CONSTRUCTION CAREERS PATHWAY INITIATIVE  
PROGRAM OVERVIEW  
July 2018 – June 2019

EXECUTIVE SUMMARY

In 2017, Construction Careers Foundation (CCF), a 501(c)(3) nonprofit organization, received Legislative funding to support the Construction Careers Pathway (CCP) Initiative. The primary goal of the CCP Initiative is to provide year-round educational and experiential 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. The Legislative funding supports infrastructure and programming so that this goal can be met, and the CCP Initiative can offer work-based learning exposure starting in middle school and concluding with a career in the Minnesota construction industry.

A key learning from prior reporting periods is that CCP could do more on social media to drive participation by accelerating awareness so more students, parents, and teachers would consider trying one of the CCP programs. This reporting period reflects a substantial increase in the use of social channels to drive visibility and awareness, which resulted in dramatic numbers of new visitors to the website, and an even more impressive penetration of targeted demographics via all social channels (details below) resulting in over 4.5 million impressions (message appearances) and 33,000 unique website visitors from across the state.

The CCP Initiative’s career pathway (see Figure 1 below) supports a diverse future workforce, and in doing so, it also supports the Minnesota legislative commitment to narrowing economic disparities. This shared vision seeks to motivate Minnesota youth to graduate from high school and guide them towards well-paying construction careers that can sustain them and their families without the burden of student loans.

The initiative is one of the few career pathways in which end users have convened to collaboratively create this pathway for youth to find something that motivates them to graduate from high school and pursue a career. This initiative has convened representatives from industry, labor, education and community to step into innovative new territory to design and offer a platform for young people to discover a career that draws them into a place of belonging ... a place of giving and receiving within the parameters of a fulfilling work environment.

In addition to our youth becoming aware of this industry’s opportunity, CCP is influencing the influencers as teachers, guidance counselors, parents and other stakeholders become aware of the opportunities awaiting our next generation within the construction and building trades sector. Collectively, through this initiative, we are helping youth prepare for adulthood through effective lifelong learning, skill development and access to good jobs with good benefits in the construction industry.
Program Objectives

To address the CCP initiative’s overarching goals, the following objectives are continually in focus:

1. Enhance and grow an industrywide marketing campaign targeted to youth and young adults focusing on the depth and breadth of careers within the construction industry;
2. 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;
3. Increase the number of high schools in Minnesota offering construction classes during the academic year that utilize a Multi-Craft curriculum, thereby exposing participants to a variety of construction trades;
4. Increase the number of summer internship opportunities;
5. 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.

Report Highlights

- Investing more heavily in digital communications in addition to an already well developed print campaign resulted in over 4.5 million impressions and 33,000 unique visitors to our new website from a tightly targeted group of demographics (i.e. students, parents, teachers). We expect that this increased visibility will guide individuals toward a construction career as well as drive participation in all CCP programs across the state through greater awareness in the coming program year.

- During this 12 month reporting period over 6,834 students from 255 schools across the state attended and participated in CCP events, programs and activities. These activities created exposure in schools that collectively represent over 84,900 students and hundreds of communities around the state. Some of the overall highlights of 2018-2019 include:
  - Female students accounted for 37% of all student participants
  - 57% of student participants were in under-represented demographics
  - 51% of students were in Greater Minnesota

OVERVIEW OF ACTIVITIES and DATA

The following sections provide a brief overview of the focus of the activity area including highlights of the outcomes related to the activities in that focus area. These are supplemented with visuals in graph form to help tell the story. **NOTE:** the totals of the numbers contained in the charts reflecting Gender, Race / Ethnicity, and student Grade will most often NOT agree with the total Participation numbers in the related section charts. This is due to the way in which data has been gathered by the various partner organizations leading the activity area, and/or limitations/restrictions that may be imposed by schools participating in the activities. CCF is working to continuously improve the gathering process to increase the continuity and completeness of the demographic information gathered as we evolve the programs.
In support of the goals of this initiative, CCF developed a framework that clarifies for provider member partners and stakeholders what the larger vision is for the initiative, and how all elements of the design fit together. The above infographic provides a summary of the design.

While CCF representatives are involved with many of the CCP Initiative’s activities, to fulfill this effort, the CCP Initiative strategic partners include school districts, Minneapolis and Saint Paul Building Trades Councils, Apprenticeship Coordinators Association of MN, and Construct Tomorrow. In addition, the CCP Initiative has multiple strategic relationships within the construction industry, labor, community, education and government (see Appendix A for CCP strategic partner names).

**Objective 1 – Outreach/Marketing Efforts**

In partnership with Pocket Hercules and our industry stakeholders, the CCP Outreach/Marketing Efforts were expanded in this past fiscal year (FYE19) and included increased activity in Creative Marketing, Public Relations/Content, Digital Outreach, Social Media Search, and other promotional efforts. The CCP Outreach/Marketing Efforts are designed to engage high school youth, their parents and educators who are influential in a student’s life. The goal is to help drive traffic to the CCP website (constructioncareers.org) where youth, parents, and educators can learn about and sign up to receive more information about a career in the construction building trades. CCP aspires to elevate and shift community perception regarding the construction industry while exposing the depth and breadth of attractive career options.
Marketing/Communications Related:

- More than 6,000 flyers and 1,000 posters were distributed to 255 schools in the Minneapolis, St. Paul and Greater MN area as well as at Union Training Centers state-wide and at local metro area events (2 examples of the flyers are included in the Appendix)
- The Construction Careers Pathway initiative was highlighted in seven print news sources: Women’s Press, Teaching Today, La Voz Latina, Star Tribune, Workday Minnesota, Apprenticeship Today (MNDLI) and St. Paul Union Advocate. These publications have a combined circulation of about 700,000 readers. In addition, CCP was featured in several Public-School media publications, both in print and online (see links to some of these articles listed in the Appendix)
- CCP launched the redesigned youth-focused website (constructioncareers.org) and began to use Facebook, Google, and Instagram in a coordinated campaign. These efforts resulted in the following:
  - The CCP website:
    - More than 33,000 unique people/IP addresses accessed the website with the vast majority of the users from the Twin Cities Metro area
    - The average user spent between 1.5 - 2 minutes on the website
    - More than 300 users submitted online inquiries for additional information (see Appendix D) through a new process that was just initiated mid-year
  - The CCP Social Media channels (e.g. organic search, Display, YouTube, Facebook, Snapchat, Instagram) have shown a steady increase in overall impression volume and click traffic since the digital launch across all paid and organic channels
    - Combined, these platforms have garnered a total greater than 4.5 million message appearances from a tightly targeted demographic
  - Generated more than 2.9 million impressions through digital outreach efforts delivered directly to high school students, parents and teachers at high school sporting events and online, at 20 Twin Cities-area high schools
  - Creative production:
    - Conducted 20 video interviews with construction workers to create a short video featuring current construction workers offering their insights to high school students regarding why a construction career could be right for them
    - Created multiple short videos featuring construction sites and workers. These were posted on YouTube and will be shared on various social media channels
    - Designed a new template page for each construction career on the website. All 30 career pages will be modified based on this new page design
    - Data gathering: added a new, easier-to-access Common Interest form that high school students can fill out to indicate their interest in a construction career. The form can be quickly accessed by clicking on a button in the upper right-hand corner of the ConstructionCareers.org website
    - Learn more within the “Construction Career Pathways Promotional Effort” located in the appendix
Other Outreach Events Related:

In the fall of 2018 and spring of 2019, our MN Trades Academy (MTA) program leaders conducted 37 separate on-site exposure events in metro area high schools to introduce the MN Trades Academy program opportunities over the course of the fall so that students and teachers were aware of timelines for enrollment and information gathering for the following summer’s programs.

- 26 different high schools were visited around the metro
- 1534 students were introduced to the programs
- 2 teachers, and 25 parents were introduced to the programs

Additionally, MTA piloted using SMS Text messaging as a method of outreach and program interest. Students with smart-phones in their possession were invited to sign up to receive their MTA application by text. Given this was the first time it was tried, and while challenges with cell phone reception in the facility where the events were hosted were present, a relatively small number of students were able to complete the test successfully. We are continuing to experiment with ways to improve the general approach to using electronic forms to increase the number of participants who are able to more easily complete the application process. This SMS texting process will become a higher focus this next academic year encompassing both print and social media campaign. Lastly, this fall CCP will pilot a new communication method via an app for smartphone. The purpose of this app is to bridge the knowledge gap between students and garnering of an apprenticeship.
Objective 2 - Middle School and High School Events

To increase construction industry exposure activities for middle school and high school youth, CCP Team Members conducted sixteen (16) hands-on events throughout the state. Highlights of these events are:

- Over 4,878 students attended CCP sponsored events; 2,348 (48%) of those students provided CCP with additional demographic data, an increase of 11% over the previous reporting period
- 81% of identified students were in high school
- 37% of identified students were female, an increase of 9% over the previous reporting period
- 7 of the 16 events were conducted in Greater Minnesota
- 2,907 (51%) of the student attendees were at Greater Minnesota events

Middle School Events: Learn2Build

The mission of Learn2Build (L2B) is to expose middle school students to career possibilities in Minnesota’s construction trades. By offering hands-on events with schools and youth focused community-based organizations, L2B brings construction trades to the classroom through fun, take home project experiences. This program introduces the concept of a career in construction as students begin to think about their high school and post-secondary options.

2018 Sites

- **Site A** – St Paul Public Schools
  - Date – July 16-17, 2018
  - Attendance – 22 East St. Paul 4-8th graders

Construction Careers Pathway Initiative Year-End Report 2018-2019
Activities – Two weeks of classroom projects, visited four union training centers for hands-on activities, field trip to OPUS heavy equipment yard and job-site tour.

Demographic information – refer to graphs on page 10

Site B – Campfire Burnsville Site
- Date – August 3, 2018
- Attendance – 15 campers 4-8th graders
- Activities – General construction discussion. Brainstormed ideas of projects to give back to the community. Ideas include raised garden beds, free libraries and cement benches.
- Demographics – refer to graphs on page 10

Site C – Campfire Tanadoers Camp, Chanhassen
- Date – August 22 & 24, 2018
- Attendance – 12 students 4-8th graders
- Activities – Made cement bench for camp garden. PVC shooters – measuring, cutting and blueprint reading.
- Demographics – 100% girls; refer to graphs on page 10

Site D – Boy Scouts St. Paul
- Date – November 27th
- Attendance – 18 students; 5-7th grade boys
- Activities – Gained a portion of their construction trades merit badge in partnership with Sheetmetal Workers Training Center.
- Demographics – 9 identified as minority; refer to graphs on page 10

2019 Sites

Site E – YWCA Power Girls Event
- Date – March 9th, 2019 at Dunwoody College
- Attendance – 23 girls ages 10-14 from the Minneapolis YWCA Program; 22 Trades Women representing various trades
- Activities – soldering a copper project, electrical session, tool identification, hands-on welding experiences and proper, safe use of home hand tools. Tour of Dunwoody model house, Students received CCP lanyards and posters depicting trades men and women as well as printed information directing the students to the www.constructioncareers.org website.
- Demographics – 19 identified as minorities; 13 identified as Free or Reduced Lunch; refer to graphs on page 10

Site F – Minneapolis School District - STEM Expo
- Date – March 20th, 2019 at the Convention Center
- Attendance – 2,000 students from 17 different schools; 300 interacted with L2B personnel
- Activities – CCP representatives provided a hands-on demonstration using PEX plumbing tools and materials. Students used tape measures, pipe cutters, various plumbing fittings and a power tool crimper. Students received CCP lanyards and posters depicting trades men
and women as well as printed information directing the students to the [www.constructioncareers.org](http://www.constructioncareers.org) website.

- **Site G – Robbinsdale Middle School Career Fair**
  - Date – May 22nd, 2019
  - Attendance – of the 900 attendees; 500 interacted with L2B personnel
  - Activities – CCP provided a hands-on demonstration with PEX plumbing tools and materials. Students used a tape measure, cutters various plumbing fittings and a power tool crimper. Students received lanyards and printed information directing students to the [www.constructioncareers.org](http://www.constructioncareers.org) website.

- **Site H – White Bear Lake**
  - Date – June 19th, 2019
  - Attendance – 19 students
  - Activities – Third annual camp for middle school students to learn about construction careers. Thirty students from the White Bear Lake Area schools signed up for the camp and 19 students attended the event.
    - Students crafted marshmallow launchers from PVC pipe and plumbing fittings
    - Students learned about blue-print plans, measurement techniques with a tape measure and they operated a pipe cutter. Students had a chance to embellish their launches with electrical tape and test the trajectory
    - Students learned about various types of bridge construction (truss, suspension, arch, beam, cantilever) and constructed bridges to building specifications with hot glue and popsicle sticks. Upon completion, the students weight-tested the bridges
    - Students learned about PPE (Personal Protective Equipment) and the role of hardhats, safety glasses, gloves, harnesses, vests and boots to keep construction workers safe.
    - Students competed in a timed relay race wearing safety equipment: loading a tool box, pushing a wheelbarrow, climbing a ladder, etc.
    - Students completed a survey, received hard hats, construction posters, lanyards and information directing students to [www.constructioncareers.org](http://www.constructioncareers.org).
  - Demographics – 3 identified as minority, 2 had an IEP and 1 identified as female; refer to graphs on page 10

**High School Events - Construct Tomorrow**
The Construct Tomorrow (CT) program provides students information about apprenticeship career training and opportunities in the construction industry. This program brings representatives from multiple trades to a site designated by the host and provides hands-on experiences for the students who get to work with apprentices and journey-level workers to wire circuits, trowel cement, set tile and more. With support from the CCP Initiative, CT hosted 8 hands-on educational opportunities in 2018-2019 (1 was cancelled due to weather) for youth in the building and construction trades:
### Site Registration and Attendance Summary

<table>
<thead>
<tr>
<th>Site</th>
<th>Date</th>
<th>Registered</th>
<th>Attended</th>
<th>Completed Survey</th>
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<tbody>
<tr>
<td>Eveleth</td>
<td>Oct 9th, 2018</td>
<td>557</td>
<td>429</td>
<td>206</td>
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<tr>
<td>Fairmont</td>
<td>Oct 17th, 2018</td>
<td>379</td>
<td>273</td>
<td>183</td>
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<td>Mankato Verizon Center</td>
<td>Nov 28th, 2018</td>
<td>838</td>
<td>553</td>
<td>387</td>
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<tr>
<td>St. Cloud</td>
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<td>0</td>
<td>0</td>
<td>Cancelled</td>
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<tr>
<td>East Grand Forks</td>
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<td>326</td>
<td>244</td>
<td>127</td>
</tr>
<tr>
<td>Hinckley</td>
<td>Feb 21st, 2019</td>
<td>499</td>
<td>449</td>
<td>229</td>
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<tr>
<td>Duluth</td>
<td>Feb 26th, 2019</td>
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<td>959</td>
<td>556</td>
</tr>
<tr>
<td>Cooper HS – Mpls.</td>
<td>March 5th, 2019</td>
<td>530</td>
<td>429</td>
<td>176</td>
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<tr>
<td><strong>TOTALS:</strong></td>
<td></td>
<td><strong>5,096</strong></td>
<td><strong>3,970</strong></td>
<td><strong>2,130</strong></td>
</tr>
</tbody>
</table>

- Attendance – in total 3,970 high school youth attended one of the 8 events and were from 157 different schools *(Appendix B)*; 2,130 completed volunteer exit surveys at which time demographic data and construction areas of interest data was collected.
- Activities – representatives from the union building and construction trades apprenticeship program provide hands-on experiences for youth to experience various industry trades.

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![2018-19 Middle, High School Events Attendee Grades](image1)

![2018-19 Middle, High School Events Attendee Gender](image2)
Objective 3 - Academic Year Efforts
The CCP initiative works with various schools and school districts that offer students a Construction Careers Pathway during the academic year. These schools are considered CCP’s Construction Apprenticeship Preparation (CAP) schools. They offer industry recognized course work that incorporates the Multi-Craft Core Curriculum (MC3), which is a nationally recognized, comprehensive apprenticeship-readiness training curriculum. The CCP initiative supports CAP schools by providing navigational support to the students, parents and educators, and by bridging the knowledge/communication gap between schools and apprenticeship training centers.

Participating CAP schools:
- Bloomington – College and Career Center
- Eagan High School
- Irondale/Mounds View High School
- Minneapolis Public Schools – Roosevelt High School
- Roseville High School
- St. Paul Public Schools – Central and Humboldt High Schools

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th># Students Attending Events</th>
<th># of Students Completing Surveys</th>
</tr>
</thead>
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<tr>
<td>White</td>
<td>1409</td>
<td>2130</td>
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<tr>
<td>Asian-Indian American</td>
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<td>116</td>
</tr>
<tr>
<td>Black - African Amer.</td>
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<td>4</td>
</tr>
<tr>
<td>Hispanic - Latino</td>
<td>116</td>
<td>102</td>
</tr>
<tr>
<td>Native HI - Other Pacific</td>
<td>65</td>
<td>59</td>
</tr>
<tr>
<td>Two or More</td>
<td>102</td>
<td>91</td>
</tr>
<tr>
<td>Other</td>
<td>59</td>
<td>1</td>
</tr>
<tr>
<td>American Indian - AK Native</td>
<td>65</td>
<td>1</td>
</tr>
</tbody>
</table>
- White Bear Lake ALC
- White Bear Lake North & South Campuses

Highlights of these CAP school offerings:
- A total of 19 classes were offered by the 10 participating schools
- A total of 280 students participated in the course offerings
- The classes averaged > 14 students per class
- 51% of the students in CAP programs were in targeted, under-represented demographics

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**2018-2019 CAP School Students - Grades**

- 9TH GRADE:
  - Male: 25
  - Female: 49
- 10TH GRADE:
  - Male: 49
  - Female: 95
- 11TH GRADE:
  - Male: 87
- 12TH GRADE:

**2018-19 CAP School Students - Gender**

- Female: 21
- Male: 234

**2018-2019 CAP School Students - Race/Ethnicity**

- American Indian - AK Native: 0
- Asian-Indian American: 23
- Black - African Amer.: 51
- Hispanic - Latino: 48
- White: 154
Objective 4 – Summer Internship

In partnership with the Apprenticeship Coordinators Association of MN (ACAM), MN Building Trades Councils and city youth internship programs, CCP offers the MN Trades Academy (MTA). MTA is a paid summer construction internship experience for selected high school youth. The goal is to help youth prepare for adulthood through lifelong learning, skill development, and increase access to good jobs with good benefits in the construction industry. MTA aspires to provide rich educational and hands-on experiences for participants to earn while they learn about construction as a career choice. To achieve this, MTA offers two program tracks:

Track I – Introduction –
- An intern receives an overarching 8-week experience to construction career opportunities within the building trades industry (i.e. carpentry, pipefitting and electrical). Interns are also exposed to industry related careers such as architecture, surveying, estimating, project management, and design build.

Track II – Advanced –
- This opportunity prepares interns to select a construction career path: union apprenticeship training, construction-related post-secondary tracts, or direct entry into the construction workplace, if desired. Over a 9-week period, interns visit 16 different apprenticeship training centers where they receive training and supervision from industry experts as they complete projects using both hand and power tools.

In 2018, CCP Summer Internship activities reached out to students in 24 different schools resulting in 236 applicants, 90 program internships enrolled, 74 of which completed the program. From a group of 33 seniors, 9 of those completing the program were subsequently employed in a construction trades position while the remaining individuals continue to work with CCP team members.

2018 program highlights:
- 76% of program enrollees came from targeted, under-represented demographics
- 20% of the interns were female

In 2019, CCP Summer Internship activities reached out to students in 34 different schools resulting in 218 applicants, and 74 program internships enrolled. The program has 40 seniors and though presented with employment opportunities outside of the MTA program, they all decided to complete the internship first (which ends August 16th, 2019).

2019 program highlights:
- 68% of program enrollees came from targeted, under-represented demographics
- 15% of the interns are female

For additional demographic information, refer to graphs below.
2018-19 Summer Internship Participants - Gender

- Female: 14
- Male: 60
- Total: 218

2018-19 Summer Internship Participants

- Applicants: 218
- Interviewed: 142
- Enrolled: 74
- Completed: TBD
- Employed: TBD

2018-19 Summer Internship Participants - Race/Ethnicity

- Asian-Indian American: 3
- Native American: 2
- Black-African American: 10
- Hispanic-Latino: 22
- White: 3
- Other: TBD

Construction Careers Pathway Initiative Year-End Report 2018-2019
Objective 5 – 2018-2019 Construction Careers Pathway Initiative Summary Charts
For the full reporting period 2018-2019, over 6,834 students from 255 schools across the state attended and participated in CCP events, programs, and activities. Some of the overall highlights of the reporting period include:

- Female students accounted for 37% of all student participants
- 57% of student participants were in under-represented demographics
- 51% of students were in Greater Minnesota
- These activities created exposure in schools that collectively represent over 84,900 students and hundreds of communities around the state

For additional demographic information, refer to graphs below
To better understand the overall exposure of high school specific CCP activities, a more detailed review of schools (where CCP event participants attended) was conducted. Highlights of this review include:

- A total of 157 high schools across the state were identified by student participants in CCP programs
- In 2018-2019, these 157 schools had a total student population of 84,902
- Of the 157 schools, 31 were in the Twin Cities Metro Area, 126 were in Greater Minnesota
- Overall, 38% of the students in these schools are students of color
- Over 31% of the student population is on free/reduced cost lunch
- Over 12% of the student population is enrolled in special education
- Almost 7% of the student population are enrolled in English learning classes
- 0.94% of the students in these school identify as being homeless
- Percentages of students in under-represented demographics are much higher in Metro Area schools than school in Greater MN

The following graph represents a composite view of both the Greater Minnesota and Metro area under-represented groups data combined:

![Composite Demographics Graph](image-url)
The following graph represents a **comparison** view of both the Greater Minnesota and Metro area under-represented groups data side by side:

![CCP 2018-2019 Events - Participating High Schools](chart.png)
**Trades Navigator:**
To aide with outreach and placement efforts, CCF added a Trades Navigator position to address the individual needs of interested students. Students, parents, and educational professionals are invited to fill out an online interest form. Additionally, students are prompted to complete a Common Interest form (see appendix). This form mirrors the Common Application high schools use for applying to college. The purpose is to ascertain areas of trade interest, educational background, work experience, and geographic location. The Navigator is than able to help guide and build connections between the student and a member of the trades.

**A Placement Pathway:**
Beginning in spring 2019, the Trades Navigator started to utilize a placement pathway process as a way to encourage interested youth toward a career in the construction building trades. Youth that have completed coursework at a CAP school, completed the MTA program, or submitted an inquiry are entered into the placement pathway. Youth complete an online Common Interest form which is used by CCP to help assess and guide the student. The Navigator connects with the youth to discuss careers and mentor them. The goal is to help the youth prepare for a career in the trade of their choice through guidance on suggested coursework to take in high school and when application dates might be for their preferred apprenticeship program.

**CLOSING REMARKS**

The mission of Construction Careers Foundation (CCF) is to increase the diversity of entrants into the construction trades and foster long-term construction careers. With the Legislative funding, CCF was able to develop and implement the Construction Careers Pathway (CCP) Initiative to help youth find a path into the construction trades.

In tandem with industry and labor leaders, CCF has united with education, government, community and construction industry sectors to develop strategies and initiatives which include; Career Exposure, Career Exploration, Career Readiness, Career Choice and Outreach.

Since inception in early 2017, CCP programs, events, and activities have been offered to over 160,000 youth at 255 schools across the state. As a result, over 18,000 students from these schools attended and participated in Construction Career Pathway (CCP) programs.

As youth share their stories and experiences in person, on social media, in the news, others seek to become involved to enhance and refine this initiative. From schools to construction employers to foundations, stakeholders are actively reaching out to become involved in the CCP. What drives this momentum is the shared vision to motivate Minnesota youth to graduate from high school and to consider a well-paying construction career that can sustain them, their families and our communities.
APPENDIX A

CCP Strategic Partners (07.31.2019)

Apprenticeship Coordinators Association of MN (ACAM)
Bloomington Career Academy
City of Minneapolis (STEP UP)
City of Saint Paul Facilities Department
City of Saint Paul (Right Track)
City of Saint Paul (HREEO)
CliftonLarsonAllen (CLA)
Construct Tomorrow
Databank/Collectivity
Eagan High School
Greater Twin Cities United Way
JE DUNN Construction
Irondale/Mounds View Public Schools
Kraus-Anderson Construction
Mortenson
McGough Construction
MN Department of Labor & Industry
MN State Legislature
Minneapolis Building & Construction Trades Council
Minneapolis Public Schools
Minneapolis YWCA
National Assn of Building Trades Unions
OPUS Foundation
PCL Construction
Pocket Hercules
Ramsey County (U Lead)

Roseville School District
Ryan Companies
Saint Paul Building & Construction Trades Council
Saint Paul Police Department
Saint Paul Public Schools
St. Louis Park Public Schools
White Bear Lake Public Schools
APPENDIX B

Aitkin High School
Armstrong High School
Austin High School
Barnum High School
Bigfork High School
Braham Area High School
Butterfield-Odin Public School
Cloquet Area Alternative Education Program
Cambridge Isanti High School
Carlton High School
Cass Lake-Bena High School
Cathedral High School
Central High School
Chisago Lakes High School
Chisholm High School
Clearbrook-Gonvick High School
Cleveland High School
Cloquet ALC
Cloquet High School
CLT Twin Lakes
College
Cooper High School
Cromwell Wright High School
Cyber Village Academy
Dakota County ALS
Dassel Transition
Denfeld High School
Duluth ALC
Duluth East High School
East Central Secondary
East Grand Forks Senior High School
East Range Academy of Tech
Eastview High School
Eden Prairie High School
Edison High School
Ely Memorial High School
Esko High School
Eveleth Gilbert Senior High School
Fairmont High School
Farmington High School
Fertile-Beltrami
Floodwood High School
Fond du Lac Ojibwe School
Fond du Lac School
Forest Lake High School
Fosston High School
Fridley ALC
Fridley High School
GAP School - St. Paul
Granada Huntley East Chain
Goodridge High School
Gordon Parks High School
Grand Rapids High School
Greenway High School
Grygla High School
Harbor City International School
Harding Senior High School
Harrison Education Center
Henry Sibley High School
Hermantown High School
Hibbing High School
High View High School
Highland Park Senior High School
Highview Alternative School
Hill City High School
Hinckley Finlayson High School
Humboldt Senior High School
Hutchinson High School
Industrial High School
Ironton High School
Jefferson High School
Johnson Senior High School
Kato Public Charter school
Lafayette High School
Lake Crystal Wellcome Memorial
Lancaster High School
Le Sueur-Henderson High School
Leap High School
Lincoln High School
Madelia High School
Mankato West High School
Maple River High School
Mara High School
Marshall County Central High School
Martin County West Jr./Sr High
McGregor High School
Minnesota New Country School
MNIC Downtown
MNIC Sabathani Site
Moose Lake High School
Mora High School
Nashwauk Keewatin High School
Nay Ah Shing High School
New Country School
New Kolden Mcc
New Ulm High School
Nicollet Public
North Branch Area High School
North Union
North Woods High School
Northeast Range
Northwest Passage High School
Norwood Young America High School
New Richland-Hartland-Ellendale-Geneva
Ogilvie High School
Onamia School
One In Minnesota
Paladin Career & Tech HS- Blaine
Park High School
Pchs
Pine City High School
Pine City Vision
Prator Public
Proctor High School
Red Lake Falls
Renville County West
River Bend ALC
Riverside Academy
Rogerville
Roosevelt High School
Roseville High School
Rosevine Area High
Rush City High School
Silver Bay High School
Siren High School
Sleepy Eye Public Schools
South High School
APPENDIX B

South Ridge
South St. Paul High School
Southwest High School
Spring Lake Park High School
St James High School
St Peter Middle/High School
Stephen-Argyle Central High School
Superior High School
Tassel Transitions
Totino Grace High School
Transition Plus High School
Tri-City United High School
Two Harbors High School
United South-Central High School
Virginia High School
Waseca Alc
Washburn High School
Washington Technology High School
Watertown-Mayer High School
Waterville Elysian Morristown
West High School
White Bear Lake High School
White Bear Lake North Campus
White Bear Lake South Campus
William Kelley High School
Willow River High School
Win-E-Mac High School
Wrenshall High School
Yellow Medicine East
Zimmerman High School
Summary of Marketing Activities on behalf of the Construction Careers Pathway program:

Creative/Marketing

- Conducted 20 video interviews with construction workers to create a short video featuring real construction workers offering their insights for high school students about why a construction career might be right for them. Created four short (approx. 1 minute) videos with selected quotes from our video interview session, and 1 video with a compilation of quotes from those interviewed. These have been posted on the CCP website and social media, and are available under the CCP’s YouTube Channel.

- Shot video of construction workers at a Kraus Anderson construction site (Roseville High School) and created 12:15 second videos emphasizing different construction career themes. These were posted on YouTube and will be shared through social media.

- Designed a new template page for each construction career. All 30 career pages will be modified based on this new page design.

- Added a new, easier-to-access common interest form that high school students can fill out to indicate their interest in a construction career. The form can be quickly accessed by clicking on a button in the upper right hand corner of the ConstructionCareers.org website.

- Redesigned a poster about construction career opportunities for use in Minnesota high schools.

- Updated the ConstructionCareers.org website – numerous updates, including adding a Success Stories page featuring written and video stories about real construction workers and their journey into a construction career.

- Designed vertical cardboard-backed photos of construction workers with their faces cut out to allow middle school and high school students to put their faces in those empty spaces and snap photos of what they would look like as a construction worker. This signage will be used on Learn2Build and Construct Tomorrow events.

Public Relations/Content

- Conducted phone interviews with seven young construction workers to capture their journeys about how they started their careers in construction. Everyone interviewed were currently apprentices or had just completed an apprenticeship program. These stories are being posted on ConstructionCareers.org as Success Stories.
● Interviewed and wrote stories for the website about high schools that offer construction trades courses – White Bear Lake, Mounds View (Irondale), and Minneapolis Roosevelt – and posted these stories on the ConstructionCareers.org website. These stories were picked up and reprinted in a quarterly education publication reaching Minnesota high school teachers.

● Coordinated interviews and provided background information to the Minnesota Women’s Press for a story about women in construction.

● Provided media messaging to the CCP executive director for an interview with the Mpls.- St. Paul Business Journal.

● Interviewed students participating in the Minnesota Trades Academy and Learn2Build events to capture a student perspective about careers in construction.

● Posted organic social media posts on Facebook about events, apprenticeships, stories of construction workers, etc.

● Launched LinkedIn and Twitter pages, and created a YouTube channel to post CCP videos.

**Digital Outreach**

Conducted a digital outreach campaign to Minnesota high school students and young adults (15 years old to 26 years old), parents of high school students, and high school teachers and guidance counselors. Outreach consisted of:

**High School Sporting Event Outreach**

● 30 ft. x 3 ft. digital banners displayed in the gymnasiums of high schools throughout the greater Twin Cities area during high school sporting events (basketball, wrestling, dance line, etc.). Each banner ended with the call to action to visit ConstructionCareers.org.

● For this first phase, digital banners were shared with students attending the following 20 (out of 33) high schools: Anoka; Apple Valley; Blaine; Bloomington Kennedy, Burnsville, Chaska; Champlin Park; Coon Rapids; Eagan; Hopkins; Irondale; Osseo; Park Center; Richfield; Robbinsdale Armstrong; Robbinsdale Cooper; Roseville; St. Paul Central and Tartan. Students from other schools in the Twin Cities metro that attend these games also are exposed to CCP digital messages, which adds to the diversity of students reached.
• Students and parents also were exposed to CCP messages by viewing videos that aired during high school sports events streamed through PrepSpotlight.TV, a website dedicated to airing high school sporting events throughout Minnesota.

Social Media/Internet Search Outreach

• Digital messages and video were delivered through social media channels targeting high school students during February, March, April and May 2019.
• Created landing pages for various audiences. These landing pages captured contact information, and allowed the CCF staff to direct high school students to union apprenticeship programs.
• These messages were delivered through the following vehicles:

  o Google
  o YouTube
  o Facebook
  o Instagram
  o Snapchat
  o Twitter
Promotional Effort Results, December 16, 2016 to June 2018

Website traffic to ConstructionCareers.org, which was launched approximately March 1, 2018.

Website traffic, Dec. 1, 2016 to June 30, 2018.
Grew the number of unique users (individuals who visited the website) by 10 times during 2018-2019 in comparison to the year prior based on organic and sponsored posts. User sessions continue to increase, too. Bounce rate is excellent (this means people who are going to the website want to be there, instead of quickly clicking out of the site. Average bounce rate for many websites is 80% or more. User time on the site is very good, too.
This chart shows where website traffic came from during 2018-2019. The spikes in traffic are a direct result of the digital outreach program (digital banners during high school sporting events, and digital outreach through social media platforms).
User time on the website: More activity on a Monday is an indicator of users who are willing to make a change (this is a common for people who are seeking new jobs). More activity after 2 p.m. school is an indicator of teens searching for information during after-school hours.
Website users located in Minnesota between Dec. 1, 2016, to June 30, 2018.
Website users in Minnesota between July 1, 2018 to June 30, 2019.

These two graphs show how the campaign is not only reaching people in the Twin Cities metro, but also throughout Minnesota, including rural areas.

<table>
<thead>
<tr>
<th>Top 15 locations of website users, Dec. 1, 2016 to June 30, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Minneapolis</td>
</tr>
<tr>
<td>2. Saint Paul</td>
</tr>
<tr>
<td>3. Plymouth</td>
</tr>
<tr>
<td>4. Blaine</td>
</tr>
<tr>
<td>5. Roseville</td>
</tr>
<tr>
<td>6. Bloomington</td>
</tr>
<tr>
<td>7. White Bear Lake</td>
</tr>
<tr>
<td>8. Duluth</td>
</tr>
<tr>
<td>9. Woodbury</td>
</tr>
<tr>
<td>10. Rochester</td>
</tr>
<tr>
<td>11. Mankato</td>
</tr>
<tr>
<td>12. St. Cloud</td>
</tr>
<tr>
<td>13. Golden Valley</td>
</tr>
<tr>
<td>14. Inver Grove Heights</td>
</tr>
<tr>
<td>15. Brooklyn Park</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 15 locations of website users, July 1, 2018 to June 30, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Minneapolis</td>
</tr>
<tr>
<td>2. Saint Paul</td>
</tr>
<tr>
<td>3. Brooklyn Park</td>
</tr>
<tr>
<td>4. Blaine</td>
</tr>
<tr>
<td>5. Rochester</td>
</tr>
<tr>
<td>6. Roseville</td>
</tr>
<tr>
<td>7. Bloomington</td>
</tr>
<tr>
<td>8. Woodbury</td>
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<tr>
<td>9. St. Cloud</td>
</tr>
<tr>
<td>10. Plymouth</td>
</tr>
<tr>
<td>11. Duluth</td>
</tr>
<tr>
<td>12. Maple Grove</td>
</tr>
<tr>
<td>13. Inver Grove Heights</td>
</tr>
<tr>
<td>14. Burnsville</td>
</tr>
<tr>
<td>15. Mankato</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>3,863</td>
<td>$0.00</td>
</tr>
<tr>
<td>/careers/</td>
<td>3,839</td>
<td>$0.00</td>
</tr>
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<td>/programs/</td>
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<td>/apprenticeship/</td>
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<td>$0.00</td>
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<tr>
<td>/about/</td>
<td>817</td>
<td>$0.00</td>
</tr>
<tr>
<td>/news-events/</td>
<td>531</td>
<td>$0.00</td>
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<tr>
<td>/cap-schools/</td>
<td>473</td>
<td>$0.00</td>
</tr>
<tr>
<td>/careers/electrical-trades/</td>
<td>415</td>
<td>$0.00</td>
</tr>
<tr>
<td>/careers/laborers/</td>
<td>377</td>
<td>$0.00</td>
</tr>
<tr>
<td>/air-force-veteran-fin...innesota-construction/</td>
<td>292</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
Page views from July 1, 2018 to June 30, 2019, shows growing interest in pages with specific career information.
Desktop, including laptops and desktop computers at school, are currently the most preferred way to visit the ConstructionCareers.org website. These charts show the dramatic rise in mobile users – likely to be teens and young adults targeted with digital outreach messages.
Facebook Outreach

Launched Facebook page on April 9, 2018 after ConstructionCareers.org website was up and running.

Facebook page views from July 1, 2018 through June 30, 2019.

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.
This chart shows a breakdown in terms of people who visited the CCP Facebook page in terms of gender during 2018-2019.
These two posts show the difference in users who came to the CCP Facebook page based on organic versus sponsored posts.

This chart shows the emotional reaction to posts placed on Facebook.

**High School Outreach**

Generated more than 2.9 million impressions through digital outreach efforts delivered directly to high school students, parents and teachers at high school sporting events and online, at 20 Twin Cities-area high schools:

Schools targeted for this test include: Anoka; Apple Valley; Blaine; Bloomington Kennedy, Burnsville, Chaska; Champlin Park; Coon Rapids; Eagan; Hopkins; Irondale; Osseo; Park Center; Richfield; Robbinsdale Armstrong; Robbinsdale Cooper; Roseville; St. Paul Central and Tartan.

Students from other schools in the Twin Cities metro that attend these games also are exposed to CCP digital messages, which adds to the diversity of students reached.

High school students also have been exposed to CCP messages through :30 second video outreach messages broadcast during Minnesota high school games aired online at [http://www.prepspotlight.tv/MSHSL](http://www.prepspotlight.tv/MSHSL). CCP messages have been a part of 71 broadcasts to date, with an estimated viewing audience for those games of 449,151.
Digital Outreach-School Space Media

- Total number of schools that had our digital outreach banners running in them – 20
- Total number of people reached with the digital outreach banners (FanBoards) – 391,258
- Total Number of Impressions to this Audience with Digital FanBoards: 2,347,546
- Total number of sporting events where our banners were delivered at: 626
- Total Number of Game Stream Events in Addition to FanBoards: 151
- Total Number of Campaign Events / Both FanBoards & Game Streams: 777
- Total number of people reached through PrepSpotlight.tv with Game Streams: 643,447
- Total Number of People Reached - Entire Campaign / FanBoards & Streaming Both: 1,034,705
- Total Number of Impressions - Entire Campaign / FanBoards & Streaming Both: 2,990,993

Photo: Construction Career Pathways banners at Chaska High School basketball game.
Digital Outreach – Social Media Results

### Monthly Impressions vs. Clicks M/M

<table>
<thead>
<tr>
<th>Channel</th>
<th>Impressions</th>
<th>% of Total</th>
<th>Clicks/Swipes</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>26,131</td>
<td>0.1%</td>
<td>558</td>
<td>3.1%</td>
</tr>
<tr>
<td>Display</td>
<td>1,792,336</td>
<td>39.7%</td>
<td>3,055</td>
<td>16.8%</td>
</tr>
<tr>
<td>YouTube</td>
<td>208,178</td>
<td>4.6%</td>
<td>209</td>
<td>1.2%</td>
</tr>
<tr>
<td>Facebook</td>
<td>1,482,357</td>
<td>32.8%</td>
<td>1,491</td>
<td>8.2%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>1,010,649</td>
<td>22.4%</td>
<td>12,900</td>
<td>70.8%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,519,651</strong></td>
<td>-</td>
<td><strong>18,213</strong></td>
<td>-</td>
</tr>
</tbody>
</table>
Comment: There has been a steady increase in overall impression volume and click traffic since the digital launch across all paid and organic channels.

Publicity

**Minnesota Women’s Press** – interviewed a female pipefitter and a representative of the Minneapolis Building and Construction Trades Council about careers in construction for women.


**Minneapolis-St. Paul Business Journal** – interviewed Sam Ebute and Pat Wagner about the Minnesota Trades Academy program.


**Mounds View Public Schools** – shared a story written by Pocket Hercules about the school district’s construction trades program for the Construction Career Pathways in its e-newsletter to parents.

[https://www.moundsviewschools.org/careerpathways](https://www.moundsviewschools.org/careerpathways)

**Teaching Today Minnesota** -- reprinted three articles, written by Pocket Hercules for the Construction Career Pathways from ConstructionCareers.org website in its Spring 2019 issue. This newspaper reaches Minnesota teachers.


The stories included:

- **New Construction Trades Program Creates Opportunity for Eagan High School Students to Build Skills and Learn About Careers in Construction**

- **In Building Solar-Powered Ice Fishing Houses, Mounds View District High School Students Gain Real-Life Construction Experience**

- **New Construction Class at Minneapolis Roosevelt High School Shows Students an Alternative to College**

**La Voz Latina, August 2018** – Profile story about Construction Career Pathways, interview with director Pat Wagner

**Star Tribune** – interviewed Pat Wagner about the Construction Career Pathways effort to attract more young people into careers in Minnesota’s construction industry.

# APPENDIX D
## FORMS & REPORTS

### COMMON INTEREST

**Name & Address:**

- **Name:** Scott D Cole
- **Organization:** Collectivity
- **Address:** 765 N Hampden Ave Apr 601
- **City/ST/Zip:** Saint Paul MN 55114
- **Work phone:** 651.276.5775
- **Mobile phone:** 651-276-5775
- **Email:** scoleturbo@gmail.com

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**ALTERNATIVE MAILING ADDRESS**

<table>
<thead>
<tr>
<th>ALTERNATIVE MAILING ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY</td>
</tr>
<tr>
<td>STATE</td>
</tr>
<tr>
<td>ZIP</td>
</tr>
</tbody>
</table>

**Demographics**

<table>
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<tr>
<th>U.S. AND ARMED FORCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISPANIC OR LATINO</td>
</tr>
<tr>
<td>REGARDLESS OF THE ABOVE REPLY, HOW DO YOU IDENTIFY? [SELECT ONE OR MORE]</td>
</tr>
<tr>
<td>- American Indian or Alaskan Native</td>
</tr>
<tr>
<td>- Asian</td>
</tr>
<tr>
<td>- Black or African American</td>
</tr>
<tr>
<td>- Native Hawaiian or other Pacific Islander</td>
</tr>
<tr>
<td>- White</td>
</tr>
<tr>
<td>- Other</td>
</tr>
<tr>
<td>- I am U.S. Citizen or National</td>
</tr>
<tr>
<td>- I am qualified to work in the U.S.</td>
</tr>
</tbody>
</table>

**MY FAMILY QUALIFIES FOR FREE OR REDUCED LUNCH**

**DO YOU HAVE A DRIVER’S LICENSE OR PERMIT?**

**My Education Trades Experiences. Please check all that apply to you.**

- [ ] Minnesota Trades Academy (MTA)
- [ ] Construct Tomorrow
- [ ] Learn 2 Build (L2B)
PLEASE LIST HIGH SCHOOL COURSE/CLASSES

☐ Construction Apprenticeship Preparation [CAP] school
☐ Took Construction course[s] in High School

☐ Other educational construction experience

PLEASE LIST EXPERIENCES

NAME OF YOUR HIGH SCHOOL

WILL/DID YOU GRADUATE FROM THIS SCHOOL? 

GRADUATION YEAR

WHAT IS YOUR CURRENT OR MOST RECENT GPA?

WHAT IS THE HIGHEST LEVEL OF MATH YOU HAVE COMPLETED?

HAVE YOU TAKEN ANY COURSE WORK AT A POST SECONDARY SCHOOL?

PLEASE LIST YOUR COURSE WORK

HAVE YOU TAKEN ANY COURSE WORK AT A TRADE SCHOOL?

PLEASE LIST YOUR COURSE WORK

Trades Interest

PLEASE SELECT THE TRADES YOU ARE INTERESTED IN. CHECK ALL THAT APPLY.

☐ Boilermaker
☐ Bricklayer/Allied Craftworker
☐ Carpenter
☐ Cement Mason
☐ Electrician
☐ Elevator Worker
☐ Floor Coverer
☐ Glazier/Glassworker
- Heat & Frost Insulator
- Iron Worker
- Laborer
- Lather
- Limited Energy
- Millwright
- Operating Engineer
- Painting/Wallcovering/Drywall Finishing
- Pile Driver
- Pipefitter
- Plasterer
- Plumber
- Roofer/Waterproofer
- Sheet Metal Worker
- Sign & Display/Trade Show
- Sprinklerfitter
- Teamster
- Tile Setter
- Building Architect
- Engineering Manager
- Civil Engineering
- Cost Estimator
- Landscape Architect
- Project Manager

**Continue**
INFO REQUEST SUMMARY REPORT

Month: ALL

Total: 322

<table>
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<tr>
<th>Interest:</th>
<th>MN Trades Academy</th>
<th>Kids At Work</th>
<th>Construct Tomorrow</th>
<th>Building Minnesota</th>
<th>Helmets to Hardhats</th>
<th>Other interest</th>
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<td>203</td>
<td>96</td>
<td>127</td>
<td>159</td>
<td>84</td>
<td>37</td>
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Role:

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<tr>
<th></th>
<th>Student</th>
<th>Parent/Guardian</th>
<th>School Representative</th>
<th>Community Partner / Other</th>
<th>Government</th>
<th>Construction industry</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75</td>
<td>79</td>
<td>55</td>
<td>50</td>
<td>6</td>
<td>31</td>
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Gender:

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<tr>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>37</td>
<td>104</td>
<td>6</td>
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Ethnicity:

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<thead>
<tr>
<th>Ethnicity</th>
<th>Hispanic/Latina</th>
<th>Not Hispanic/Latina</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18</td>
<td>103</td>
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</tbody>
</table>

Race:

<table>
<thead>
<tr>
<th>Race</th>
<th>American or Alaska Native</th>
<th>Asian</th>
<th>Asian-Indian American</th>
<th>Black or African American</th>
<th>Native Hawaiian or Other Pacific Islander</th>
<th>White</th>
<th>Two or more</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>24</td>
<td>1</td>
<td>78</td>
<td>8</td>
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Congressional District:

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<tbody>
<tr>
<td></td>
<td>5</td>
<td>12</td>
<td>10</td>
<td>33</td>
<td>18</td>
<td>5</td>
<td>4</td>
<td>8</td>
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</tbody>
</table>

Requested School Resource Kit: 54

Military Active/Veteran: 11
# 2019 YWCA Girl Power Event Feedback

<table>
<thead>
<tr>
<th><strong>Today I had fun</strong></th>
<th>23</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>After participating in Girl Power, I can see myself working with my hands for a living</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>I want to take more classes that teach me how to build things with my hands</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>The trades women helping at Girl Power made me feel like I could do it</td>
<td>22</td>
<td>1</td>
</tr>
</tbody>
</table>

**My favorite part of the day was...**
- Engineering my own lamp and saying I can do this in the future
- Soldering
- 6 - Making the lamp
- Soldering together things
- Soldering
- Practicing lighting the torch with the clicker
- Making the lamp & learning how to use the lights
- Getting to solder and make my initials. I really got the hang of it and found it very enjoyable
- Soldering
- When we got to tour the house
- All the hands on things I got to do with other girls. I learned so much that I never thought I would learn
- Meeting working women
- Using the blow torch
- Lunch and the soldering
- Soldering even though it was scary
- Building my lamp and using a torch for soldering
- Building

**If I could change one thing about today I would change**
- More hands-on and take home activities
- That we didn’t spend more timesoldering, I liked that more than electrical stuff
- 6 - Nothing! Nothing!!; Nothing(everything was great)
- I would change asking more questions to instructing me more
- To make a new friend
- Nothing!!
- Can’t think of anything
- I would not change anything
- Being able to do anything
- More project options
- More soldering
- How long the day was, otherwise nothing
- Be more awake (me)
- Shorter time
- The light bulbs on the lamp
- Decorate the lamp

**Grade**
- 4-6th: 3
- 7-8th: 3
- 7-9th: 1
- 3-4th: 1
- 1-11th: 1

**Free or reduced lunch**
- Yes: 13
- No: 9
- N/A: 1

**Zip code**
- 55412: 1
- 55403: 2
- 55410: 1
- 55126: 1
- 55418: 1
- 55404: 2
- 55441: 3
- 55417: 1
- 55432: 1
- 55419: 1
- 55108: 2
- 55434: 1
- 55407: 2
- 55406: 1
- N/A: 3

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Construction Careers Pathway Initiative Year-End Report 2018-2019
WHAT IS THE PROGRAM?

The mission of Learn2Build is to expose middle school students to career possibilities in Minnesota’s construction industry. By offering hands-on events with schools and youth focused community-based organizations, Learn2Build brings construction trades to the classroom through fun, take-home projects. This program introduces the concept of a career in construction as students begin to think about their high school and post-secondary options. Learn2Build is one of several programs supported by Construction Careers Pathway, a statewide effort to increase awareness about careers in construction among young adults throughout the State of Minnesota.

WHAT KIND OF FUN PROJECTS DO STUDENTS WORK ON TO LEARN ABOUT CAREERS IN CONSTRUCTION?

Students learn how to measure, cut, read blueprints, operate machinery and use construction-related skills to build things and accomplish projects to be proud of. Through a wide array of projects, students learn about the variety of trades and opportunities available for careers in the construction industry.

WHAT DOES THE PROGRAM LOOK LIKE?

Learn2Build relies on a mixture of instructor-led activities, field trips and guest speakers/projects delivered by industry professionals. Learn2Build helps connect middle school teachers and school representatives (guidance counselors, teaching specialists, principals, etc.) with a wide network of industry partners throughout the State of Minnesota. Within the classroom, skilled construction professionals introduce students to the idea that they are behind building the roads, bridges, schools and other facilities that we all depend upon. With the assistance of local construction companies, students may also be offered the opportunity to go on the site of nearby construction projects to see first hand how Minnesota is built. Learn2Build offers two options for middle school educators and community-based organizations:

1) Construction Camps during the summer
2) In-classroom learning opportunities throughout the school year.

START A REWARDING CAREER TODAY AT: CONSTRUCTIONCAREERS.ORG
A CONSTRUCTION CAREER PATHWAYS (CCP) PROGRAM

WHAT IS THE PROGRAM?

The MN Trades Academy (MTA) offers a paid summer internship program for Twin Cities area high school students. Over the summer, students explore careers in the construction industry through a hands-on experience while earning wages as they gain foundational skills and prepare for a successful career in the trades.

MTA OFFERS TWO TRACKS FOR SUMMER INTERNS:

**TRACK I – INTRODUCTION**: Interns engage in hands-on projects and learn from certified experts about different careers in the construction building trades, from carpentry to electrical, as well as industry related careers, such as architecture and project management.

**TRACK II – ADVANCED**: Interns tour more than 16 apprenticeship centers, where they are complete construction projects under the supervision of skilled trade experts. This track prepares interns to select a construction career path.

WHO IS IT FOR?

The MTA summer internship program is for Minnesota high school youth, grades 9 to 12, with an interest in the construction trades.

WHO IS ELIGIBLE?

Applicants (beginning at age 16) who qualify for Saint Paul’s Right Track program, Minneapolis’ STEP UP program or Ramsey County’s U LEAD program are welcome to apply. Many interns are still in high school, and some have recently graduated from high school.

The program is designed to encourage Minnesota youth – regardless of gender, race, ethnicity, or sexual orientation – to consider a career in construction. Women and students of color are highly encouraged to apply for the MTA summer internship.

START A REWARDING CAREER TODAY AT: CONSTRUCTIONCAREERS.ORG