



5TH NCCCO FOUNDATION Industry Forum

NCCCO and Workforce Development

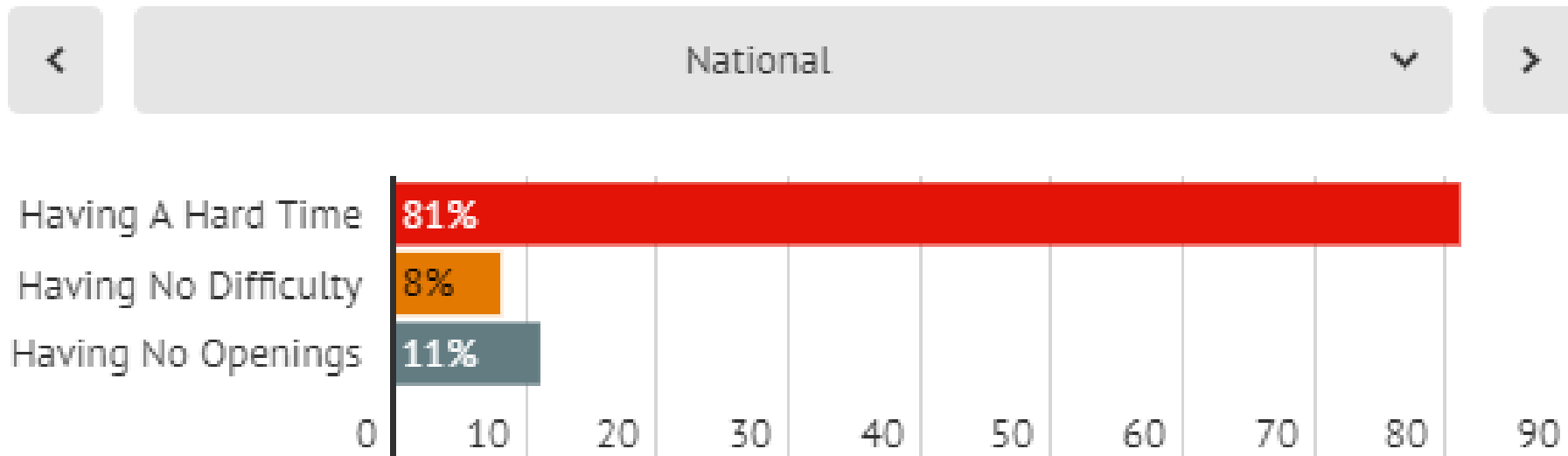
Managing youth outreach in a virtual world

**Tara Whittington, Director of Marketing and
Customer Service, NCCCO**

October 29, 2020

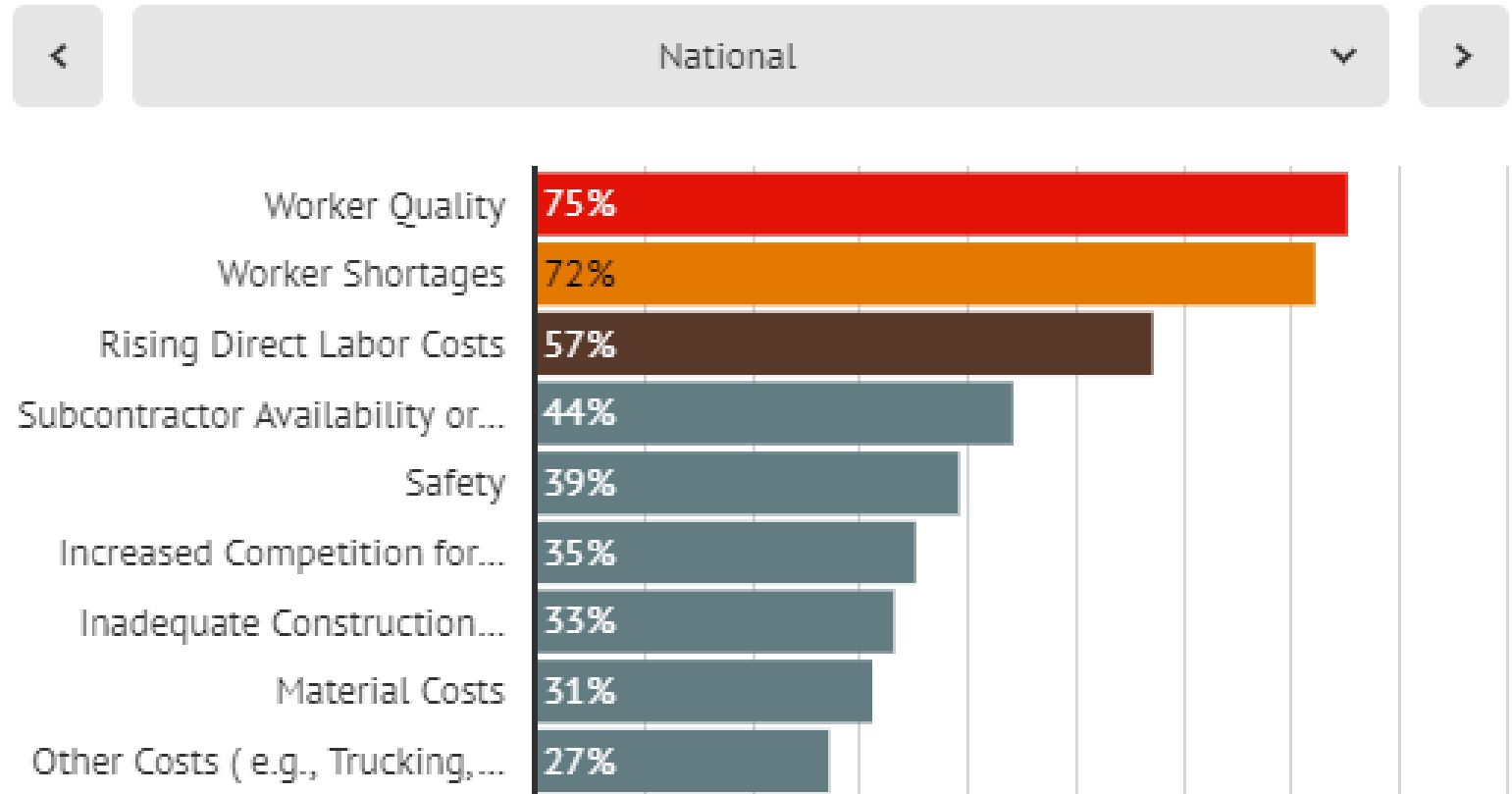


Filling Salaried and Hourly Craft Positions



Source: Associated General Contractors, 2020 Sage Construction Hiring and Business Outlook Survey, December 18, 2019

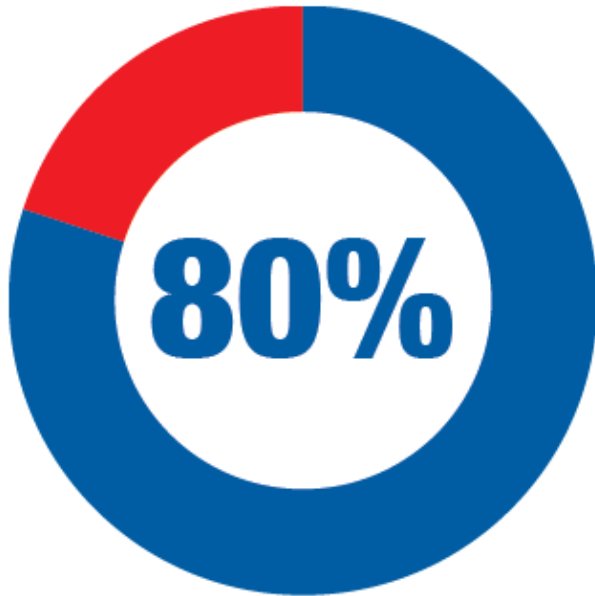
Biggest Concerns For 2020



Source: Associated General Contractors, 2020 Sage Construction Hiring and Business Outlook Survey, December 18, 2019

Research & Trends

The High School Education Gap



80% of voters across the political spectrum described the skilled trades as “important,” and **83%** say the government should provide more funding for skilled trades classes.

Source: Harbor Freight Tools for Schools, The Case for Investing in and Improving Skilled Trades Education in America’s High Schools, Associated General Contractors, May 2020

Research & Trends

The High School Education Gap

79% of parents believe their child would be more prepared for a career if they had the chance to study a trade in high school.

72% of students say high schools could do a better job of giving them chances to learn real-world skills.

7 in 10 voters, parents and students want employers to do more to support skilled trades education.

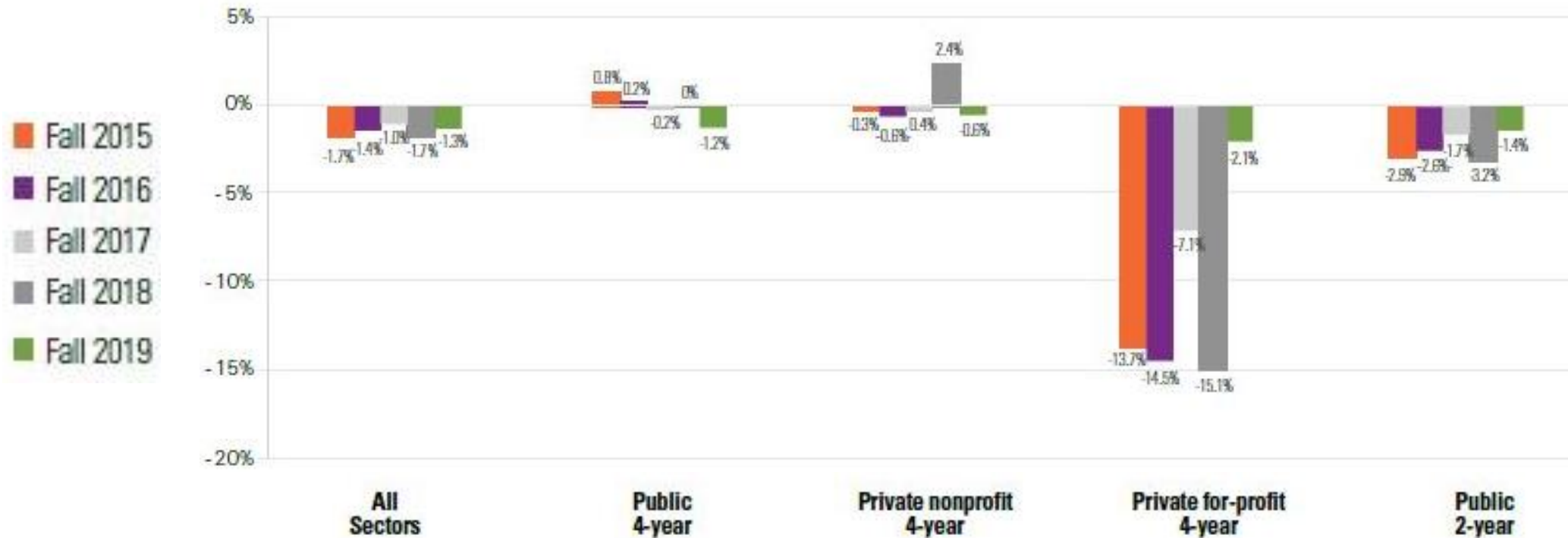
8 in 10 voters support more funding for high school skilled trades education.

80% of voters described the trades as “important.”

Source: Harbor Freight Tools for Schools, The Case for Investing in and Improving Skilled Trades Education in America’s High Schools, Associated General Contractors, May 2020

College Path to Skilled Trades

Figure 1. Percent Change in Enrollment from Previous Year by Institutional Sector: 2015 to 2019

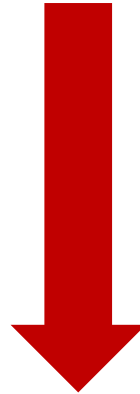


Source: National Student Clearinghouse Research Center Term Enrollment Fall 2019



Research & Trends

College Path to Skilled Trades

Fall 2019
Overall Post-Secondary
Enrollment
1.3%



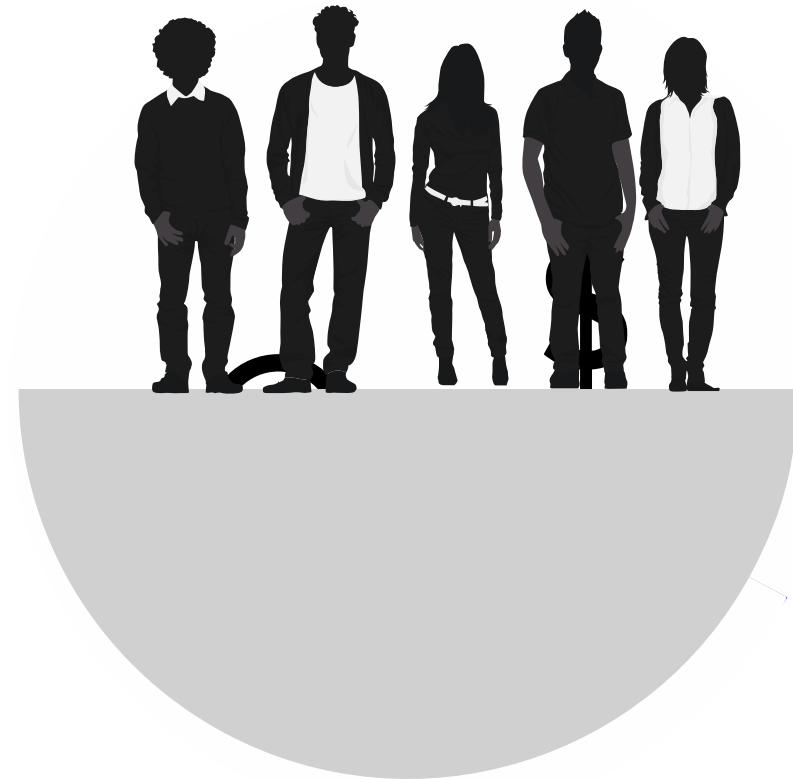
Degree	4 Year Schools	2 Year Schools
Engineering Technology	-1.9%	-9.3%
Transportation & Materials Moving	+ 9.4%	-7.1%
Mechanical/Repair Technologies	-5.1%	-5.4%
Construction Trades	- 0.6%	+ 1.4%



Source: National Student Clearinghouse Research Center Term Enrollment Fall 2019

What CTE Community Needs from Industry Education/Industry Partnerships

- 98%** CTE Admins say partnerships are important or very important
- 67%** Lack time to develop partners
- 33%** Lack funding
- 50%** Industry unwilling to engage students under 18



Source: Association for Career and Technical Education, Addressing the Workforce Shortage Through Strong Partnerships, 2019

What CTE Community Needs from Industry

WBL is Education's equivalent to Industry's OTJ Training

“The strongest programs—those that deliver the most qualified talent—incorporate Work Based Learning.”

Project Based

Co-Ops/Internships

Learn and Earn/Apprenticeships



Source: 2018-2019 data set by myOptions in partnership with ACTE

What CTE Community Needs from Industry Top 3 Partner Opportunities

Visit classrooms in person or virtually

Provide job shadowing experiences

Provide internships/apprenticeships



Source: 2018-2019 data set by myOptions in partnership with ACTE

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Get Connected

Know Yourself First



Human Resources:
Understand your
current recruiting
process.



Hiring and Frontline
Managers: Understand
specific skills gaps and
timelines/processes
for onboarding.



Senior Leaders:
Understand goals for
company growth, cost
implications of talent
gaps, available funding.

Source: An Employer Guide to Effective Community
College Partnerships, The Aspen Institute

Get Connected Who?

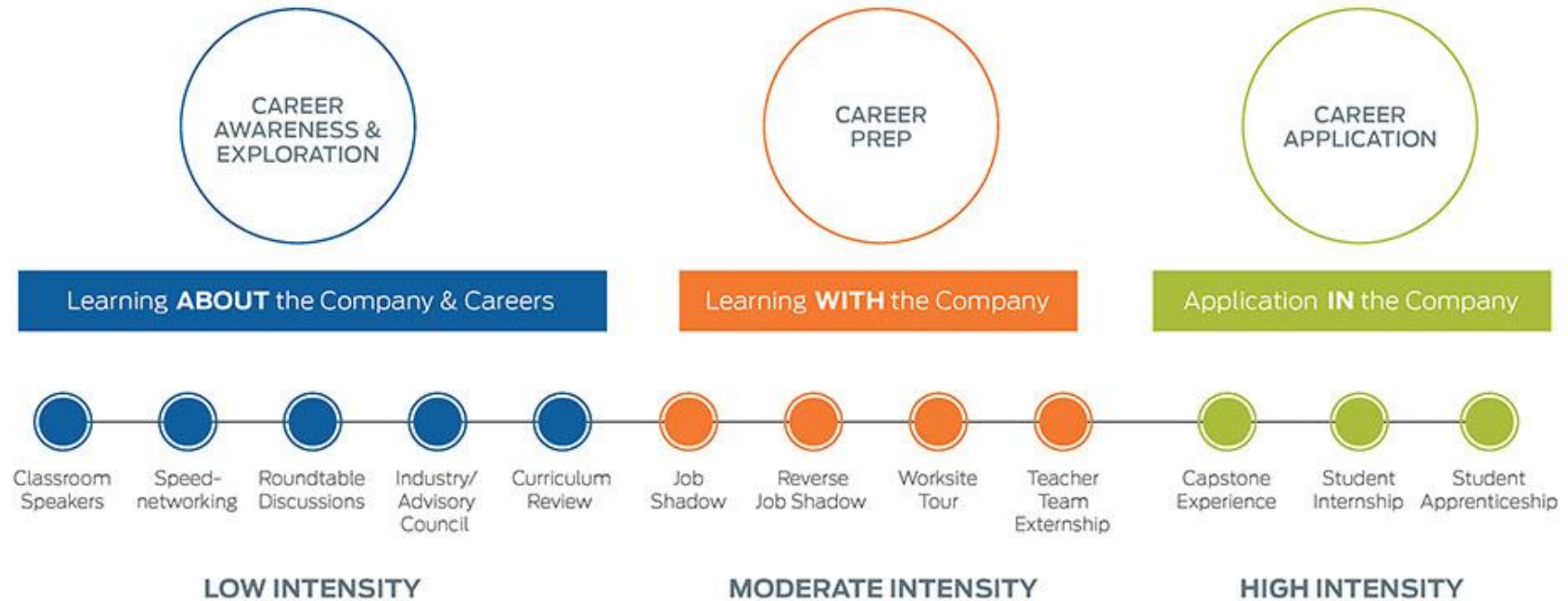


Organization	Titles or Departments
Middle School	Counselors, Administrators, PTA Groups
High School	CTE Departments, Counselors, Professional Studies Departments, Club Leaders, Administrators (depending on size of school district)
Community College	Program Chair, Department Head or Dean, VP of Workforce Development, Economic Development or CTE
Skills Based Extra Curricular	ACE Mentors, Makerspace Groups, Robotics, SkillsUSA, STEM Clubs, etc.
Local Government/Economic Development Boards	Chamber of Commerce, Mayor's Office, Governor's Office
Other Industry Partners	Trade Associations in Your Industry, Local Businesses in Different Fields that are already connected
Veteran Orgs	Hiring Our Heroes, The Institute for Veterans and Military Families, Veterans Job Mission, etc.

Get Connected
What?

THE WORK-BASED LEARNING CONTINUUM

What does strengthening your involvement with schools look like in a continuum?



©2018, Ford Motor Company Fund

Source: Ford Next Generation Learning

Get Connected Resources for Industry

Search...

Content Type	Organization	Document Title with Link	Release Date
Survey Data	FMI	Talent Development in the Construction Industry	2017
Toolkit	NCCER	Marketing Playbook for the Construction Industry	2019
Toolkit	Aspen Institute	Employer Guide to Effective Community College Partnership	2019
White Paper	National School Boards Association	Six LifeReady Skills for Career, College, and Success in Life	2019
Research	NCCER and Construction Industry Institute	Restoring the Dignity of Work: Transforming the U.S. Workforce Development System into a World Leader	2019
Survey Data	Association for Career and Technical Education	Addressing the Workforce Shortage through Strong Partnerships	2019
Survey Data	National Student Clearinghouse Research Center	Term Enrollment Estimates Fall 2019	2019
Research	AED Foundation	The Equipment Industry Technician Shortage: Reassessing Causes, Impacts and Policy Recommendations	2020
Toolkit	Build Your Future	Resource Center	2020
Survey Data	Harbor Freight	The case for developing skilled worker talent, starting in high school	2020

Get Connected

Take Advantage of Special Career Recognition Days



Manufacturing Day

SteelDay 2020

Smarter. Stronger. SteelDay.

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Lift & Move USA

www.liftandmoveusa.org or tbennett@scranet.org

Launched in 2015 as a joint industry effort, Lift & Move USA was organized by four industry institutions: Specialized Carriers & Rigging Association, Specialized Carriers & Rigging Foundation, National Commission for the Certification of Crane Operators, and KHL Group.



Today, Lift & Move USA is governed by a 13-member committee reporting to the Specialized Carriers & Rigging Foundation, a 501(c)(3) nonprofit organization that supports SC&RA member companies.

We are supported by

- Specialized Carriers & Rigging Association
- Specialized Carriers & Rigging Foundation
- NCCCO Foundation

Media Partner

- KHL Group

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THANK YOU FOR YOUR ATTENTION

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