and build a relationship with them. Include photographs with all stories you submit. Don't forget about school newspapers or local business newsletters. This is a great way to publicize Careers in Construction Month to other schools and employers.



### THINK LIKE A JOURNALIST



As you develop your news and ideas to pitch to the media, look for stories that are timely, unique, unexpected, the first of their kind interesting, heart-warming, inspirational and/or sensational.

### PLANNING CHECKLIST

- Determine what activity will be publicized or covered in the media.
- Determine when and where the activity will take place.
- Develop a media list of who will be interested in the event. Include city, state, trade and construction industry press.
- Develop a publicity plan. Decide what needs to be done and who will do it.
- Evaluate your results.

### NEWSPAPER SUPPLEMENTS

A Careers in Construction Month supplement in your local newspaper offers you an opportunity to provide in-depth coverage of the month and your activities. It also offers local organizations a chance for visibility, and it is attractive to the newspaper because it generates advertising revenue.

### CONTACT THE MEDIA

Obtain a list of contacts from local television stations, radio stations, newsletters, newspapers and magazines. Many reporters use the web as a resource and e-mail as a method of communication. Localize the news release and send it to media reporters. Remember to invite the media to attend any activities you have planned that recognize construction professionals or highlight the industry itself.

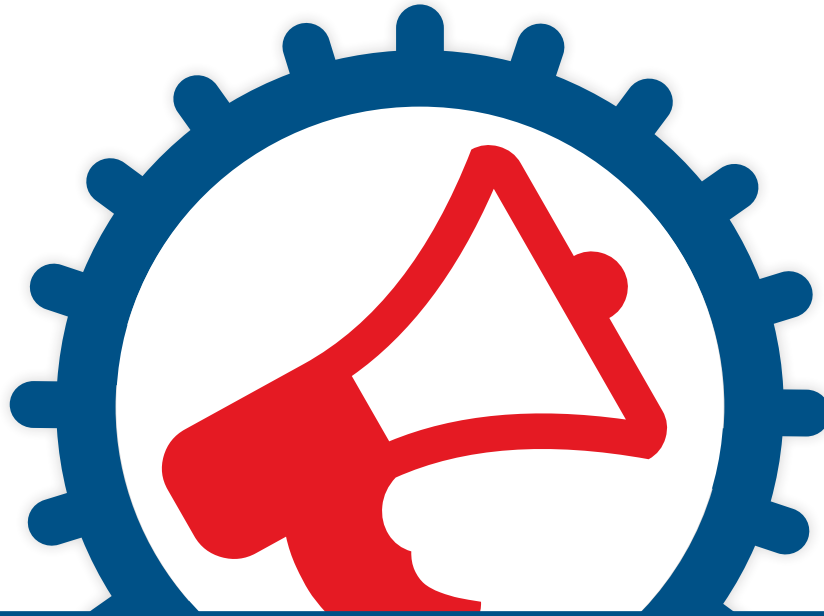
### BE AWARE OF DEADLINES

Send a well written and timely release about 10 days in advance of the event. Call reporters a week before the event to determine if they received the release. Ask if they have questions or would like to schedule an interview. Be prepared to explain why the event will interest them.



### PROMOTION

Work with a local radio station to sponsor a construction quiz. Have the station ask one question each day. Award prizes like Careers in Construction Month T-shirts for the first caller with the correct answer.



008

## PROCLAMATION TIPS

### REQUESTING A PROCLAMATION

Obtaining a proclamation for Careers in Construction Month can be easy if you know how to go about it. In many areas, a mayor or governor can issue a proclamation without any action from the city council or state legislature. The following are a few tips on how to get a proclamation issued with or without legislative action.

- **Call the office of your mayor or governor to determine how proclamations are issued.**

Call several months in advance—it may take several months to get your proclamation issued. Also, have your materials ready, such as the sample proclamation available on [byf.org](http://byf.org). Localize relevant facts about construction and explain why Careers in Construction Month should be recognized by your city or state.

- **Elicit support for your proclamation from other leaders in your city or state.**

Your members can directly contact their mayor, city council members and local or state officials by writing letters or scheduling personal visits. Letters to the governor from industry leaders and associations will demonstrate statewide interest and support of the proclamation.

- **Express your gratitude when a proclamation is issued.**

Include the governor or mayor in ceremonies that you have planned for the event. Remember to inform media about the official attention you have received, and send a letter of appreciation to the official when the month's activities are over.