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## **FAQ Sheet for Project Build Minnesota**

### **What is the Mission Statement?**

To create a movement to make construction the first choice for hard working youth.

### **What is the Vision?**

To create a movement to empower young men and women with choices and ensure a steady flow of qualified skilled labor into the construction market.

### **What is the Purpose?**

We are the designers, creators, and builders who provide shelter and comfort for our communities and environment. We are hands that craft and diverse minds that create. We come together from various backgrounds as skilled professionals of the industry, standing beside each other as a team, ensuring the job is done right. Together, we believe in making a better future for ourselves and our state.

### **What is the Primary Goal?**

To promote life-long careers in Minnesota's construction industry.

### **How is it Organized?**

Project Build Minnesota functions as a 501(c)3 organization under The Builders Group Educational Foundation.

### **What is the Plan of Action?**

An initial three-year plan has been professionally developed by the marketing firm of Bolin Marketing, Minneapolis, MN, to establish, grow and sustain the movement through 2019. Included in the plan are strategies to develop brand assets, produce visual aids, create marketing material, launch a website, utilize social media, recruit speakers, and measure progress.

### **Will it compete with other Organizations?**

No. Project Build Minnesota is designed to be an "umbrella movement" with clear objectives not to duplicate or interfere with the work already being done by other workforce development organizations and efforts.

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