

# PROJECT **BUILD** MINNESOTA

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PROJECT UPDATE AND CAMPAIGN REVEAL

FEBRUARY 2017

PROJECT  
**BUILD**   
20  
16





# **WHY** ARE WE HERE?

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INTRODUCING PROJECT BUILD MINNESOTA  
**PROJECT UPDATE** AND ANNOUNCEMENTS





# WE ARE MAKING A CASE FOR CAREERS IN THE **MINNESOTA** CONSTRUCTION INDUSTRY

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HIGHLIGHTING OPPORTUNITIES FOR **YOUNG MEN AND WOMEN** ACROSS THE STATE









INDUSTRY LANDSCAPE

**THE CONSTRUCTION INDUSTRY  
REPRESENTS ONE OF THE LARGEST  
GROWING SEGMENTS OF THE  
MINNESOTA ECONOMY**

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\*79% OF GENERAL CONTRACTORS AND 89% OF SPECIALTY CONTRACTORS REPORT  
A STEADY WORKFORCE/SOME HIRING IN 2017.



The background of the image is a photograph of an industrial workshop or factory floor, heavily tinted with a monochromatic orange color. The scene is filled with various pieces of industrial equipment, including large metal beams, pipes, and machinery. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and scale. The overall atmosphere is one of a busy, industrial environment.

# 6 - 8 %

INDUSTRY GROWTH THROUGH 2019

SOURCE / ASSOCIATED GENERAL CONTRACTORS OF AMERICA





PROJECT CHALLENGE

**THE GREATEST THREAT TO  
THE MN CONSTRUCTION  
INDUSTRY IS THE **LACK OF  
QUALIFIED LABOR** ENTERING  
THE MARKET**

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70% OF HIGH SCHOOL GRADUATES ARE GOING **OFF TO COLLEGE**



**79%**

**OF CONSTRUCTION COMPANIES CAN'T  
FIND ENOUGH HOURLY WORKERS**

**SOURCE / ASSOCIATED GENERAL CONTRACTORS OF AMERICA**





**“THE CONSTRUCTION INDUSTRY NEEDS TO PROMOTE ITSELF WITH A **POSITIVE IMAGE** TO RECRUIT AND RETAIN CRAFT PROFESSIONALS TO SERVE THE **IMMEDIATE NEEDS** OF OUR CONSTRUCTION FIRMS.”**

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ASSOCIATED BUILDERS AND CONTRACTORS (ABC) MN/ND  
MEMBERSHIP OUTREACH PROEJCT 2016



**SOLUTIONS**



PROJECT BACKGROUND

**THE INDUSTRY CAME TOGETHER  
WITH THE MISSION TO CHANGE  
THE PERCEPTION OF THE  
CONSTRUCTION INDUSTRY  
AMONG MINNESOTA YOUTH**

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A TASK FORCE CALLED "CONSTRUCT MINNESOTA" WAS FORMED IN 2016



MILLENNIALS WILL MAKE UP

**50%**

OF U.S. WORKFORCE BY 2020

SOURCE / PEW RESEARCH CENTER





**“CONSTRUCTION CAREERS IN TODAY’S MARKET ARE ALL ABOUT **HIGH-TECH**, HIGH STAKES, **HUGE EARNINGS**. IT’S AN INDUSTRY WORTHY OF LONG-TERM CAREERS ... SEPARATING ITSELF FROM THE COMPETITION.”**





**70% OF AMERICANS WILL  
STUDY AT A 4-YEAR COLLEGE,  
BUT **LESS THAN 2/3** WILL  
GRADUATE**

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30% OF COLLEGE AND UNIVERSITY STUDENTS **DROP OUT** AFTER THEIR FIRST YEAR





OUR PROJECT MISSION

**TO CREATE A MOVEMENT TO  
MAKE CONSTRUCTION THE  
FIRST CHOICE FOR HARD-  
WORKING YOUTH**

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CHANGE PERCEPTION AND HIGHLIGHT THE CAREER PATH AVAILABLE





OUR PROJECT MISSION

**TO CREATE A MOVEMENT TO  
MAKE CONSTRUCTION THE  
FIRST CHOICE FOR HARD-  
WORKING YOUTH**

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CHANGE PERCEPTION AND HIGHLIGHT THE BETTER PATH AVAILABLE



**37%**

**OF FORMER STUDENTS  
REGRET GOING TO COLLEGE**

**SOURCE / FORBES**



**MN CONSTRUCTION WORKERS' PAY AVERAGES**

**\$61,500**





**95%**

**OF CONSTRUCTION WORKERS WANT  
TO STAY IN CONSTRUCTION**

SOURCE / GO CONSTRUCT





**WE DEVELOPED AN  
INDUSTRY BRAND  
THAT IS MODERN, FRESH,  
AND TELLS A STORY**

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THE BRAND BECOMES THE **FOUNDATION** FOR OUR OUTBOUND CAMPAIGN



INTRODUCING **OUR BRAND MARK**

P R O J E C T

**BUILD**

20



16





## **BUILD MN OUR STORY**

**BUILD MINNESOTA** is a movement to empower young men and women with choices and ensure a steady flow of qualified labor into the construction market.

**PROJECT BUILD MINNESOTA**, a non-profit 501(c)(3) organization, was formed to represent the unified efforts of the Minnesota construction industry members and associations. We aim to raise awareness about career opportunities in the professional building trades. From the landscapers and materials providers to distributors, builders, and contractors of all sizes--we are united in our mission to recruit the next generation of hard-working builders to our industry.

Our job is to spread the word to both young and old, men and women, and people of all races and backgrounds, about the opportunities that exist for youth to begin a life-long career in construction.





UNITED WE BUILD

**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.**



PROJECT **BUILD MINNESOTA** MANIFESTO







P R O J E C T

# BUILD

MN



US













representative  
763 555 0001 E info@projectbuild.com















PROJECT  
**BUILD**

MN  
O  
US  






# INVESTING IN **BUILD MINNESOTA**

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OPPORTUNITIES TO **INVEST IN THE FUTURE** OF OUR INDUSTRY





## FOUNDERS CIRCLE

10

ANCHOR COMPANIES PROVIDING POWERFUL SUPPORT TO DRIVE THE PROJECT BUILD MN INITIATIVE FORWARD.

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## CORPORATE VISIONARY

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ENGAGED COMPANIES WHO UNDERSTAND THE IMPORTANCE OF THIS INITIATIVE AND SEEK TO SUPPORT THE MOVEMENT.

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## CORPORATE PIONEER

ENGAGED COMPANIES WHO UNDERSTAND THE IMPORTANCE OF THIS INITIATIVE AND SEEK TO SUPPORT THE MOVEMENT.

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## CORPORATE SUPPORTER

COMPANIES WHO SUPPORT THE PROJECT BUILD MN EFFORT.

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# INVEST IN THE FUTURE

COMING TOGETHER TO BUILD A STRONG WORKFORCE AND INSPIRE THE YOUTH TO JOIN THE MOVEMENT.





# FOUNDERS CIRCLE

10

\$25,000 minimum

**Anchor companies** providing powerful support to drive the Project Build MN initiative forward.

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- Top-tier company logo recognition on the front page of the Project Build MN website
- Company profile provided on the website
- Invite to special Project Build MN breakfast held twice per year
- Unique opportunity to provide guidance and input for the effort
- Access to and unlimited use of all graphics developed for the campaign (tweets, logos, Facebook posts, etc.)
- Special Founders Circle graphic developed which these companies can put on their websites
- Special recognition post from Project Build MN Facebook page
- Press release issued upon commitment





# CORPORATE VISIONARY

10

\$10,000 - \$24,999

Engaged companies who **understand the importance** of this initiative and seek to support the movement.

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- Second-tier company logo recognition on the front page of the Project Build MN website
- Access to and unlimited use of all graphics developed for the campaign (tweets, logos, Facebook posts, etc.)
- Special Corporate Visionary graphic developed which these companies can put on their websites
- Special recognition post from Project Build MN Facebook page
- Press release issued upon commitment





# CORPORATE SUPPORTER

**\$5,000 - \$9,999**

Companies who **support** the Project Build MN effort.

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- Access to and unlimited use of all graphics developed for the campaign (tweets, logos, Facebook posts, etc.)
- Company name listed on the Project Build MN website





## ASSOCIATION **TRAILBLAZER**

4

KEY INDUSTRY ASSOCIATIONS THAT PROVIDE THE **LEADERSHIP** OF THE EFFORT UNDER AUSPICES OF THE TBG EDUCATION FOUNDATION.

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## ASSOCIATION **PILLAR**

CONSTRUCTION INDUSTRY ASSOCIATIONS THAT PROVIDE THE MUCH-NEEDED **FINANCIAL SUPPORT** FOR THE CORE EFFORT.

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# INVEST IN THE FUTURE

COMING TOGETHER TO BUILD A STRONG WORKFORCE  
AND INSPIRE THE YOUTH TO **JOIN**  
THE MOVEMENT.





# ASSOCIATION TRAILBLAZER

4

**\$10,000 minimum**

Key industry associations that provide the **leadership** of the effort under the auspices of the TBG Educational Foundation.

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- This is the team of industry leaders who direct the Project Build MN effort
- Primary management of the campaign and fundraising efforts rest here
- Invite to special Project Build MN breakfast held twice per year
- Access to and unlimited use of all graphics developed for the campaign (tweets, logos, Facebook posts, etc.)
- Special Trailblazers graphic developed which these associations can put on their websites
- Top-Tier Association logo recognized on the front page of the Project Build MN website
- Special recognition post from Project Build MN Facebook page
- Press release issued upon commitment





# ASSOCIATION **PILLAR**

**\$2,500 - \$9,999**

Construction industry associations that provide much-needed **financial support** to the core effort.

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- Second-Tier Association logo recognized on the front page of the Project Build MN website
- Access to and unlimited use of all graphics developed for the campaign (tweets, logos, Facebook posts, etc.)
- Association logo listed on the Project Build MN website
- Special recognition post from Project Build MN Facebook page





## YEAR ONE

2017

ESTABLISHING THE MOVEMENT

DEVELOP BRAND ASSETS  
CREATE COMMUNICATIONS PLAN  
BUILD DIGITAL PLATFORM  
-WEB  
-SOCIAL  
-TOOLS  
-OTHER  
PRODUCE VISUAL ASSETS  
-FILM  
-PHOTOGRAPHY  
-DESIGN ASSETS  
DEVELOP MARKETING MATERIALS  
-POSTERS  
-BROCHURES  
-TRADE SHOW SUPPORT  
-PRESENTATIONS  
GIVEAWAYS  
-HATS  
-T-SHIRTS  
-SWEATSHIRTS  
-STICKERS  
-ETC  
SPEAKER BUREAU  
EVENT PLANNING



## YEAR TWO

2018

GROW THE MOVEMENT

EXPAND DIGITAL TOOLS  
CAREER QUIZ DEVELOPMENT  
EVENTS & PROMOTIONS  
PUBLIC RELATIONS  
GOVERNMENT RELATIONS  
POLICY DEVELOPMENT  
MEDIA PLAN  
SPONSORSHIPS  
BUILD TOUR & GIVEAWAY  
SCHOLARSHIP PROGRAM  
ENDORSEMENTS & AMBASSADORS



## YEAR THREE+

2019

SUSTAIN THE MOVEMENT

JOB BOARD  
WORKFORCE SHADOWING  
RECRUITMENT EFFORTS  
AMBASSADOR PROGRAM  
EVENTS  
TRAINING  
COMMUNITY OUTREACH  
TRACKING STUDY  
RE-TRAINING PROGRAMS





# NEEDS

2017

VISUAL ASSETS

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- WEBSITE UX
- PULL-UP BANNERS
- MEDIA OUTREACH PLAN
- BUILD MN EXPERIENCE
- TRUCK DESIGN
- PARTNERSHIPS



# THANK YOU

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FROM THE TEAM AT PROJECT BUILD MINNESOTA

2017

PROJECT  
**BUILD.** 2018



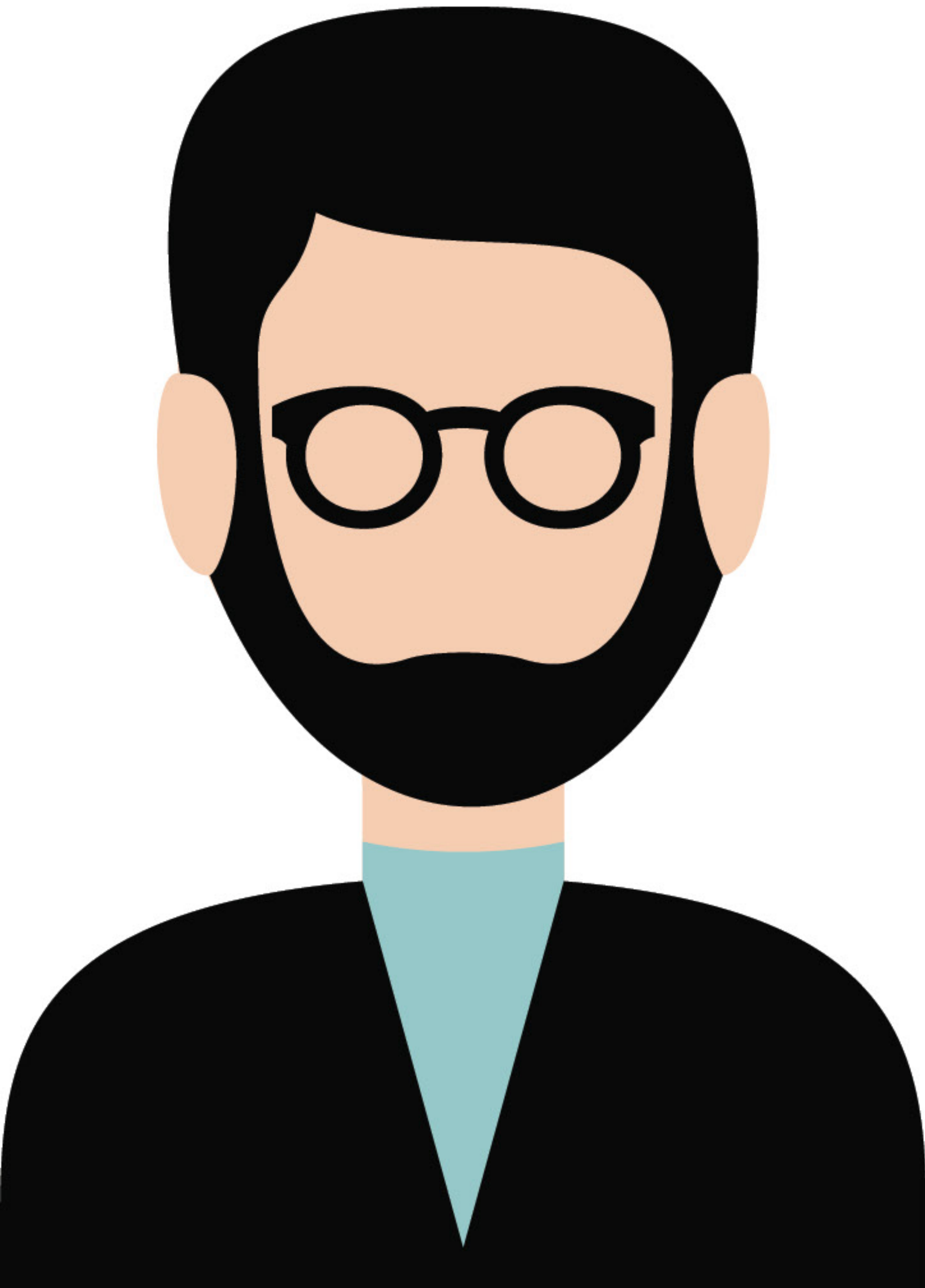


# **KEY TARGET AUDIENCES & CONNECTIONS PLANS**

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HOW TO REACH IMPORTANT AND INFLUENTIAL MARKETS





# Guidance Counselor

## Primary Message

The construction industry offers young graduates the opportunity to gain life skills while building a future. Construction careers offer both college-bound and non-college-bound students an opportunity to earn money and save for school, or simply start their career paths early.

## Secondary Message

Over the next 5-10 years, there will be a wide variety of construction-related careers available, from labor jobs to high-tech management and design jobs.

## Tertiary Message

Construction jobs pay above market for entry level non-skilled/non-trained positions, allowing graduates to earn money for college, or to work for a short period while they determine where their future career paths may take them.

## Media Strategy

Develop a multi-touch connection strategy that includes in-school marketing, event sponsorships, and targeted digital media to reach influential guidance counselors.

## Outreach Efforts

Create and provide career guidance materials that highlight construction industry careers, wages, and opportunities for new graduates. Attend events and socialize the message about the number and quality of jobs available for youth.





# Youth (12-17)

## Primary Message

People who make things are a valuable piece of our community, helping to build bridges, roads, schools, hospitals, and homes.

## Secondary Message

Learning “skills” related to construction careers is both fun and interesting.

## Tertiary Message

Careers exist that allow you to make things for a living, with diverse options.

## Media Strategy

In-school events and publications. Community outreach programs and installation learning programs.

## Outreach Efforts

Increased focus on school applications of the trade sciences ... from engineering to design and fabrication. Allowing youth to participate in community building programs and experience equipment as a “fun” activity. Create immersive, mobile exhibits for youth to experience building and construction trades first hand.



# Students (17-22)

## Primary Message

The construction industry can offer both short-term and long-term job prospects, with jobs for all skill levels and technical abilities. Construction offers a unique alternative to college; it will help you start earning money today while planning for your future.

## Secondary Message

If you haven't figured out where you want to be in the future, the construction industry offers a chance to learn skills and earn money while you weigh your options.

## Tertiary Message

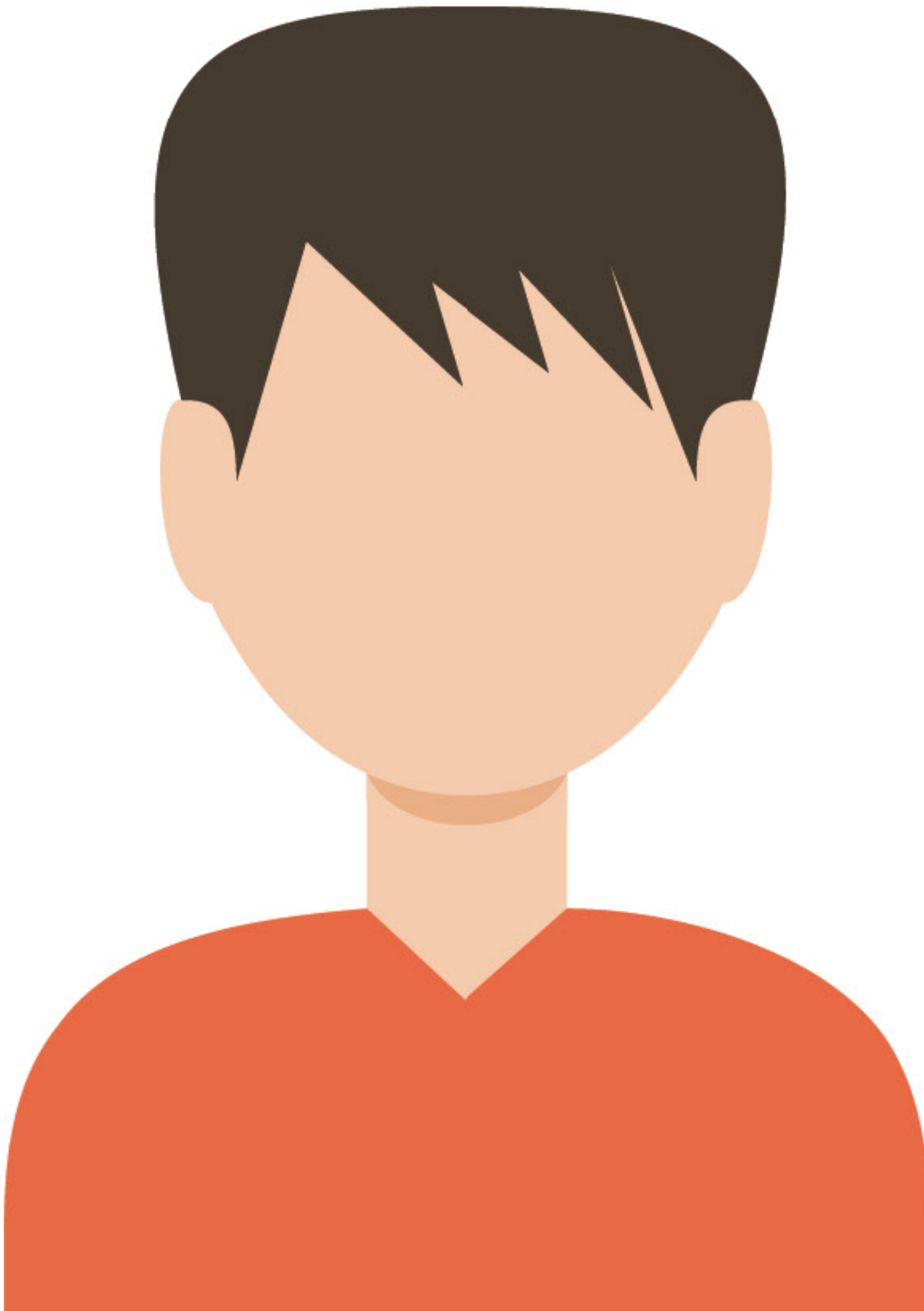
Be a part of a team, enjoy problem solving, and have plenty of time and money to pursue your true passions – hunting, fishing, camping, and more.

## Media Strategy

Reach students via guidance counselors in high schools and with career counselors at colleges and community schools. Target via digital and social media with profiles of young professionals who have had success in the construction industry.

## Outreach Efforts

Schools, sports teams, communities via sponsorships and events. Presence at state high school tournaments, career and job fairs. Create internship program for high school and community college students. Partner with community colleges/trade schools to create a school-to-career path program. Increase awareness of construction skills by introducing academic programs to re-introduce kits to practical life and technical skills.







## Young Adults (22-28)

### Primary Message

The construction industry offers a chance to re-start your career with both short-term and long-term job prospects for all skill levels and technical abilities. Construction offers a unique alternative to college or a second chance; it will help you start earning money today while planning for your future grown-up life.

### Secondary Message

Maybe you have made some choices that haven't worked out and you feel lost without any options available to you. You may be in debt from a trial college experience, or from a previous career path. Construction can be a good alternative.

### Tertiary Message

Reset and get started in construction and have an "adult" life, with the time and money you want to feel secure.

### Media Strategy

Digital targeting via sites for employment and other lifestyle related properties. Social media featuring profiles of successful young professionals who have gotten their start in construction.

### Outreach Efforts

Presence at targeted community events, festivals and sporting events. Sponsorship of lifestyle shows and events (hunting, fishing, etc.).





# Corporate Partners

## Primary Message

The construction industry will have a massive shortfall of qualified talent in the next few years, which will drastically impact your ability to work on projects or sell materials.

## Secondary Message

Through an aggressive outreach movement, we can help fill the void by encouraging young adults to consider the construction industry.

## Tertiary Message

Funds and resources will be needed to distribute our messages into the community to help motivate youth to look at the construction industry as an option.

## Media Strategy

Employee recruitment, engagement, and advancement through company-owned channels, internal communications, and events.

## Outreach Efforts

Speakers bureau, marketing materials, and awareness building through truck signage, wearables and co-op marketing kit.





# Industry Associations

## Primary Message

Every aspect of the construction industry is impacted by the workforce shortfall. A unified effort is needed to reverse this trend and will help us all continue to grow.

## Secondary Message

A campaign is being developed to reach MN youth from ages 12-28 that will highlight the benefits of being in the construction industry.

## Tertiary Message

Joint funds and resources will be necessary to help us achieve our goals.

## Media Strategy

Participation in association events and messaging in member communication channels (website, email, publications).

## Outreach Efforts

Provide content and speakers, marketing materials, editorial content, PR launch event, media kit, and materials.



# Contractors

## Primary Message

A major workforce shortage affects us all, from design and architecture to sub-contractors and distributors. We need to join forces to solve this issue together.

## Secondary Message

Both financial and human resources will be needed to get our message out to the market. You may be asked to contribute to one or both.

## Tertiary Message

The campaign will create a long-term supply of qualified candidates interested in the construction industry.

## Media Strategy

Industry associations, industry trade communication channels, co-op partner kits, job fairs, launch event

## Outreach Efforts

Marketing materials, presence at association meetings, wearables and truck signage, social content





# Government

## Primary Message

Economic growth across Minnesota will be dramatically impacted by the lack of qualified candidates expressing interest in the construction industry. The emphasis on college education has created a gap in the number of young men and women interested in directly entering the workforce.

## Secondary Message

Trades offer young adults an opportunity to start a career, debt-free, with little training. Jobs exist for nearly every person interested in the industry.

## Tertiary Message

Money, support, and resources will be needed for this campaign to succeed long-term.

## Media Strategy

Collaborate and coordinate with association lobby efforts

## Outreach Efforts

Advocacy (lobbying), Governor proclamation, media relations, editorial content, releases, white papers







# Trade School Administration

## Primary Message

The future demand for skilled construction workers far outweighs the supply. Construction is a great career for many of today's youth.

## Secondary Message

Now is the time to retain and strengthen your construction trade programs. Student placement opportunities in construction are both plentiful and immediate.

## Tertiary Message

Partner with us to bring our movement to high schools.

## Media Strategy

Social media, co-op partner kit, targeted direct/email

## Outreach Efforts

Presence at industry conferences/events, marketing materials and booth signage at events, career fairs





# Parents + Mentors

## Primary Message

The construction industry offers a debt-free alternative to traditional college career paths. With over 60% of college students failing to complete their education, construction jobs offer them a chance to grow and flourish without the stress of having to select a career before they have grown as people.

## Secondary Message

Construction jobs build character and pay well. If your son/daughter is struggling to pay for school or lacks direction, the money and discipline within the construction industry can help them focus their energies and learn responsibility.

## Tertiary Message

There is unlimited career potential for those in the construction industry. If your son/daughter is not a natural student, construction offers him/her an opportunity to have success.

## Media Strategy

Reach parents via school media publications, parent-teacher meetings, and within the community. PSA-type advertising will highlight the value of the industry and remove the stigma associated with some of the previous beliefs about the industry. Social media channels with content targeting events, job openings and industry information.

## Outreach Efforts

Direct community interaction with parents via local construction companies, associations, and trade schools. Offer mentorship programs for both students and parents (similar to how college and military recruiters approach this issue). Presence at state high school tournaments.