



Construction Inclusion Week

Building the Foundation for Inclusion

DAY FIVE: Community Engagement

DAILY SUMMARY



Day 5:
October
22

Day Five: Community Engagement

Community engagement, through volunteering and financial donations, is embedded in most companies in our industry. History has shown us we are an enormously generous group of people. As we continue to advance our efforts to create a more diverse and inclusive environment, it is important to step back and look at our community engagement through a DEI lens. Are we supporting diverse communities in meaningful ways? Is there open dialogue between our companies and community leaders? Are we leveraging the resources of our industry to create real social change?

Whether through in-person volunteering, cash donations, employee giving or sponsorships, we are in a unique position leverage our desire to give to create positive change in inclusion within our companies and our communities.

CIW Daily Video	Toolbox Talks	Table Talks	At Home Activities
<ul style="list-style-type: none"> Day 5 Video (Coming Soon) 	<ul style="list-style-type: none"> Jobsite Community Engagement - Why It Matters Jobsite Community Engagement- How to Get Started 	<ul style="list-style-type: none"> Directing our Community Engagement Efforts in Support of DEI Inspiring a More Diverse Generation of Builders 	<ul style="list-style-type: none"> Youth Definition There's Plenty of Helping to Do Coloring Sheets

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek** and tag us on Instagram, LinkedIn, Twitter, and Facebook!



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EXTERNAL RESOURCES



To Watch
[CIW YouTube Playlist]

- Adventures of Phil An Thropy
- Giving is Better
- Grace and Charity
- Pro-Bono and the Inclusive Leader
- Inequities in the Funding Gap



To Read

- "Kindness is a super power", Alicia Ortego
- "A Good Kind of Trouble," Lisa Moore Ramee
- "Mighty, Mighty Construction Site," Sherry Duskey Rinker
- BCCCC Diversity, Equity and Inclusion Study, 2021 Executive summary
- Association of Corporate Citizenship Professionals: Advancing Equity Summit Takeaways
- Taproot Foundation: Pro-Bono Inclusive Leadership
- Minnesota Association for Volunteer Administration: Racial Equity and Inclusion Resources for Volunteer Engagement Leader

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TOOLBOX TALK

What is Jobsite Community Engagement and why does it matter?

Jobsite community engagement is intentionally leveraging the skills, resources, and passions of the project team to respond to needs of the local community. In addition to improving the lives of individuals in need, the act of working together to help others builds empathy among the team and promotes a feeling of inclusivity. A jobsite team's community activity can be as broad and unique as the project, the team and the needs of the community. Open lines of communication between the project team and community organizers will ensure the real needs of diverse individuals are heard and addressed.

Why Does it Matter?

Construction projects bring teams together to work towards a common goal. For an extended period, we become part of the local community. By joining together through giving and volunteering we have a unique opportunity to improve the lives of diverse communities beyond our administrative offices. Why is it so important to give back to the communities where we live and work? When we are united around an effort to make a difference, we can:

- Build a stronger, inclusive, empathetic, and more welcoming jobsite culture. Connecting your team to the community can help build empathy, which is key to being open to diverse ideas, building an inclusive work site and providing equity to all.
- Project teams in our industry have a wide range of skills and resources that can be leveraged to improve the lives of individuals in under-resourced, and often diverse, communities.
- Volunteering our skills as builders can provide long-term solutions to infrastructure and facility needs that support the community long after the project is complete.
- Giving back to the place you call home helps to unite the community and bridge some of the social, economic, and political gaps.

Discussion Questions:

1. Who do you consider being in our jobsite community?
2. Who in the community should we talk with to learn about needs in the area?
3. Are there opportunities to support the lives of diverse communities in your jobsite area?
4. What are different ways we can define jobsite community engagement on our project?



¿Qué es la participación comunitaria en el lugar de trabajo y por qué es importante?

La participación de la comunidad en el lugar de trabajo está aprovechando intencionalmente las habilidades, los recursos y las pasiones del equipo del proyecto para responder a las necesidades de la comunidad local. Además de mejorar las vidas de las personas necesitadas, el acto de trabajar juntos para ayudar a otros genera empatía entre el equipo y promueve un sentimiento de inclusión. La actividad comunitaria de un equipo en el lugar de trabajo puede ser tan amplia y única como el proyecto, el equipo y las necesidades de la comunidad. Las líneas abiertas de comunicación entre el equipo del proyecto y los organizadores de la comunidad garantizarán que se escuchen y se aborden las necesidades reales de las diversas personas.

¿Por qué eso importa?

Los proyectos de construcción unen a los equipos para trabajar hacia un objetivo común. Durante un período prolongado, nos convertimos en parte de la comunidad local. Al unirnos a través de donaciones y voluntariado, tenemos una oportunidad única de mejorar las vidas de diversas comunidades más allá de nuestras oficinas administrativas. ¿Por qué es tan importante retribuir a las comunidades en las que vivimos y trabajamos? Cuando nos unimos en un esfuerzo por marcar la diferencia, podemos:

- Construya una cultura en el lugar de trabajo más fuerte, inclusiva, empática y más acogedora. Conectar a su equipo con la comunidad puede ayudar a generar empatía, que es clave para estar abierto a diversas ideas, construir un lugar de trabajo inclusivo y brindar equidad para todos.
- Los equipos de proyectos de nuestra industria tienen una amplia gama de habilidades y recursos que se pueden aprovechar para mejorar la vida de las personas en comunidades de escasos recursos y, a menudo, diversas.
- El voluntariado de nuestras habilidades como constructores puede proporcionar soluciones a largo plazo para las necesidades de infraestructura e instalaciones que apoyan a la comunidad mucho después de que se complete el proyecto.
- Retribuir al lugar al que llama hogar ayuda a unir a la comunidad y a salvar algunas de las brechas sociales, económicas y políticas.

Discussion Questions:

1. ¿A quién considera que forma parte de nuestra comunidad en el lugar de trabajo?
2. ¿Con quién de la comunidad deberíamos hablar para conocer las necesidades del área?
3. ¿Existen oportunidades para apoyar las vidas de diversas comunidades en el área de su lugar de trabajo?
4. ¿Cuáles son las diferentes formas en que podemos definir la participación de la comunidad en el lugar de trabajo en nuestro proyecto?



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TOOLBOX TALK

What is Jobsite Community Engagement, and how should we get started?

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Discussion Questions:

1. What are different ways we can define jobsite community engagement on our project?
2. How can our community engagement promote behaviors and norms that make our team members feel part of our community?
3. How do we ensure the inclusion of diverse perspectives as we develop our giving and volunteer initiatives?
4. How do we ensure all our team members feel included in our giving and volunteer initiatives?

Ideas to Get Started

- 1. Listen.** Reach out to organizations that support diverse communities your area and ask how your team can support them. What is important to them, and how can a construction team provide assistance?
 - Ask if the mission of their organization advances equity, diversity, and empathy in the community.
 - Make a list of skills and resources your project team has access to. Ask diverse-serving organizations if these resources can help them and their clients. How can we use what our team does best to support our community in the areas where they need help?
 - Think about activities that can include a wide demographic of your team. For example: construction projects, landscaping, procurement, jobsite tours, drives, etc.
 - Find ways to engage all members of the project team including trade partners, owner, architect, engineers, etc.

2. Examples of Jobsite Community Engagement in Action

Jobsite community engagement activities can occur on the jobsite, offsite or be a combination of both depending on the goals for the project team. It is important to reach out to local organizations and community leaders to listen to their needs before hatching a plan.

- **Partner with Local Community Organization:** Nonprofits and community organizations have facility and infrastructure needs that are rarely budgeted for. Work with a local organization to identify if there are improvements that can help them better serve their clients. Consider organizations or programs that will help advance equity, diversity, and empathy within the community. Meet with directors, walk the project site, and challenge your project team to check as many items off their to-do list as possible.
- **Jobsite Tours, Career Panels, for Area Youth Groups:** Organizations and schools that serve under-resourced youth are always looking for adults who can share their career and education journeys. Bringing youth groups to tour jobsites allows them to see first-hand the excitement of a project in action and the opportunity to meet professionals from many different careers.
- **School Supplies Drive:** Supporting educational needs in the local community can directly impact local youth and be a powerful force for change. Identify a local school or organization who may need assistance providing supplies or other materials and host a jobsite campaign to donate these items. Host a kick-off event for the workforce to explain the purpose of the effort and consider inviting a representative from the organization to join to speak briefly about the impact these efforts will have on the recipients. Consider ways to make giving a "friendly competition." At the end, bring the jobsite together to celebrate the team's efforts and share the results.

¿Qué es la participación comunitaria en el lugar de trabajo y cómo debemos comenzar?

La participación de la comunidad en el lugar de trabajo está aprovechando intencionalmente las habilidades, los recursos y las pasiones del equipo del proyecto para responder a las necesidades de la comunidad local. Además de mejorar las vidas de las personas necesitadas, el acto de trabajar juntos para ayudar a otros genera empatía entre el equipo y promueve un sentimiento de inclusión. La actividad comunitaria de un equipo en el lugar de trabajo puede ser tan amplia y única como el proyecto, el equipo y las necesidades de la comunidad. Las líneas abiertas de comunicación entre el equipo del proyecto y los organizadores de la comunidad garantizarán que se escuchen y se aborden las necesidades reales de las diversas personas.

Preguntas de discusión:

1. ¿Cuáles son las diferentes formas en que podemos definir la participación de la comunidad en el lugar de trabajo en nuestro proyecto?
2. ¿Cómo puede nuestra participación comunitaria promover comportamientos y normas que hagan que los miembros de nuestro equipo se sientan parte de nuestra comunidad?
3. ¿Cómo aseguramos la inclusión de diversas perspectivas a medida que desarrollamos nuestras iniciativas de donaciones y voluntariado?
4. ¿Cómo nos aseguramos de que todos los miembros de nuestro equipo se sientan incluidos en nuestras iniciativas?

Ideas para empezar

1. **Escucha.** Comuníquese con organizaciones que apoyan a diversas comunidades en su área y pregunte cómo su equipo puede apoyarlas. ¿Qué es importante para ellos y cómo puede ayudar un equipo de construcción?
 - Pregunte si la misión de su organización promueve la equidad, la diversidad y la empatía en la comunidad.
 - Haga una lista de habilidades y recursos a los que su equipo de proyecto tiene acceso. Pregunte a las organizaciones de servicios diversos si estos recursos pueden ayudarlos a ellos y a sus clientes. ¿Cómo podemos utilizar lo que nuestro equipo hace mejor para apoyar a nuestra comunidad en las áreas en las que necesitan ayuda?
 - Piense en actividades que puedan incluir un amplio grupo demográfico de su equipo. Por ejemplo: proyectos de construcción, paisajismo, adquisiciones, recorridos por el lugar de trabajo, recorridos, etc.
 - Encuentre formas de involucrar a todos los miembros del equipo del proyecto, incluidos los socios comerciales, el propietario, el arquitecto, los ingenieros, etc.

2. Ejemplos de participación comunitaria en el lugar de trabajo en acción

Las actividades de participación de la comunidad en el lugar de trabajo pueden ocurrir en el lugar de trabajo, fuera del sitio o ser una combinación de ambos, dependiendo de los objetivos del equipo del proyecto. Es importante comunicarse con las organizaciones locales y los líderes comunitarios para escuchar sus necesidades antes de tramar un plan.

- **Asóciese con la organización de la comunidad local:** las organizaciones sin fines de lucro y de la comunidad tienen necesidades de instalaciones e infraestructura que rara vez se presupuestan. Trabaje con una organización local para identificar si hay mejoras que puedan ayudarlos a brindar un mejor servicio a sus clientes. Considere organizaciones o programas que ayudarán a promover la equidad, la diversidad y la empatía dentro de la comunidad. Reúname con los directores, recorra el sitio del proyecto y desafíe a su equipo de proyecto a que marque la mayor cantidad posible de elementos de su lista de tareas pendientes.
- **Visitas al lugar de trabajo, paneles profesionales, para grupos de jóvenes del área:** las organizaciones y escuelas que atienden a jóvenes de escasos recursos siempre buscan adultos que puedan compartir sus trayectorias profesionales y educativas. Llevar a grupos de jóvenes a los lugares de trabajo turísticos les permite ver de primera mano la emoción de un proyecto en acción y la oportunidad de conocer a profesionales de muchas carreras diferentes.
- **Campaña de suministros escolares:** apoyar las necesidades educativas en la comunidad local puede afectar directamente a la juventud local y ser una fuerza poderosa para el cambio. Identifique una escuela u organización local que pueda necesitar ayuda para proporcionar suministros u otros materiales y organice una campaña en el lugar de trabajo para donar estos artículos. Organice un evento de lanzamiento para que la fuerza laboral explique el propósito del esfuerzo y considere invitar a un representante de la organización a unirse para hablar brevemente sobre el impacto que estos esfuerzos tendrán en los destinatarios. Considere formas de hacer que la donación sea una "competencia amistosa". Al final, reúna el lugar de trabajo para celebrar los esfuerzos del equipo y compartir los resultados.



Directing our Community Engagement Efforts in Support of DEI

Community engagement, through volunteering and financial donations, is embedded in most companies in our industry. History has shown us we are an enormously generous group of people. As we continue to advance our efforts to create a more diverse and inclusive environment, it is important to step back and look at our community engagement through a DEI lens. Are we supporting diverse communities in meaningful ways? Is there open dialogue between our companies and community leaders? Are we leveraging the resources of our industry to create real social change?

Whether through in-person volunteering, cash donations, employee giving or sponsorships, we are in a unique position leverage our desire to give to create positive change in inclusion within our companies and our communities.

The Community Engagement group identified two giving pathways and four areas of change where our industry can make the most impact in increasing the diversity, equity, and inclusion in the communities where we do business.

Giving Pathways

- Taking the unique skills and resources in our industry into account, the CIW team recommends two types of giving where we can make the most change in the DEI area.
- Strategic community education programs to inspire a new generation of diverse workers and increase equity and inclusion of all workers in our industry.
- Targeted support of organizations and schools in our local communities that seek to improve the lives of individuals who are historically under-served.

Areas Where Our Industry Can Make the Most Change

Key areas our industry can lean into to make important change in DEI in our world.

- Employment: employment (career) opportunities for a wide range of educational backgrounds and skills.
- Immigration: ability to sponsor Visas for non-US residents.
- Infrastructure construction: construction and renovation services for social work organizations and schools.
- Construction education for all levels: resources to introduce and educate about all facets of the industry

Facilitators: Getting Started

There is a good chance your company is already supporting a more diverse workforce and a stronger community. Here are a few conversations you can have around community initiatives you are considering getting clarity around how, or if, they support DEI in your community.



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Selecting organizations using a Diversity and Inclusion lens

- Meet with leaders from the organization or school you are considering volunteering with or giving to.
- Is the mission of the organization to support the needs of diverse or under-served communities?
- Does the organization utilize direct feedback from the community it serves to implement its services?
- Are there processes in place to continually get feedback from, listen to, the community they serve?
- What measures does the organization take to recognize potential systemic racism within its organization?
- What is the gender, ethnicity makeup of the board and staff? Has the organization made plans or taken measures to improve DEI within the organization?

Selecting community activities using a Diversity and Inclusion lens

As you plan volunteer activities for employees, make cash or material donations on behalf of the company, sponsor a fundraiser, or plan an employee giving campaign, consider the purpose, intent, and inclusiveness of the initiative.

- Who is the ultimate beneficiary of the activity or donation? Will supporting this organization improve outcomes for individuals from diverse communities? Ask for outcome goals or how they define success in their mission.
- If the activity or donation benefits a diverse community, was the need identified by members of that community? Were they consulted directly?
- For organizations supporting diverse populations, have you had a conversation about how the skills and resources of your company can help them move forward in their mission?
- For volunteer activities (including the benefits of sponsorships), can all employees physically participate? Are all (or most) employees enthusiastic about participating? If not, are there alternatives available? How do we ensure all our team members feel included in our giving and volunteer initiatives?
- How can our community engagement promote behaviors and norms that make all of our team members feel like part of the same community?
- Do our giving and volunteer initiatives reflect the diverse perspectives of our stakeholders?



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Inspiring a More Diverse Generation of Builders

Strategic community outreach, recruitment and engagement through educational programming will help us build a diverse workforce, and a better industry overall.

By directing our financial and volunteer community contributions to delivering compelling educational programming, we will generate excitement about potential career opportunities and better prepare those we serve to develop the skills necessary for the industry as well as personal overall life success.

Facilitators: Getting Started

- Convene a group of co-workers who are interested in sharing their professional knowledge with youth. What age groups are they most interested in working with?
- Make a list of the schools and organizations you currently work with, and/or research new organizations that serve diverse communities.
- Do you have youth activities or curriculum already created? See these examples. Also search online. USGBC, Discover Education, Build Your Future, National Building Museum, and others have ready-to-go modules.
- Make a plan to reach out to the organizations you're interested in to ask what their students are interested in.

Here are some recommendations for outreach to youth from pre-K to high school.

Early Learning – during the first five years of life, little ones are learning habits and forming opinions about learning. It is important that adults take the time to cultivate a love of learning – make it fun and playful.

Is there a pre-school in your community that serves primarily under-resourced children? Ask the directors of the program if their students would benefit from learning about careers in construction from real life construction workers.

Consider diversity when recruiting volunteers. The earlier in life children see that women and people of color work in the industry, and that construction includes both field- and office-based roles, the more normal it will be for them.

1. Talk about the projects you are building and show photos and videos of "construction in action." Work with the kids to build a Lego model of one of the buildings you've built. Draw buildings or dream houses together.
2. Talk about construction safety (PPE) and allow for dress up and picture taking in safety vest hard hats and glasses
3. Read aloud the book "Mighty, Mighty Construction Site" (Available on Amazon). The book focuses on team building, friendship, and working together in the construction industry.



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DAY FIVE: Community Engagement

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Elementary- early literacy development success requires balancing an integration of materials, experience, and social support. Focus needs to incorporate skills-based instruction and problem-solving opportunities

Research shows that most students develop an interest in a career path while in elementary school. This is the perfect age to introduce students to the wide range of career opportunities in our industry. Reach out to local organizations and schools that serve under-resourced and diverse populations of youth. Examples include Boys & Girls Clubs, YMCAs, and elementary schools with many students eligible for the school lunch program.

Ask the educators if their students would be interested in learning about careers in construction, and what learning tools they recommend. Activity suggestions include:

1. Highlight a local project and show time lapsed building of a project. How many career and education paths can you spot in the video?

Audi Stadium examples include:

- Animated Plans (4 minutes): https://www.youtube.com/watch?v=vBTbmgFu_PA
- Construction (20 seconds): <https://www.youtube.com/watch?v=p75rek9j7nU>

Create a role play building activity. Break students into small teams to build a structure out of Legos or art supplies. Assign each student a role (architect, builder, safety manager, etc) and challenge them to communicate with one another to get the project built.

Middle School- successful engagement at this stage requires a sensitivity to providing a “real world” context and personal applicability for the learners

Reach out to local organizations and schools that include a focus on STEM education, especially those serving girls and youth in low-income areas. Examples include Girls Inc., Girlstart, Girls Who Code and Boys & Girls Clubs.

Ask the directors and educators if their students would be interested in learning about careers in construction and what learning tools they recommend. Which roles and education paths are they most interested in?

Consider diversity when recruiting volunteers and include a wide range of career paths. Keep in mind some students are interested in pursuing a 4-year degree, others are not.

- Engineering, project management
- Superintendent, Foreman, Skilled Craft
- Software developers, programmers
- Safety Professional
- Communications
- Finance



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High School- at this point in development, students are most interested in practical steps forward with their interests through Workforce skills, tools for career success, educational pathways, etc.

Reach out to career counselors and educators at high schools that have a STEM focus, have a CTE pathway, engineering pathway and/or serve typically under-resourced students. Get involved with organizations that provide after school or extra-curricular activities related to our industry.

ACE Mentor. Recruit volunteers from preconstruction, project management and trades to mentor local ACE teams.

NAACP-ACT SO Youth Competition (architecture and engineering). Reach out to your local NAACP chapter to get involved with their ACT-SO youth competition. Students competing in the architecture and engineering categories will need mentors as well as sponsors for awards, travel and scholarships.

Career Panels. Offer 30-45 minute career panels for high school classes. Ask educators which pathways the students are interested in, and recruit a diverse panel of volunteers to talk about their careers.

Host jobsite tours. Construction jobsites are fascinating for almost everyone, regardless of career interest. With approval of the project owner, arrange for small groups of students to tour interesting projects in your area. Ask the superintendent, architect, project manager and/or key trades to lead all or part of the tour.

Hire high school interns. High school students, especially those from low-income families or who plan to be first in family to attend college, grow by leaps and bounds through summer internships. Companies can hire interns directly or work with a local organization to bring them on as externs

College/Trade- As students feel challenged to make “life” decisions, increased attention is paid to the reality and probability of success and “does this seem possible for me?” Personal, real life examples and interaction with people “who look like me” play a bigger role in engagement.

Students who have come this far in the path to a Career in our industry benefit greatly from interacting with professional from similar backgrounds, and who “look like” them.

Consider serving as a guest lecturer or host a panel discussion in a construction management or operations course. Enlist a team to sponsor a semester long course. Include industry partners, subcontractors, etc.

Lecture options include:

- Integration of a standard topic with a real life example to highlight construction laws, review of Specifications and Submittals, etc.
- Presentation of a case study to highlight the design build process and stakeholder engagement (visioning)



Inspirando a una generación más diversa de constructores

El alcance comunitario estratégico, el reclutamiento y la participación a través de la programación educativa nos ayudarán a construir una fuerza laboral diversa y una mejor industria en general.

Al dirigir nuestras contribuciones financieras y voluntarias a la comunidad para ofrecer una programación educativa convincente, generaremos entusiasmo sobre las oportunidades profesionales potenciales y prepararemos mejor a aquellos a quienes servimos para desarrollar las habilidades necesarias para la industria, así como el éxito personal en su vida en general.

Facilitadores: Primeros pasos

- Convoque a un grupo de compañeros de trabajo que estén interesados en compartir sus conocimientos profesionales con los jóvenes. ¿Con qué grupos de edad están más interesados en trabajar?
- Haga una lista de las escuelas y organizaciones con las que trabaja actualmente y / o busque nuevas organizaciones que presten servicios a diversas comunidades.
- ¿Tiene actividades para jóvenes o un plan de estudios ya creado? Vea estos ejemplos. También busque en línea. USGBC, Discover Education, Build Your Future, National Building Museum y otros tienen módulos listos para usar.
- Haga un plan para comunicarse con las organizaciones que le interesan y preguntarles qué les interesa a sus alumnos.
- Aquí hay algunas recomendaciones para llegar a los jóvenes desde prekínder hasta la escuela secundaria.

Aprendizaje temprano: durante los primeros cinco años de vida, los pequeños están aprendiendo hábitos y formando opiniones sobre el aprendizaje. Es importante que los adultos se tomen el tiempo para cultivar el amor por el aprendizaje, que sea divertido y divertido.

¿Hay algún centro preescolar en su comunidad que atienda principalmente a niños de escasos recursos? Pregunte a los directores del programa si sus estudiantes se beneficiarían de aprender sobre carreras en construcción con trabajadores de la construcción de la vida real.

Tenga en cuenta la diversidad al reclutar voluntarios. Cuanto más temprano en la vida los niños vean que las mujeres y las personas de color trabajan en la industria, y que la construcción incluye roles tanto en el campo como en la oficina, más normal será para ellos.

- Hable sobre los proyectos que está construyendo y muestra fotos y videos de "construcción en acción". Trabaje con los niños para construir un modelo de Lego de uno de los edificios que ha construido. Dibujen juntos edificios o casas de ensueño.
- Hable sobre la seguridad en la construcción (PPE) y permita que se disfracen y tomen fotografías con los cascos y gafas de los chalecos de seguridad.
- Lea en voz alta el libro "Mighty, Mighty Construction Site" (disponible en Amazon). El libro se centra en la formación de equipos, la amistad y el trabajo conjunto en la industria de la construcción.



Construction Inclusion Week

Building the Foundation for Inclusion

DÍA CINCO: *Participación de la Comunidad*

TABLE TALK

Escuela primaria- El éxito en el desarrollo temprano de la alfabetización requiere equilibrar la integración de materiales, experiencia y apoyo social. El enfoque debe incorporar instrucción basada en habilidades y oportunidades de resolución de problemas.

Las investigaciones muestran que la mayoría de los estudiantes desarrollan un interés en una carrera profesional mientras están en la escuela primaria. Esta es la edad perfecta para presentar a los estudiantes la amplia gama de oportunidades profesionales en nuestra industria.

Comuníquese con organizaciones y escuelas locales que presten servicios a poblaciones de jóvenes de escasos recursos y diversas. Los ejemplos incluyen Boys & Girls Clubs, YMCA y escuelas primarias con muchos estudiantes elegibles para el programa de almuerzos escolares.

Pregunte a los educadores si sus estudiantes estarían interesados en aprender sobre carreras en construcción y qué herramientas de aprendizaje recomiendan. Las sugerencias de actividades incluyen:

1. Resalte un proyecto local y muestre la construcción transcurrida de un proyecto. ¿Cuántas trayectorias profesionales y educativas puedes ver en el video?

Los ejemplos de Audi Stadium incluyen:

- Planes animados (4 minutos): https://www.youtube.com/watch?v=vBTbmgFu_PA
- Construcción (20 segundos): <https://www.youtube.com/watch?v=p75rek9j7nU>

Cree una actividad de construcción de juegos de roles. Divida a los estudiantes en pequeños equipos para construir una estructura con Legos o materiales de arte. Asigne a cada estudiante un rol (arquitecto, constructor, gerente de seguridad, etc.) y desafíelos a comunicarse entre sí para construir el proyecto.

Escuela intermedia: la participación exitosa en esta etapa requiere una sensibilidad para proporcionar un contexto del "mundo real" y aplicabilidad personal para los alumnos.

Comuníquese con organizaciones y escuelas locales que incluyan un enfoque en la educación STEM, especialmente aquellas que atienden a niñas y jóvenes en áreas de bajos ingresos. Los ejemplos incluyen Girls Inc., Girlstart, Girls Who Code y Boys & Girls Clubs.

Pregunte a los directores y educadores si sus estudiantes estarían interesados en aprender sobre carreras en construcción y qué herramientas de aprendizaje recomiendan. ¿Qué roles y caminos educativos les interesan más?

Tenga en cuenta la diversidad al reclutar voluntarios e incluya una amplia gama de trayectorias profesionales. Tenga en cuenta que algunos estudiantes están interesados en obtener un título de 4 años, otros no.

- Ingeniería, gestión de proyectos
- Superintendente, Capataz, Oficio calificado
- Desarrolladores de software, programadores
- Profesional de seguridad
- Comunicaciones
- Finanzas



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DÍA CINCO: *Participación de la Comunidad*

TABLE TALK

Escuela secundaria: en este punto del desarrollo, los estudiantes están más interesados en pasos prácticos hacia adelante con sus intereses a través de habilidades de la fuerza laboral, herramientas para el éxito profesional, vías educativas, etc.

Comuníquese con consejeros profesionales y educadores en las escuelas secundarias que tengan un enfoque STEM, tengan una vía CTE, una vía de ingeniería y / o atiendan a estudiantes de escasos recursos. Participe en organizaciones que ofrecen actividades extracurriculares o después de la escuela relacionadas con nuestra industria.

Mentor ACE. Reclute voluntarios de preconstrucción, gestión de proyectos y oficios para guiar a los equipos ACE locales.

Concurso Juvenil NAACP-ACT SO (arquitectura e ingeniería). Comuníquese con su capítulo local de NAACP para participar en su competencia juvenil ACT-SO. Los estudiantes que compitan en las categorías de arquitectura e ingeniería necesitarán mentores y patrocinadores para premios, viajes y becas.

Paneles de carrera. Ofrezca paneles de carreras de 30 a 45 minutos para las clases de la escuela secundaria. Pregunte a los educadores en qué caminos están interesados los estudiantes y reclute un panel diverso de voluntarios para hablar sobre sus carreras.

Organizar recorridos por el lugar de trabajo. Los lugares de trabajo de construcción son fascinantes para casi todos, independientemente de su interés profesional. Con la aprobación del propietario del proyecto, haga arreglos para que pequeños grupos de estudiantes recorran proyectos interesantes en su área. Pídale al superintendente, arquitecto, gerente de proyecto y / o oficios clave que dirijan todo o parte del recorrido.

Contrata pasantes de la escuela secundaria. Los estudiantes de secundaria, especialmente aquellos de familias de bajos ingresos o que planean ser los primeros en la familia en asistir a la universidad, crecen a pasos agigantados a través de las pasantías de verano. Las empresas pueden contratar pasantes directamente o trabajar con una organización local para contratarlos como externos.

Universidad / comercio: a medida que los estudiantes se sienten desafiados a tomar decisiones de "vida", se presta más atención a la realidad y la probabilidad de éxito y "¿me parece esto posible?" Los ejemplos personales de la vida real y la interacción con personas "que se parecen a mí" juegan un papel más importante en el compromiso.

Los estudiantes que han llegado tan lejos en el camino hacia una carrera en nuestra industria se benefician enormemente al interactuar con profesionales de antecedentes similares y que "se parecen" a ellos. Considere la posibilidad de servir como conferencista invitado o anfitrión de un panel de discusión en un curso de administración de construcción u operaciones. Reclute un equipo para patrocinar un curso de un semestre. Incluya socios de la industria, subcontratistas, etc.

Las opciones de conferencias incluyen:

- Integración de un tema estándar con un ejemplo de la vida real para resaltar las leyes de construcción, revisión de Especificaciones y Presentaciones, etc.
- Presentación de un estudio de caso para resaltar el proceso de construcción del diseño y la participación de las partes interesadas (visión)



Good character counts

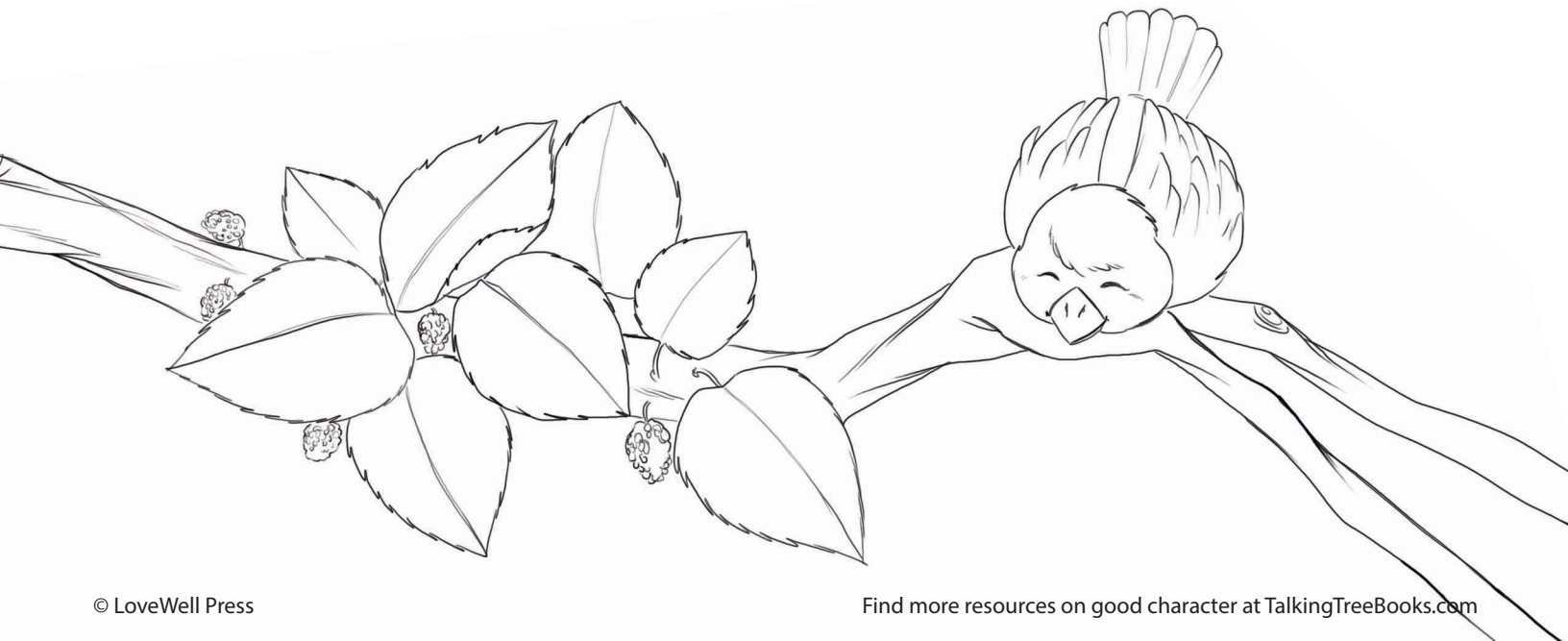
HONESTY

RESPECT

CARING

FAIRNESS

RESPONSIBILITY



Show your SUPER POWERS



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Honest
Caring
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Responsible

You Can Make Good Choices



