

BUILDING ARIZONA'S CONSTRUCTION WORKFORCE FOR TODAY AND TOMORROW

CONSTRUCTION WORKFORCE COLLABORATIVE

In Arizona, there are more than 10,000 vacant construction trade positions. In a 2016 HomeAdvisor survey, 93% of industry respondents said the labor shortage is preventing their businesses from growing over the next year. This struggle to find qualified employees has real economic consequences for not only construction firms, but their customers and vendors as well. Talent gaps delay construction projects, meaning slower economic growth for Arizona.

IT'S TIME TO ATTRACT THE TALENT THAT'S GOING TO HELP BUILD ARIZONA'S FUTURE.

The Construction Workforce Collaborative—including commercial and residential contractors and subcontractors— focuses on attracting opportunity youth, women, veterans and other individuals to launch a career with growth potential and opportunities to earn while they learn.

A MULTI-LAYERED APPROACH

Led by industry, the Greater Phoenix Chamber Foundation developed a three-pronged approach to strengthen the construction workforce pipeline:



DOES YOUR COMPANY FACE ISSUES WITH ATTRACTING, RETAINING OR DEVELOPING TALENT?

We are looking for construction owners, hiring managers, and HR representatives that are ready to pool resources and work together to build a more robust talent pool.

**Our collective efforts will change the perception of these careers
and promote construction and skilled trade positions as viable career pathways.**

To join the collaborative or for more information, email a workforce development coordinator at workforce@phoenixchamber.com.

For more information, visit: www.phoenixchamberfoundation.com/construction.

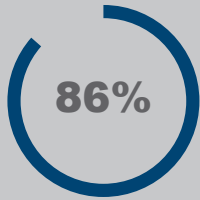


LET'S BUILD SOLUTIONS

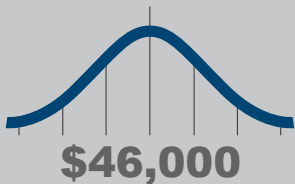
INDUSTRY LED CAREER AWARENESS CAMPAIGN

The Greater Phoenix Chamber Foundation (the Foundation) is focused on supporting industry-led solutions to strengthen the talent pool.

WHAT'S HAPPENING TO OUR TALENT?



Eighty-six percent of employers struggle to fill hourly craft jobs or salaried professional positions.



The average wage for construction trades in Arizona is \$46,000 per year.



There are more than 10,000 open construction jobs in Arizona.

GET INVOLVED!

Interested in supporting this career awareness campaign and gaining exposure for your business? Contact a workforce development coordinator at workforce@phoenixchamber.com or 602.495.2195.

For more information, visit: www.phoenixchamberfoundation.com/construction.

REFRAMING THE INDUSTRY



In order to effectively attract and retain new talent, it's time to change the conversation and show people that construction and skilled trade positions are successful career pathways.

By working with industry leaders, the Foundation is developing a career awareness campaign around the construction trades to illustrate the wealth of diverse career pathways in construction.

When: Pending investments from industry leaders, the Foundation will launch a campaign in early 2019.

How: Launch a marketing campaign that tells a story of dedicated, hard-working individuals building a life for themselves while also contributing to their local economy.

The career awareness campaign will include the following elements:

- Website
- Digital Media
- Billboards
- Videos
- Counselor Toolkits
- Strategic Events
- TV / Media
- Targeted Ad Space
- Construction Trades Advocate
- Newsletter Highlighting Careers and Training



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