

RESOURCES TO RECRUIT THE FUTURE CONSTRUCTION WORKFORCE

Presented by Holly Mathis & Jessica Gray, NCCER



ABOUT NCCER

Mission

To build a safe, productive and sustainable workforce of craft professionals.

Vision

Recognized by industry, government and education as the career development standard for the construction and maintenance craft professional.



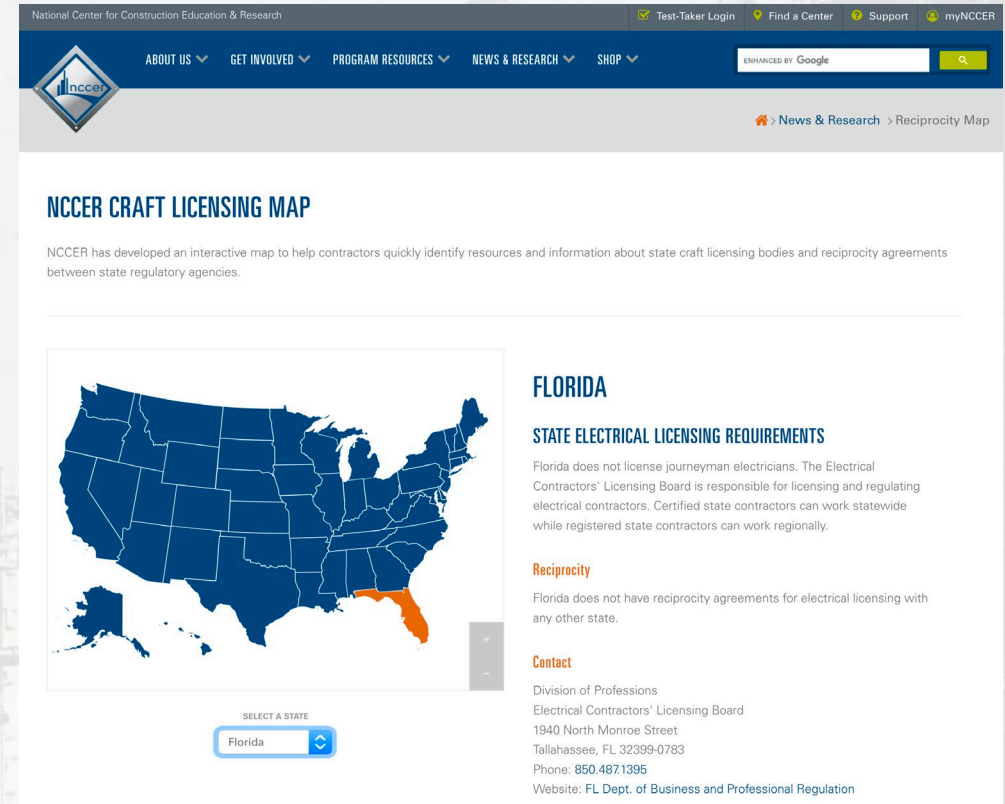
INDUSTRY RESOURCES

- Reciprocity Map
- Breaking Ground: NCCER's Digital Newsroom
- Research
- Find a Center search tool
- Build Your Future initiative



RECIPROCITY MAP

- Free resource developed to help contractors find state licensing requirements
- Outlines reciprocity agreements between states for electrical and plumbing
- Information is updated and verified annually



National Center for Construction Education & Research

Test-Taker Login Find a Center Support myNCCER

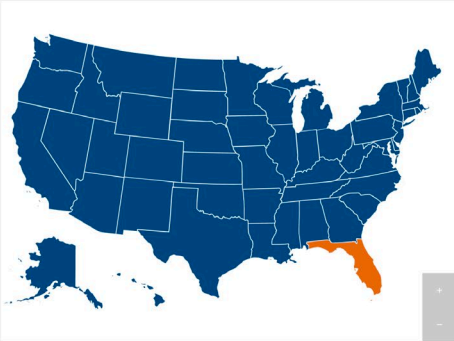
ABOUT US GET INVOLVED PROGRAM RESOURCES NEWS & RESEARCH SHOP

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News & Research > Reciprocity Map

NCCER CRAFT LICENSING MAP

NCCER has developed an interactive map to help contractors quickly identify resources and information about state craft licensing bodies and reciprocity agreements between state regulatory agencies.



SELECT A STATE

Florida

FLORIDA

STATE ELECTRICAL LICENSING REQUIREMENTS

Florida does not license journeyman electricians. The Electrical Contractors' Licensing Board is responsible for licensing and regulating electrical contractors. Certified state contractors can work statewide while registered state contractors can work regionally.

Reciprocity

Florida does not have reciprocity agreements for electrical licensing with any other state.

Contact

Division of Professions
Electrical Contractors' Licensing Board
1940 North Monroe Street
Tallahassee, FL 32399-0783
Phone: 850.487.1395
Website: FL Dept. of Business and Professional Regulation

Learn more: nccer.org



DIGITAL NEWSROOM

One location to get industry news, including:

- Articles
- Breaking Ground: The NCCER Blog
- Press releases
- Videos
- Interviews

The screenshot displays the NCCER Digital Newsroom website. At the top, the navigation bar includes the NCCER logo, 'BREAKING GROUND', and menu items for 'ABOUT US', 'GET INVOLVED', 'PROGRAM RESOURCES', 'NEWS & RESEARCH', and 'SHOP'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a secondary menu with links to 'Community Builders', 'Inside the Industry', 'Instructor Insight', 'Safety Pays', 'Sponsor Spotlight', 'Tech Talk', 'Blog', and 'NCCER Press'. The main content area features a 'NEWSROOM' section with a search bar and a list of 'Content Types' (Article, Blog, Press Release, Video, Interview) and 'Category' (Build Your Future, Career & Technical Education, Career Pathways, Corrections, Craft & Industry, Health & Wellness, Military & Veterans, Safety, Technology, Training Programs, Women in Construction, Workforce Development). A prominent banner at the top right of the newsroom section reads 'ELEVATE TRAINING, INCREASE EFFICIENCY. Free NCCER Testing System Webinars' with a 'REGISTER TODAY' button. Below the banner, there are several article thumbnails with titles and dates: 'Jobsite Safety Tips For Summer Weather' (06/11/20), 'MMR Group Announces New Enhancements And Recognition' (06/15/20), 'NCCER Provides Resources During Pandemic' (06/16/20), 'Cleaning Guide Provided By DEWALT And Stanley Black & Decker' (06/11/20), and 'NCCER And BYF Announce Sixth Annual I Built This! Video Contest' (06/10/20). A small graphic at the bottom left of the newsroom section states 'NCCER'S CRAFT CURRICULA LEADS TO INDUSTRY-RECOGNIZED CREDENTIALS.' with images of sample credentials.

Join NCCER's mailing list: www.nccer.org/mailing-list

RESEARCH

National Center for Construction Education & Research

Find Training/Assessment Center Support myNCCER

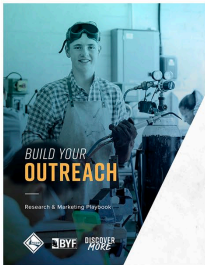
ABOUT US GET INVOLVED PROGRAM RESOURCES NEWS & RESEARCH SHOP

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News & Research > Research

RESEARCH

This section includes white papers, reports and statistics that provide insight into trends, projections and workforce development strategies for the construction industry, as well as best practices for education and implementation efforts of craft training.



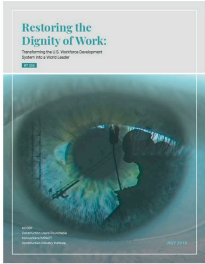
BUILD YOUR OUTREACH:

RESEARCH & MARKETING PLAYBOOK WITH RESOURCE GUIDE

Need help recruiting the next generation of your workforce? This recruitment resource offers research, analysis and guidance to enable the construction industry to effectively reach out to parents and influencers of students, shift perceptions and highlight the benefits of a career in construction.

Designed for marketing teams of all sizes, you can download our overview Playbook, the in-depth Resource Guide or individual modules based on your needs.

[Learn More](#)



RESTORING THE DIGNITY OF WORK:

TRANSFORMING THE U.S. WORKFORCE DEVELOPMENT SYSTEM INTO A WORLD LEADER

Published by NCCER, Construction Users Roundtable, Ironworkers/IMPACT and Construction Industry Institute. July 2018.


The backbone of our society rests on the craft professionals who build it. Learn how you can help restore the dignity of work in the U.S.

[Learn More](#)

Additional Research:


NCCER Apprenticeship Perspectives

Published By NCCER. April 27, 2018



Craft Workforce Development 2013 and Beyond

Published by NCCER. 2013.



Restoring the Dignity of Work:

Transforming the U.S. Workforce Development System into a World Leader

RT 335



NCCER
Construction Users Roundtable
Ironworkers/IMPACT
Construction Industry Institute

JULY 2018

Learn more: nccer.org/research

BUILD YOUR FUTURE

Build Your Future aims to be the catalyst for recruiting the next generation of craft professionals.



BUILD YOUR FUTURE - GOALS

- Overcome negative perceptions about careers in construction.
- Make career and technical education a priority in secondary schools.
- Provide multiple career paths to success within the construction industry.



BYF.ORG

- Interactive website
- Career Path
- Craft Labor Demand Map
- Downloadable Resources
- Customizable Collateral
- Scholarships

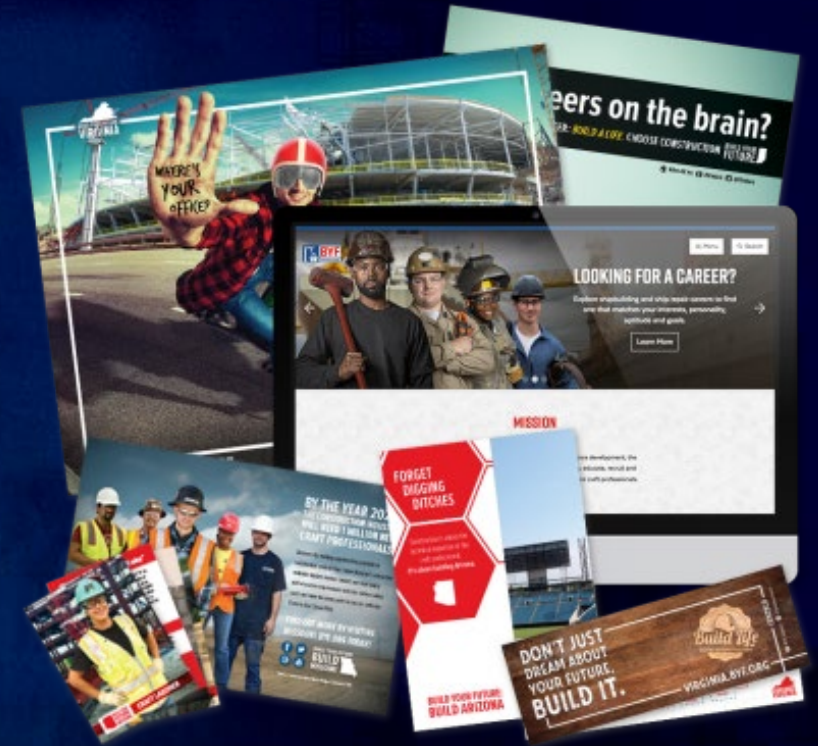


STATE PARTNERSHIP

**BUILD YOUR
FUTURE
ARIZONA**

**BUILD
YOUR
FUTURE
INDIANA**

**BUILD YOUR FUTURE
VIRGINIA**



Learn More: byf.org/get-involved/partnerships



DISCOVER MORE

Influencer Campaign

- High Demand, High Salaries, High Potential
- Map It Out
- Success Story Videos
- Construction Projects



discover.byf.org

HARD HAT HEROES

- NCCER Credentials – *at no cost*
- Core Codes
- Military Friendly Employers

Learn more: veterans.byf.org



CREDENTIALS FOR VETERANS

Completed Alignments:

- 27 Army MOS
- 42 Seabee Rates
- 11 Air Force (AFSC)
- 8 Marine Corps MOS
- 2 Rank-based

Total Military Specialties Aligned = **90**

Over 1,000 veterans credentialed

Learn more: veterans.byf.org



GET INVOLVED

- Participate in career day events
- Use our resources or customize your own
- State partnership
- Participate Careers in Construction Month
- Post on social media



RESEARCH & MARKETING PLAYBOOK

BUILD YOUR OUTREACH

- Research and Marketing Playbook – condensed version
- Resource Guide – expanded version



RESEARCH & MARKETING PLAYBOOK

- [NCCER.org/Research](https://www.nccer.org/Research)
- What messaging works
- How often you should post
- What platforms you should be on



WHAT IS CAREERS IN CONSTRUCTION MONTH?

Raise awareness about the opportunities
in construction and inspire the next
generation of craft professionals during
the month of October.



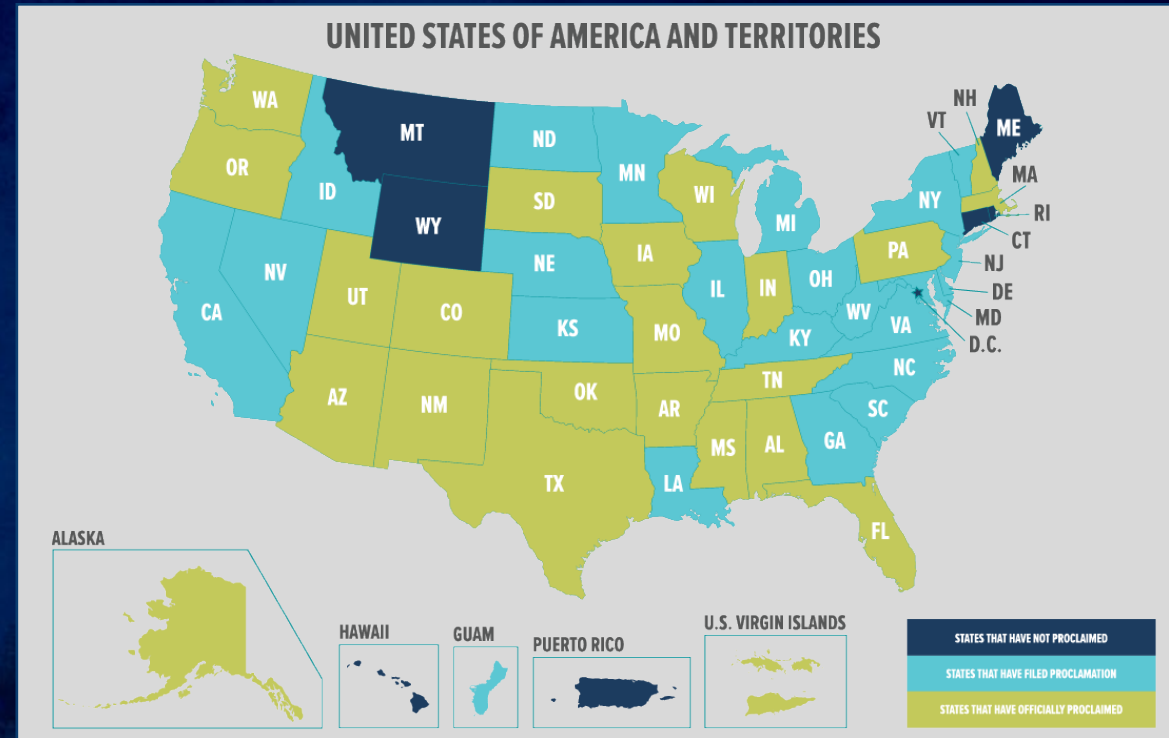
CICM OVERVIEW

- CICM Proclamations
- Social Media
- I BUILT THIS! Video Contest
- CICM Pledge
- Share Classroom Resources



CICM PROCLAMATIONS

- Raise awareness about the opportunities in construction and inspire the next generation of craft professionals.



**map as of 10/12/20, for an updated map visit byf.org/CICM*



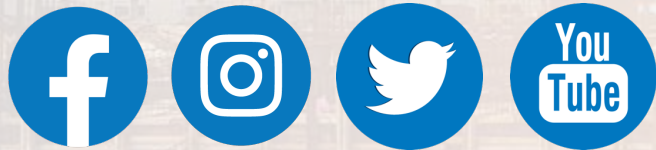
CONNECT ON SOCIAL

Facebook: @BYFcampaign

Twitter: @BuildYourFuture

Instagram: @discoverBYF

Use #CICM on social



Copy and paste these examples for posts on social media or create your own!

October is Careers in Construction Month! Join us all month long as we celebrate careers in the industry! #CICM #CareersInConstruction byf.org/cicm

Craft skills are in demand! Now's the perfect time to explore a career in construction. #CICM <http://www.byf.org/explore-careers/trading-cards/>

Construction is more than a job – it's a career! Learn more about life as a craft professional during Careers in Construction Month! #CICM

Our children have many roads to success. Learn more about careers with high demand, high salaries and high potential during Careers in Construction Month! discover.byf.org #CICM



I BUILT THIS! VIDEO CONTEST

- Promote the value of craft skills and construction as an industry of choice
- Five contest categories for secondary and postsecondary submissions, including People's Choice, determined by popular vote
- Over \$20,000 in prizes to winners and their schools
- Contest closes November 1, 2020
- Learn more at byf.org/i-built-this



TAKE THE #CICM PLEDGE

Pledge to connect with students next week.



BENEFITS OF PLEDGING

The benefits of pledging this October:

- Entry into \$5,000 prize drawing
 - Automatic entry into a drawing for a \$5,000 scholarship given to the secondary construction craft training program of your choice
- Access to exclusive resources
- Company logo exposure and promotion on BYF website and e-newsletters

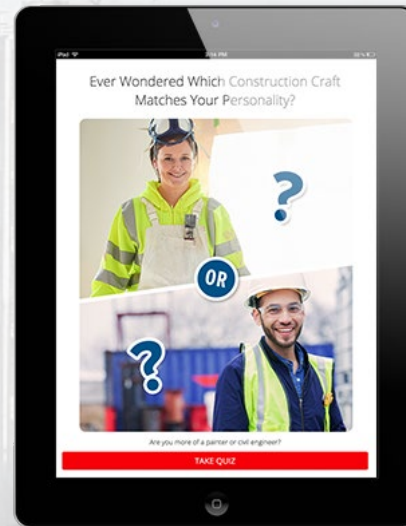


- www.byf.org/CICM



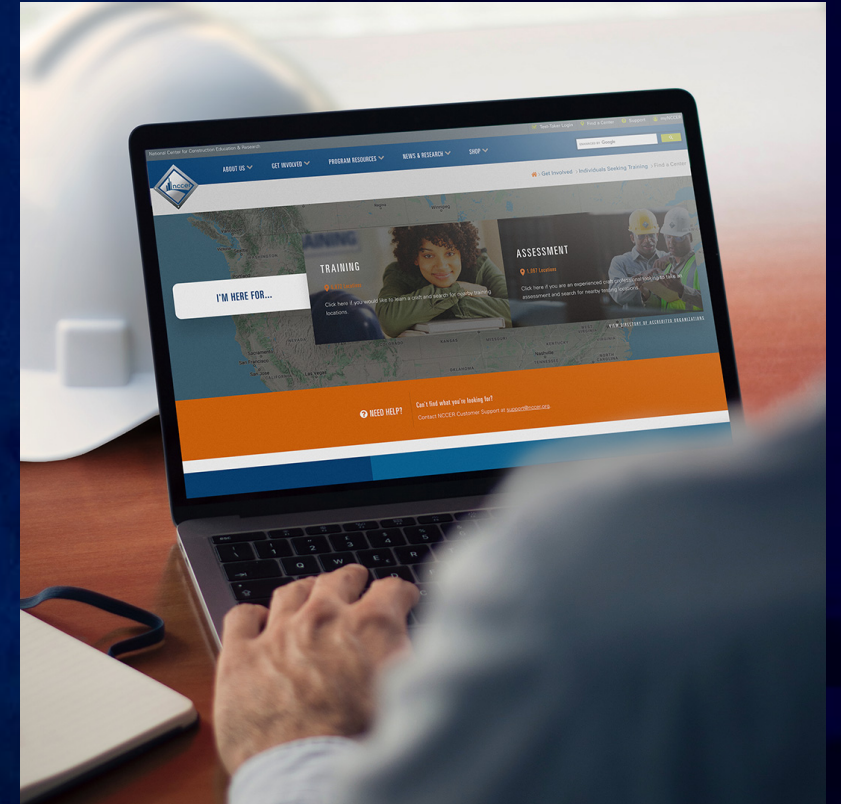
CLASSROOM RESOURCES

- Industry to education connection
- Share with local teachers



FIND A CENTER

- The first step for future craft professionals to get into the industry
- Locate a public training or assessment provider in your area
- Search by company, location or craft offered
- Email search results
- Learn more: nccer.org/find-a-center



QUESTIONS?

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