
CONSTRUCTION CAREERS FOUNDATION

Annual Report to DEED
July 2021 - October 2022

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.

Program Objectives

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 and high school youth, parents, and counselors to reach a more diverse demographic.

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.

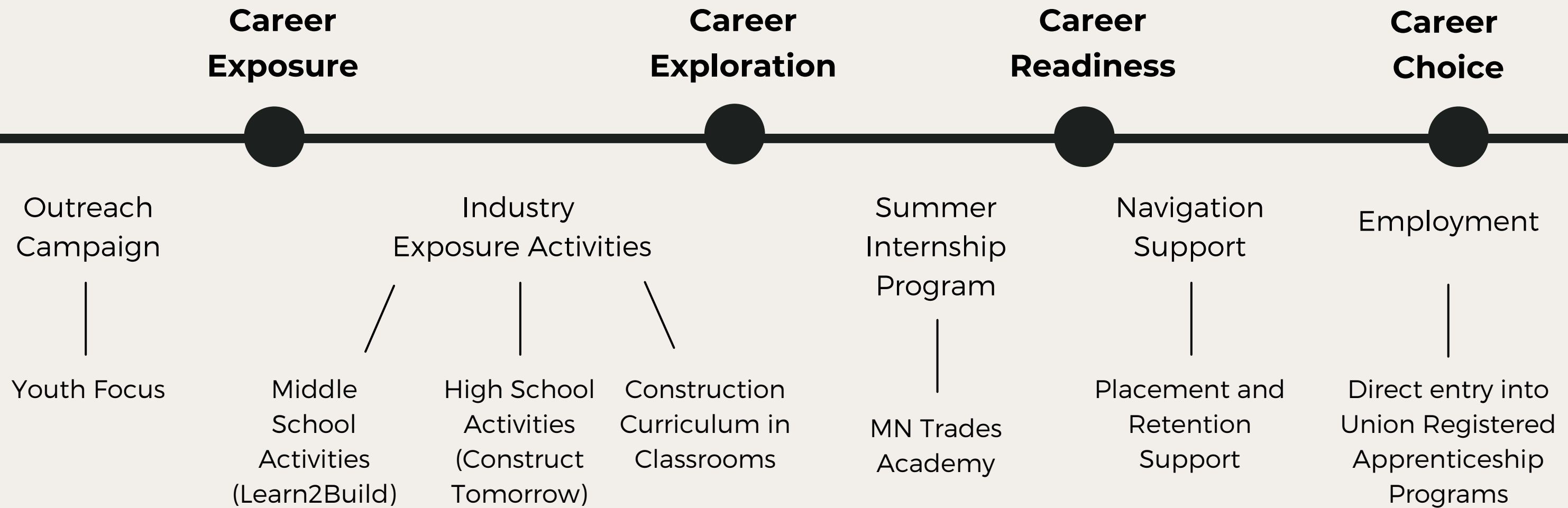
SUPPORT GRADUATING YOUTH

Enhance activities to support graduating seniors/young adults in their efforts to obtain employment in the construction industry.

MARKETING AND OUTREACH

Enhance and grow an industry-wide marketing campaign targeted to youth and young adults.

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

As the world adapted to lifted COVID restrictions, CCF continued to build on lessons learned during the COVID pandemic, building on new approaches and how to best meet the needs of those served by CCF while fulfilling the mission of the organization.

CCF took this opportunity to develop tools for program participants to continue to explore careers in the construction industry. The organization identified effective and enhanced 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 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

MIDDLE AND HIGH SCHOOL ACTIVITIES

Increasing Exposure to Construction



MIDDLE SCHOOL ACTIVITIES

For middle school programming, CCF offers Learn2Build which provides construction career exposure for middle school youth by offering in-person events and activity kits. The intent of Learn2Build is to introduce middle school youth to construction in a fun and innovative fashion. By offering hands-on opportunities in partnership with schools and youth focused organizations, Learn2Build brings construction trades experiences to young people to expose them to concepts from careers in construction, such as learning about tools and various job opportunities.

CCF continued to use the youth 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.

During the grant period, a total of **500 youth** received kits in their classrooms. CCF was also able to conduct in-person events, including one in partnership with Dunwoody College and the YWCA ,

POPULARITY

500

TOTAL YOUTH THAT
RECEIVED KITS

Kits were delivered to the following schools and organizations:

- Brooklyn Park Middle school - 150 youth each received 4 kits
- YWCA - 30 youth each received 4 kits
- Brooklyn Center - 85 youth each received 1 kit
- Osseo Middle School - 32 kits were distributed
- Good Neighbor Center - 35 youth each received 5 kits
- North High School - 10 kits distributed
- Tartan High School - 10 kits distributed
- Freedom School, St. Paul - 75 kits were distributed
- YMCA Girls Inc - 50 kits distributed

POPULARITY

92

YOUTH SERVED
THROUGH IN-PERSON
ACTIVITIES

In-Person Activities Included:

- Piloted a program with Otter Lake Elementary students on June 10. Over 70 students participated and built bird feeders.
- Hosted a 4-day summer camp with the Saint Paul Public Schools Flipside program on July 25-28. Served 10 middle school students. MTA interns mentored Learn2Build participants and helped them with projects during the camp.
- Partnered with Dunwoody and YWCA Minneapolis on a 3-day camp at Dunwoody on August 9-11. Served 12 middle school participants.

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.

Construct Tomorrow hosted events in the following locations:

- St. Cloud
- Duluth
- Rochester
- Mankato
- Minneapolis - Base Camp
- Moorhead
- Eveleth

Construct Tomorrow had over 2,500 young people attend their events during the grant period.

OBJECTIVE 2

CONSTRUCTION CURRICULUM

Increasing the number of high schools offering construction curriculum



ENHANCING CLASSROOM EXPERIENCES

Through the CCP Initiative, Construction Careers Foundation promotes the multi-craft curriculum and also aims to encourage and support high schools to offer construction curriculum in their classrooms.

During the grant period, CCF enhanced the resources available to schools that offer construction classes, specifically for teachers and school counselors. These resources were included on the revamped website, with information on additional programming opportunities in the state, resources for additional services and resources for youth, and guidance on how to enhance programming within schools. CCF staff were also available as a resource to schools that were exploring the addition of construction classes or creating a pathway within their school. For example, CCF Executive Director met with representatives from Wayzata Public Schools about construction in the classroom and provided helpful context and contacts for administrators who are looking to incorporate construction classes. CCF also conducted a survey of teachers that currently have construction classes in their schools.

ENHANCING CLASSROOM EXPERIENCES

The intent of the survey was to gather more information and guide the development of additional resources that would be beneficial to teachers and help them to recruit more students to their classes. Along with this work CCF is also standardizing their process for classroom presentations, of which an increasing number of requests are being made. These presentations provide more information to youth about the construction industry and careers in the trades.

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.

OBJECTIVE 3

INTERNSHIP OPPORTUNITIES

Increasing Career Exploration



MN TRADES ACADEMY

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

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.

For this grant period, the organization increased the number of cohorts to four, an increase from the last couple of years that had lower participation because of the COVID-19 pandemic. CCF was able to build strong relationships with the employer partners for each of the cohorts, as well as with the high schools that provided the space and from where the students were recruited. With a growing interest in offering the MN Trades Academy, CCF is excited to continue to build these relationships with new partners and hopefully expand the number of youth in each cohort or offer new locations, based on the availability of employer partners.



SUMMER OF 2022

For the 2022 summer program, 65 were interviewed and 40 were enrolled in the program.

- 9 female participants, which is 22.5% of total
- 48% of participants were non-white

Marina's Story

Irondale graduate, Marina Sinniger, has construction in her blood. Learning from her grandfather who was a sheet metal worker, she has been tinkering since she was a kid. “He taught me what he could because I was too young to work with most of the power tools,” said nineteen-year old Sinniger. “When they sold his house, I got a bunch of his power tools which was cool.”

Inspired by her grandfather, she has enjoyed building since a young age. “I used to build with Legos a lot,” Sinniger said. “I think you’re never too old for them.” Her construction skills have helped her with many areas of life, such as her pets. With seven bunnies and two dogs, she built hutches and homes for each of them.

“My friends and family would describe me as creative,” Sinniger said. “With my uncle’s help, I was completely able to design and build homes for all of my animals. Although it was a lot of work, it was so worth it to see it come together.”

“We built a house, re-did a bathroom, put together two different garages, and other projects,” Sinniger recalled. “I liked it because every day was different and I enjoy hands-on work.” Her favorite part about building the house was watching the blueprints turn into tangible rooms that people would live in everyday.

“It was satisfying to see something come out of literally nothing,” Sinniger said. Besides taking care of her animals, and partaking in the Minnesota Trades Academy, Sinniger excels at managing her time. Over the years, she consistently balanced four jobs, proving that she can accomplish anything with her strong work ethic.

Teacher noticed Sinniger’s hardwork, dedication, recommends Minnesota Trades Academy. Due to Sinniger’s reputation of being a hard working handy-woman, her teacher recommended the Minnesota Trades Academy Track II internship program to her. “My teacher said that toward the end of the internship, they could help me start a career path into construction,” Sinniger said. “I like building things, so I thought that exploring different parts of the trades would help me decide what I want to do in the future.”

The Minnesota Trades Academy offers two different tracks for students to learn about the construction trades through hands-on experience. The Track II internship program is a nine-week trade specialization course. The completion of both tracks can set a student up to launch a career in the construction industry, beginning with a registered apprenticeship with a Minnesota building trades union for those who are 18 and have earned a high school diploma or GED.

“I don’t like being in a classroom setting, my teachers know that I enjoy working with my hands and I can learn that way in all different types of setting,” Sinniger said. “Hands-on learning is best for me. I don’t even like sitting that much because I get fidgety.”

While participating in the Minnesota Trades Academy, interns construct mini projects and try out numerous parts of the construction process to learn if they might want to pursue a construction trades apprenticeship after high school. “I think working in construction puts you in a good headspace,” Sinniger said. “It keeps me busy and it can distract you from other things that are bothering you.”

Sinniger described her on-the-job attitude as “hyper-focused.”

“I’m always planning and I’d rather work hard and get things done well and on time than take a break and talk,” Sinniger said. “That’s something we can do after our job is complete.” In addition, Minnesota Trades Academy interns visit up to 16 different apprenticeship-training centers where they receive training and supervision from construction pros.

“I especially liked visiting the sheet metal workers and the boilermakers because everything about it was very hands-on and the process kept me interested the whole time,” Sinniger said. “I thought it was cool that we had hands-on opportunities throughout the internship to test out what we liked and gain new skills.”

Sinniger lives with her mom and has several best friends whom she considers family. “My mom thinks choosing a career in the trades would be a good fit for me and that my grandpa would be very proud of me if I were to follow his footsteps,” Sinniger said. “We built some stuff and I brought it home and she cried and said, ‘Grandpa would be so proud.’”

With Sinniger’s experience with the Minnesota Trades Academy Track II internship, she now has more career path opportunities for her future. “My family is always asking me what kind of college plans I have and I tell them that with the trades I don’t necessarily need it, I would rather just go into a career,” Sinniger said. “I don’t think people understand or know all of the benefits that come with a career in construction – like medical and dental, insurance and a pension fund–when you join a construction trades union.”

This year, Sinniger plans to get an apartment with her friends and with a career in construction; she can now plan on making the move. “I’m most proud of getting through high school, it was a really rough time for me and I made it through that with all the stuff I had going on,” recalled Sinniger. “I’m now looking forward to the future.”

OBJECTIVE 4

SUPPORT GRADUATING
YOUTH

Supporting Career Readiness



PREPARATION AND RETENTION

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.

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.

52

YOUTH WORKING WITH THE TRADES NAVIGATOR

By the end of the grant period, 52 youth were working with the navigator as they were provided information on apprenticeship hiring cycles and job hiring summits as well as one-on-one interactions around specific needs

- Responded to over 150 inquiries through the website
- Worked with 52 youth in various phases of career navigation

OBJECTIVE 5

MARKETING AND OUTREACH

Expanding Outreach



INCREASING AWARENESS

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.

CCF is being proactive in reaching out to organizations and individuals whose primary focus is to work with diverse communities and for whom equity is embedded in their mission. CCF is working to build relationships with them so that the organization can use their expertise in offering perspective and resources for how to best serve the needs of these communities.

Through this work, CCF is also identifying and addressing barriers to employment, and working collaboratively with partners to provide the best path forward for youth wanting to enter the field. This means CCF is intentional with whom the organization partners with, focusing on community based organizations that are located among or primarily serving diverse communities.

In partnership with Pocket Hercules and industry stakeholders, emphasis during the past year has been on expanding content on the Construction Careers website and providing resources for students, teachers, school councilors, and parents.

MARKETING AND OUTREACH ACTIVITIES

Throughout the grant period, the following activities were performed to enhance the depth and breadth of the pathway's reach.

Outreach via social media – YouTube, Facebook, Twitter, LinkedIn, and Instagram

1. Share information on careers in construction
2. Notify young people of application deadlines
3. Connect with partners to share local construction career exploration opportunities
4. Profile real success stories of local construction professionals and construction apprentices

Direct Notifications on the Construction Trades App

1. Notifications of specific trade application deadlines
2. Updated wage and apprenticeship information
3. Alerts for featured apprenticeship success stories in students' preferred construction field of interest
4. Raise awareness of local events and apprenticeship open houses

MARKETING AND OUTREACH ACTIVITIES

Monthly Educator Newsletter - shared with 4,000 Minnesota educators from across Minnesota.

The newsletter includes:

- 1.Apprenticeship deadlines and application information
- 2.Scholarship deadlines and application information
- 3.Construction-related events to attend
- 4.Information on different careers in the trades
- 5.Ways to connect with Construction Careers Trades Navigator as a resource for students, educators, and guardians
- 6.Advice from Shop and Trades Educators
- 7.Real Success Stories of Minnesota Trades Academy Interns, Learn2Build students' experiences, and Minnesota construction apprentices

Supporting Career Fair booths, flyers, and promotional materials to be shared with students and educators.

POPULARITY

44,000

UNIQUE VISITORS ON
THE WEBSITE

Maintained website audience with 9% growth.

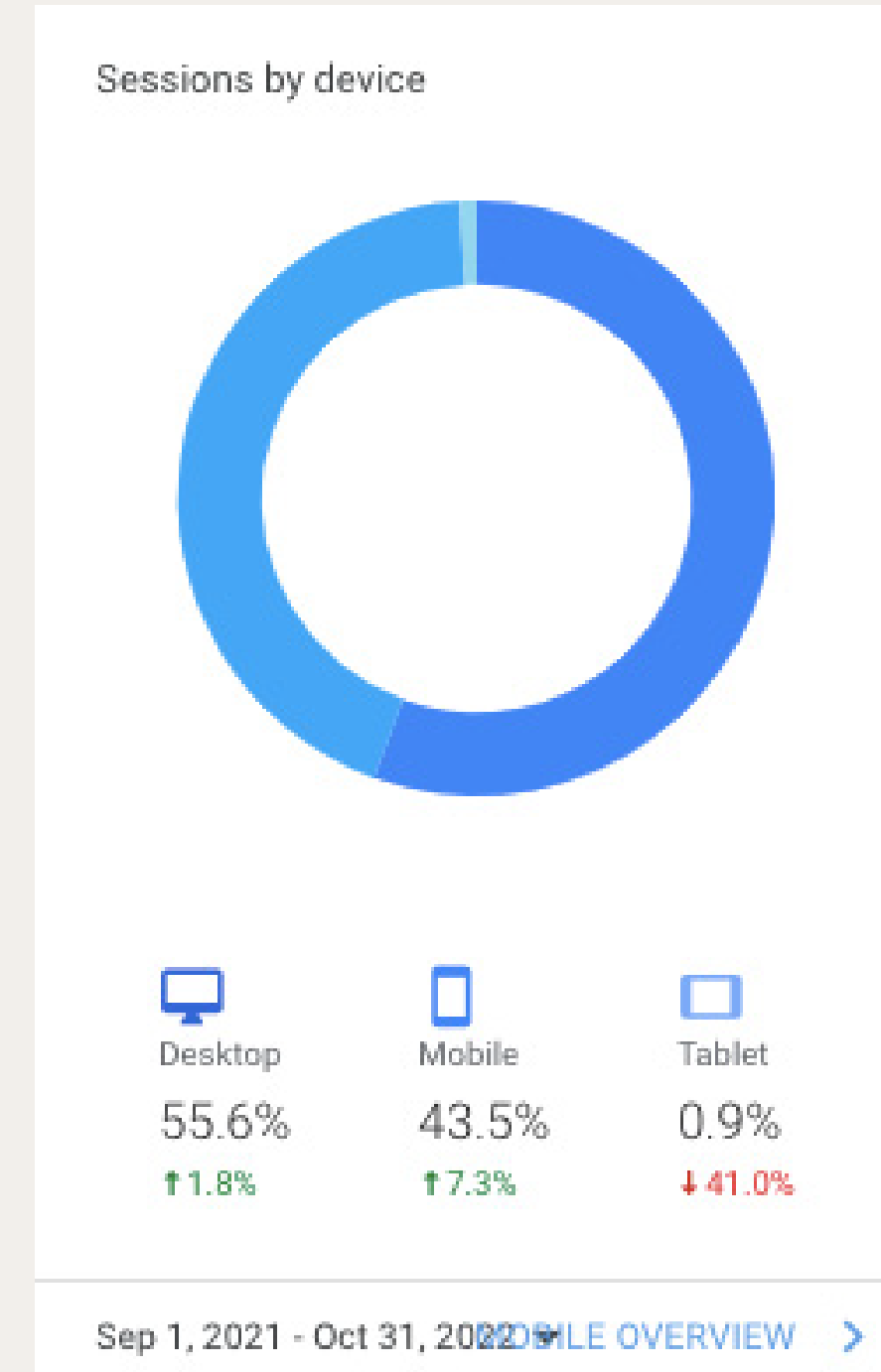
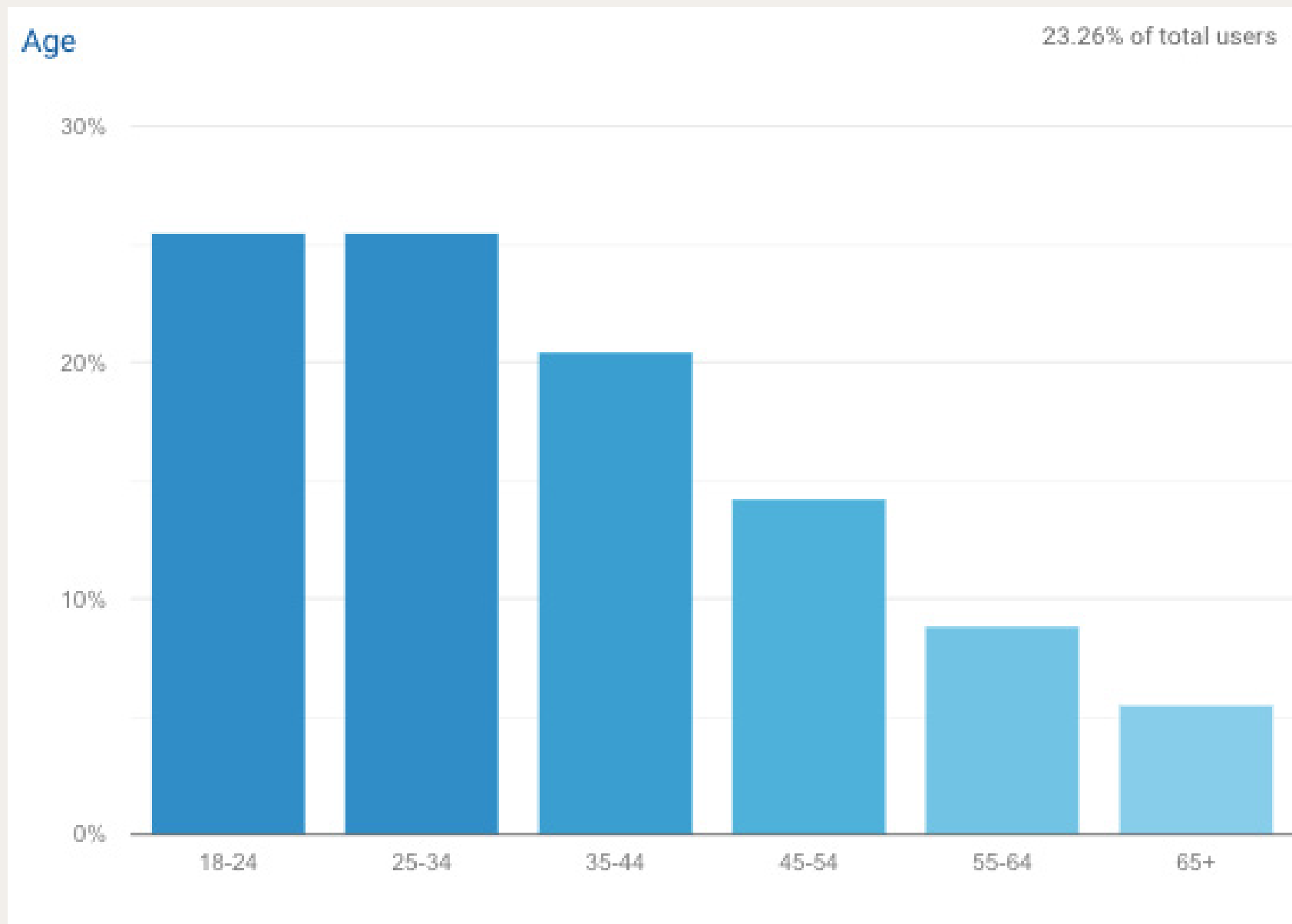
44,000 Unique visitors on the ConstructionCareers.org website.

The bounce rate to the website decreased by 38.6%.

Average duration spent on website was 2 minutes 5 seconds (19.6% duration increase).

WEBSITE ANALYTICS

50.4% MALE AUDIENCE 49.6% FEMALE AUDIENCE



NEWSLETTER OUTREACH

Distributed to more than 4,000 Minnesota Educators

Information included in the newsletters:

- Apprenticeship Deadlines
- Program Participant Success Stories
- Educator Insights
- information about Scholarships

Analytics:

Open Rate >20%

Click Thru Rate >6%

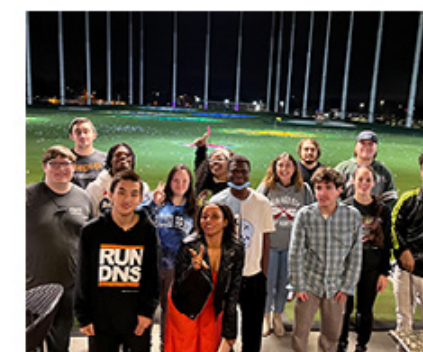
Learn more at [constructioncareers.org](https://www.constructioncareers.org)

CCP E-NEWSLETTER | Issue 12, 2022



**CONSTRUCTION
CAREERS FOUNDATION**

**E-NEWSLETTER: NEWS AND UPDATES FROM CCF
CONSTRUCTIONCAREERS.ORG**



MINNESOTA TRADES ACADEMY ALUMNI GATHER FOR INTERNSHIP RECAP

Construction Careers Foundation organized a Top Golf event to reconnect this summer's class of Minnesota Trades Academy Interns.

[READ MORE](#)

PICKING UP SPEED, CENTRAL HIGH SCHOOL STUDENT IS MOTIVATED BY HIS MINNESOTA TRADES ACADEMY INTERNSHIP TO JOIN THE TRADES



Jonas Roach entered the Minnesota Trades Academy with the goal of learning more about his intended future career path as an electrician. He found that his skills supported a number of career opportunities in the trades.

[READ MORE](#)

SOCIAL MEDIA OUTREACH

- 1,100+ Posts Across Twitter, Instagram, Facebook, and LinkedIn
- 47,000+ Post Impressions across CCF social media channels
- LinkedIn had 116 New Followers
- Twitter Post Engagement rose 1.29% with 100+ more retweets
- Facebook achieved 1,500 Clicks to CCF Links



Find Us Online



FACEBOOK

@constructioncareersfounda
tion



YOUTUBE

Construction Career Pathway



INSTAGRAM

@construction.career.pathwa
y

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
- MN Mechanical Contractors Industry Fund
- Mpls Building & Construction Trades Council
- National Association of Building Trades Unions
- OPUS Foundation
- PCL Construction
- Ryan Companies
- St. Paul Building & Construction Trades Council

SCHOOLS

- Brooklyn Center High School
- Duluth Public Schools
- Eveleth High School
- Mankato High School
- Minneapolis Public Schools
- Moorhead High School
- Rochester Public Schools
- St. Cloud Public Schools
- St. Paul Public Schools
- White Bear Lake High School

COMMUNITY

- Base Camp - Bloomington
- City of Minneapolis
- City of St. Paul
- MN Department of Labor & Industry
- MN State Legislature
- Ramsey County