



**FORGET  
DIGGING  
DITCHES**

Construction is about the  
technical expertise of the  
craft professional.  
**It's about building Arizona.**



**BUILD YOUR  
FUTURE  
ARIZONA**

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**BUILD YOUR FUTURE:  
BUILD ARIZONA**



# Build Your Future Arizona recruits the next generation of craft professionals.

## We accomplish this mission through these goals:

### 1 Make career and technical education (CTE) a priority in secondary schools.

The path to success can start with a CTE program in high school. With a 13% higher graduation rate, CTE provides direct correlation to the job market, rather than a broad field of study with no technical skill training.\*

\*CTE Works, January 2018



#### Career Days

Thousands of young students are eager to learn about the opportunities in life after school. BYF Arizona's presence at events around the state provides a platform for these young minds to explore the world of construction.



#### Careers in Construction Month

October is Careers in Construction Month and BYF Arizona capitalizes on this time to reach educators, parents and students on the value of CTE. Resources, planning materials and events all highlight the vast opportunities available for students in the construction industry.



#### Partnership with SkillsUSA

Each year over 15,000 attendees converge at the National SkillsUSA Competition. BYF helps sponsor the craft competitions. With the best CTE competitors in the nation vying for the top spot, the real winner is the value of an education that connects classes to a career. The graduation rate for CTE programs in Arizona is 98%.

#### Construction Career Pathways

BYF sponsors this conference to facilitate connections between industry and education. This event brings more than 160 educators and industry representatives together to discuss strategies for closing the skills gap in the construction industry.

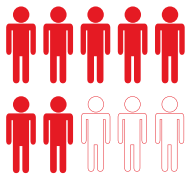


### 2 Provide a path from ambition, to training, to job placement as a craft professional.

By 2022, fields like construction and manufacturing will provide over 9 million job openings.\* 7 out of 10 jobs will require a post-secondary credential or certification.\*\*

\*Construction Labor Market Analyzer, 2018

\*\*Restoring the Dignity of Work, July 2018



#### Online Resources

Job market data, event planning materials, the latest industry research, and career paths all are featured on [arizona.byf.org](http://arizona.byf.org). Whether if you are an educator, military veteran, parent, or student, BYF Arizona is the trusted source for industry workforce recruitment.



#### Trading Cards

Need a quick look at the wide range of professions available? Look no further than BYF Arizona's trading cards. Each card highlights a specific craft with up-to-the-date wage information and job training requirements.



#### State Partnerships

BYF Arizona is just one example of how a state can take ownership of BYF's network and resources. Arizona's construction industry is booming and recruitment for the next generation of craft professionals is critical. Industry and nonprofit leaders in Arizona partnered with BYF to fill the skills gap within our state's construction industry.

#### PR and Marketing Campaigns

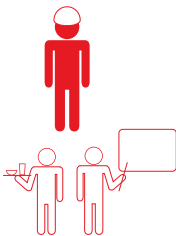
Construction careers in today's market are all about high-tech, high-stakes, huge earning potential and the opportunity to travel the world. Videos, posters and fliers assist BYF Arizona's local network in increasing the awareness of opportunities in this incredible industry.



### 3 Shift negative public perception about careers in the construction industry to reflect the wide range of professions available.

For 10 straight years, skilled crafts have remained the toughest positions to fill.\* This is in spite of the industry's upward mobility and high earning potential.

\*2018 ManpowerGroup U.S. Talent Shortage Survey



#### Hard Hat Heroes™

NCCER and BYF's military recruitment initiative, Hard Hat Heroes, is committed to the smooth transition of returning military members. The Hard Hat Heroes credentialing portal provides a way for veterans to receive NCCER credentials for the skills and training they received while in the service. BYF Arizona is committed to providing these opportunities to our own state's veterans.



#### NCCER

In 2010, NCCER enhanced the BYF initiative. NCCER is a nonprofit education foundation created by the construction industry to develop standardized curriculum with portable credentials to help address the skilled, construction workforce shortage. NCCER is recognized by the industry as the training, assessment, certification and career development standard for the construction and maintenance craft professional. Their partnership ensures that BYF Arizona will always have access to quality educational resources and data on industry trends.

#### Top Industry Network

Half of the top 10 contractors in ENR magazine's "Top 400" list are NCCER sponsors. NCCER and BYF join a nationwide network of top industry associations and companies. This network is comprised of over 6,000 NCCER-accredited training and assessment locations across the United States. In Arizona, a group of industry investors and associations like the ABA, ASA and CFMA have come together to make the state's BYF campaign as impactful as possible.