

COUNCIL OF COUNCILS
October 11-12, 2007

Sector Strategy Construction Workshop Discussion and Outcome

Deliverable #1:

Attract employees through:

Educate Junior High, High School counselors, and parents that construction is a viable career option for students by hosting a career day meeting in each of the five DWS regions at local ATC, Community Colleges or local high schools

Action Steps:

- Determine locations
- Audience
- Database
- Dates for presentations

Person/Entity Responsible:

- Employers (Industry)
- School Counselors
- Higher Education
- DWS Youth Councils

Resources:

- Region Council
- Industry
- Utah State Office of Education

Deliverable #2

Retain employees:

Create a marketing campaign for employers “How to Retain Employees”

Action Steps:

- Hold Industry Workshops
- Create Poster
- Print and Deliver Posters

Person/Entity Responsible:

- Industry
- Region Councils

Resources:

- Employers
- Employees
- Government agencies,
- Industry

Deliverable #3

Advance employees:

Create an employee skill advancement blueprint

- Assess gaps and workforce skills
- Identify employee career goals through career counseling
- Identify training resources need by industry

Person/Entity Responsible:

- Industry
- Education
- Government

Resources:

- Employers
- Employees
- ATC, Education

Discussion

Thursday October 11 & 12, 2007

Sector Workshops

- Residential is somewhat different from Infrastructure construction, transportation, golf course construction etc. Need help in all areas.
- Infrastructure built to last 50 yrs need to reconstruct and replace buildings

- Employers need different type of worker; employees must be able to:
 - Understand employer needs to make profit
 - Understand safety—construction is litigated industry
 - Understand environmental issues and air quality
 - Employees do not want to work 12-16 hr days anymore
- Employers need to have skilled labor quickly—it is not possible to wait 10-15 yrs for the worker to become experience—losing the workforce to retirement
- Employers can't afford to loose workers to competition or injury
- Construction has universal skill sets that other employers from other industries want—they need to prevent experienced employees from leaving construction
- Industry needs to keep business local (stay in Utah) otherwise; companies from other states and countries come to Utah and take business from small local companies
- How do we as an industry protect and retain talent
- Need new paradigm—How do we attract, retain and advance these new workers
- Deliverables include: product, process, service, resources, and place
 - Must involve employers, education and government

Job Satisfaction:

- Want career in industry
- Enjoy building and creating
- Find reward in what they do

Attract through:

- Hands on experience, high school involvement, and education of employers and parents
- A positive marketing campaign to parent, students, employment counselors that a career in construction is a valuable, respectable way of life.

Retain through:

- Competitive wages,
- Benefits, and opportunity for advancement,
- Recognition, and awards

Advance through

- Subsidized certificates
- Training opportunities
- Providing clear career ladder for employees

Soft Skills: Dependable, dedication, enjoy work, ethical, multi task, teamwork, creativity

- Requires change from management down and then market that benefit to parents, students, employment counselors etc.
- Empower employee by allowing them to choose their career paths
- Advance through negotiated career paths offering formal training and tuition assistance

Trade Skills: Hands on experience, versatile, trainable, meets job requirements, legal for work, follows safety regulations

- Must create pathways to educate recruit parents through symposiums and intensive education efforts on benefits of working with these companies.

DELIVERABLES

Retain:

Train managers to treat people with respect; we are in the people business!
Create a poster for employers: “How to retain your value employees”

Attract:

- There is a disconnect between Jr. high and High school counselors, industry and education.
 - Need to bridge the gap and promote the positive image of the construction industry
 - Educate and enhance relationships with high junior high school counselors through
 - DWS Regional meetings (5) with public education, higher education partners (ATCs, community colleges. etc)
 - Bring students to job sites or career fairs etc.

Advancement:

Create an employee skill advancement blueprint that:

- Assess gaps in workforce skills
- Identify employee career goals through counseling
- Identify training resources
- Measures and evaluates success