



CAREERS *in* CONSTRUCTION MONTH TOOLKIT



IDEAS, TIPS & RESOURCES TO
CELEBRATE CAREERS IN CONSTRUCTION

"CAREERS IN CONSTRUCTION MONTH"



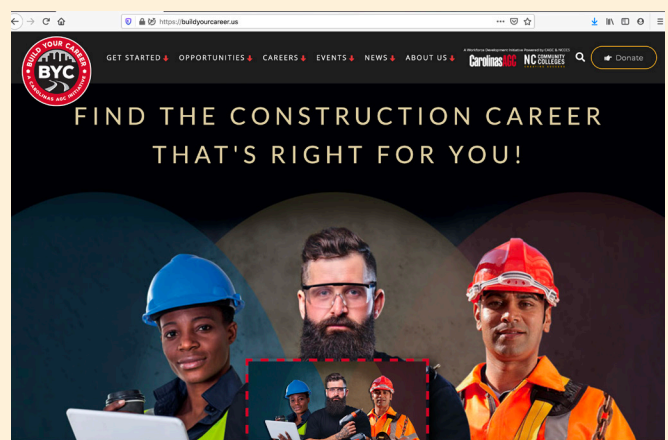
Careers In Construction Month (CICM)

is a nationwide celebration and recognition of the career opportunities that exist in the construction industry. This month-long initiative occurs each October and is geared toward promoting construction career awareness and inspiring the next generation of craft professionals.

With shortages of craft professionals across the country, now is the time to promote the vast and diverse array of construction careers available throughout the Carolinas. Recognizing October as CICM generates publicity for the construction industry and helps promote career opportunities to individuals who may not have otherwise considered construction as a career choice.

TOOLKIT CONTENTS:

1. *Tips, ideas and resources designed to assist you create, market and promote daily, weekly or monthly CICM events and activities.*
2. *Downloadable CICM social media guide from the NCCER "Build Your Future" initiative*
3. *Instructions on how to sign the online CICM pledge with a downloadable logo to use for social media promotion that shows your company has taken the pledge*
4. *Various Build Your Career resources:*
 - > *A link to the BYC construction skills assessment quiz*
 - > *A link to the BYC construction educational & career pathway*
 - > *A link to the BYC virtual school/class visit planning guide*
 - > *A link to the BYC teacher externship kit*
 - > *A downloadable BYC Ambassador logo*



BUILDING CAREERS IN CONSTRUCTION

CICM EVENTS AND ACTIVITIES IDEAS:

1. CONNECT WITH LOCAL STUDENTS

Begin your celebration and promotion of construction careers by engaging with local students both at the K-12 and Secondary levels

- *Host a virtual or live project site tour*
- *Host a virtual or live student job shadow event*
- *Host a virtual or live career fair*
- *Host a virtual or live equipment demonstration*

SHOWCASE YOUR CONSTRUCTION TECHNOLOGY IN ACTION!

- *Volunteer to lead a virtual BYC “Contractors in the Classroom” school/class visit - [access your BYC virtual school visit guide here!](#)*

2. CONNECT WITH LOCAL EDUCATORS

Begin your celebration and promotion of construction careers by connecting with local educators at both at the K-12 and Secondary levels

- *Host a virtual or live project site tour for educators*
- *Host a virtual or live teacher externship day at your company - [access your BYC teacher externship kit here!](#)*
- *Host a virtual or live lunch & learn for local educators (consider constructing a panel of experts to serve on an open forum Q & A to educate teachers about your company and your role in the industry so they can share the info they learn with their students)*



3. PICK A DAY IN OCTOBER TO CELEBRATE “CAREERS IN CONSTRUCTION DAY” AT YOUR COMPANY

- *On your chosen day, use the NCCER/BYF social media guide to promote careers at your company on your website and all your social media channels - [access the CICM social media guide here](#)*
- *Consider showcasing a different job function, trade or career at your company that you want to profile on your social media channels each day in October*

UTILIZE YOUR COMPANY PICS AND VIDEOS & MAKE SURE YOU TAG #CAROLINAS AGC, #BUILD YOUR CAREER & #BUILD YOUR FUTURE

4. DESIGNATE A DAY IN OCTOBER TO CELEBRATE & SHOWCASE YOUR OWN EMPLOYEES WITH AN “EMPLOYEE APPRECIATION DAY”

- *Promote this event on your website & social media channels*

CICM PLANNING TIPS:

1. ADVERTISE ALL YOUR CICM EVENTS & ACTIVITIES

- Promote construction careers at your company in creative ads on your website & all your social media channels
- Consider placing ads in your local newspaper to promote careers in the industry & at your company
- Launch a contest where you invite current employees & students to “design” ads promoting construction careers and promote this on SM

USE YOUR BYC AMBASSADOR TOOLKIT

2. RESOURCES TO HELP CREATE YOUR CICM EVENTS & ACTIVITIES

- CAGC member login credentials required to access the BYC toolkits (if you do not have these credentials, please contact Betsy Bailey for assistance)
- Email your chosen schools BYC program flyers & our general info brochure
- Register as a BYC Ambassador [here](#)
- Update your electronic signature in your email & add the [BYC Ambassador logo](#)

CONSIDER HOLDING A MOCK “PRESS CONFERENCE” TO SHOWCASE YOUR

3. BIZ, JOBS & EMPLOYEES

- Your marketing department can record this on a smart device & can then edit as needed
- Showcase your brand, mission, diversity, technology & all your hiring perks
- Email your chosen schools, local news stations & PBS channels these videos

IMOVIE (FOR IPHONE OR IPAD) HAS A VIDEO BUILDING TEMPLATE THAT CAN CREATE VIDEOS ON YOUR DEVICES

4. DISTRIBUTE PROMOTIONAL MATERIALS THAT INCLUDE YOUR LOGO

- Send your promo items in a “construction care package” to your chosen schools & ask teachers to distribute to students
- Ask your employees & brand champions to wear your logo gear & snap fun pics or create mini videos of them in action on the job site

PROMOTE ON SOCIAL MEDIA

- Send your construction care package promo items to other workforce development partners to distribute to their clients to promote construction careers at your company
- Ask your local adopted schools to create a display using your promo items



CICM RESOURCES:

1. **CLICK [HERE](#) & DOWNLOAD THE NCCER BUILD YOUR FUTURE CICM SOCIAL MEDIA GUIDE**

2. **SIGN THE NCCER BUILD YOUR FUTURE “CAREERS IN CONSTRUCTION MONTH” PLEDGE BY CLICKING [HERE](#)!**

- Once you electronically sign the pledge, make sure you upload a PNG file of your company logo & Build Your Future will feature it on their site
- Use the Build Your Future CICM “I Pledged” logo while promoting your CICM events and activities - [access the logo here!](#)

[BYC Construction Skills Assessment Quiz](#)

[BYC Construction Educational & Career Pathway](#)

[BYC Virtual School Visit Guide](#)

[BYC Teacher Externship Kit](#)

[BYC Ambassador Registration Form](#)

[BYC Ambassador Logo](#)

[BYC General Info Brochure](#)

[BYC Ambassador Program Flyer](#)

[BYC Contractors in the Classroom Flyer](#)



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