



SFY 2018-19 Construction Careers Foundation Direct Appropriation

Progress Report

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Minnesota Department of Employment and Economic Development
Employment and Training Programs Division

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Introduction

The Minnesota State Legislature appropriated funds during the 2017 Legislative Session to Construction Careers Foundation (CCF) to “provide year-round educational and experiential learning opportunities for teens and young adults under the age of 21 that lead to careers in the construction industry.”

Legislative Appropriation Reference

Funds for this project were appropriated in [2017 Minnesota Session Laws, Ch. 94, S.F. 1456, Art. 1, Sec. 2, Subd. 3\(d\)](#).

Appropriation

The appropriation provides \$1,000,000 each year for State Fiscal Years (SFY) 2018 and 2019. The Department of Employment and Economic Development (DEED) is permitted to use five percent of the appropriation to administer the grant, making the amount available to CCF \$950,000 for each year of the biennium.

Summary of Objectives Presented in the Work Plan

Construction Careers Foundation is using the DEED funding to accomplish the following objectives through the Construction Careers Pathway (CCP) Initiative:

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; and
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.

The CCP Initiative’s career pathway supports a diverse future workforce and, in doing so, it also supports the Legislature’s commitment to narrowing economic disparities. Students participating in the CCP Initiative earn high school diplomas while concurrently earning construction industry credentials as they participate in real-world learning experiences.

The CCP initiative builds on the experiences and successes of a variety of existing programs while implementing new programming layers. While Construction Careers Foundation (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 St. Paul Building Trades Councils, Apprenticeship Coordinators Association of Minnesota, and Construct Tomorrow. In addition, the CCP Initiative has multiple strategic relationships within the construction industry, labor, community, education and government sectors. A longer report describing the activities and strategic partnerships of the CCP initiative can be found on DEED’s [Youth Direct Appropriations](#) webpage.

Program Activities

The grant period for SFY 2018 funds was June 1, 2018 through June 30, 2019. Described below is a summary of activities delivered during that period. Additional detail is contained in a report about the CCP Initiative and posted on DEED’s [Youth Direct Appropriations](#) webpage. Information on SFY 2019 activities is not yet available.

Objective 1: Outreach and Marketing Efforts

In partnership with Pocket Hercules and industry stakeholders, the CCP outreach and marketing efforts expanded to include increased activity in Creative Marketing, Public Relations/Content, Digital Outreach, Social Media Search, and other promotional efforts. The CCP outreach and marketing strategies are designed to engage high school students, their parents, and educators who are influential in their lives. The goal is to help drive traffic to the [Construction Careers website](#) where youth, parents and educators can learn about and sign up to receive more information about a career in the construction building trades.

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 year
- 81% of identified students were in high school
- 37% of identified students were female, an increase of 9% over the previous year
- 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

Learn2Build (L2B) exposes 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.

High School Events – Construct Tomorrow

The Construct Tomorrow (CT) program provides students with 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 2018-19.

Objective 3: Academic Year Curriculum

The CCP Initiative works with various schools and school districts that offer students a Construction Career Pathway during the academic year, referred to as Construction Apprenticeship Preparation programs (CAP). Such coursework incorporates the Multi-Craft Core Curriculum (MC3), a nationally recognized, comprehensive apprenticeship readiness training curriculum.

Schools participating in 2018 include: Bloomington (College and Career Center), Eagan (High School), Irondale/Mounds View (High School), Roseville (High School), Minneapolis (Roosevelt High School), St. Paul, (Central and Humboldt High Schools), and White Bear Lake (ALC, North and South campuses).

Objective 4: Summer Internship

The Minnesota Trades Academy (MTA) is a paid summer construction internship experience provided in partnership with the Apprenticeship Coordinators Association of MN (ACAM), MN Building Trades Councils and city youth internship programs. The goal is to help selected high school youth prepare for adulthood through lifelong learning, skill development, and access to good jobs with good benefits in the construction industry. MTA offers an **Introductory Track (Track I)** and an **Advanced Track (Track II)**. In Track I, interns receive an overarching 8-week introduction to construction career opportunities within the building trades industry (carpentry, pipefitting and electrical). Interns are also exposed to industry-related careers such as architecture, surveying, estimating, project management, and design build. Track II provides a 9-week opportunity preparing interns to select a construction career path through union apprenticeship training, construction-related post-secondary tracks, or direct entry into the construction workplace. Throughout the internship program, students 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.

Data Elements Being Collected and Reported

CCF is required to submit data to DEED to document the demographics of participants served, services provided and outcomes achieved. The information collected is shown below.

Grant Outcomes

The grant period for SFY 2018 funds ran from June 1, 2018 through June 30, 2019. Described below are highlights for the SFY 2018 grant. More detailed information is included in a report submitted by CCF that is posted to DEED's [Youth Direct Appropriations](#) webpage. The SFY 2019 grant began June 1, 2019 and continues through June 30, 2020. Outcomes for the SFY 2019 grant are not yet available.

Outreach and Marketing Efforts

- Digital Outreach – more than 33,000 unique people/IP addresses accessed the [Construction Careers website](#), with the vast majority of users from the Twin Cities Metro Area. CCP Social Media channels have shown a steady increase in overall impression volume and click traffic since the digital launch across all paid and organic channels.
- Hardcopy Outreach – more than 1,000 posters and 6,000 flyers distributed to 255 schools in Minneapolis, St. Paul and Greater MN and at Union Training Centers statewide and at local metro area events. The Construction Careers Pathway initiative was highlighted in 7 print news sources with a combined circulation of about 700,000 readers. CCP was also featured in several public school media publications (print and online).
- In-Person Outreach – MTA program leaders held 37 on-site exposure events to make students and teachers aware of the MTA Internship opportunities and the timelines for enrollment. CCF also added a Trades Navigator position to address the individual needs of interested students. The Navigator works with students to help guide and build connections between the student and a member of the trades based on the student’s particular area of interest. The Navigator also uses a placement pathway process as a way to encourage and mentor interested youth toward a career in the construction building trades.

Middle School Activities

- 909 students attended Learn2Build events in St. Paul, Burnsville, Chanhassen, Minneapolis, Robbinsdale, and White Bear Lake.

High School Activities

- 3,970 students from 157 schools attended a Construct Tomorrow event.
- A total of 19 classes were offered by the 10 participating CAP schools, with 280 students participating.
- 51% of the students in CAP programs were in targeted, under-represented demographics (young women and students of color).

Summer Internships

- In 2018, reached out to students in 24 schools resulting in 236 applicants, 90 enrolled in internships and 74 completing 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 continued to work with CCP team members.
- 76% of those enrolled in 2018 came from under-represented demographics in the construction trades.
- 20% of 2018 summer interns were female.

- In 2019, outreach to 34 school resulted in 218 internship applicants and 74 enrolled. All 40 seniors chose to complete the MTA internship first even when offered immediate employment opportunities outside the program.
- 68% of 2019 enrollees were from targeted, under-represented demographics in the construction trades and 15% of 2019 interns were female.

More detailed information about the progress of the initiative through the various program components is included in the Construction Careers Pathway Initiative Report, dated August 19, 2019, that is found on DEED’s [Youth Direct Appropriations](#) webpage.

Expenditures

The contract for SFY 18 funds ended June 30, 2019. Final grant expenditures were as follows:

Budget Category	SFY 2018 Budget	SFY 2018 Expenditures	Percent of SFY 2018 Budget Expended
Administration	\$7,755.00	\$7,755.00	100%
Contracted Services	\$650,145.00	\$621,990.36	96%
Direct Services	\$292,100.00	\$320,254.64	110%
Total	\$950,000.00	\$950,000.00	100%

Note that the deviation from the planned budget for the contracted services and direct services categories on the final expenditures was approved by the DEED program manager.

The contract for SFY 19 funds began June 1, 2019 and ends June 30, 2020. Expenditures as of September 30, 2019 were as follows:

Budget Category	SFY 2019 Budget	SFY 2019 Expenditures	Percent of SFY 2019 Budget Expended:
Administration	\$7,755.00	\$2,386.16	31%
Contracted Services	\$650,145.00	\$192,749.49	30%
Direct Services	\$292,100.00	\$59,895.42	20%

Budget Category	SFY 2019 Budget	SFY 2019 Expenditures	Percent of SFY 2019 Budget Expended:
Total	\$950,000.00	\$255,031.07	27%