



**BUILD YOUR  
FUTURE  
ARIZONA**



**Construction  
Workforce  
Collaborative**

**Building Arizona's Construction Workforce for Today and Tomorrow**

There are an estimated 155,000\* projected openings in construction jobs by September 2022. 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.**

Build Your Future Arizona's mission is to create a sustainable and skilled craft workforce by creating awareness about high-paying construction careers and training opportunities, and mapping career paths to employment in these high demand occupations.

### **A Multi-layered approach**

Led by industry, the BYF Arizona Campaign consists of a three-pronged approach to strengthen the construction workforce pipeline:



### **Does your company face issues with attracting, retaining or developing talent?**

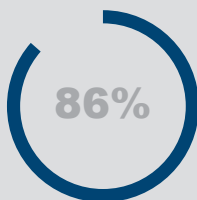
We are looking for construction owners, executives, and HR representatives that are ready to pool resources and work together to build a more robust talent pipeline.

Our collective efforts will change the perception of these careers and promote construction and the craft professions as viable career pathways. To join the campaign or for more information, contact a Project Manager at [info@byfarizona.org](mailto:info@byfarizona.org) or 602.495.2195.

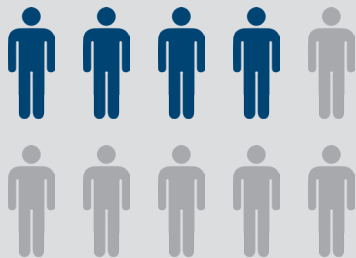
*\*Associated General Contractors, 2019*

**BYF Arizona 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.



41% of current craft professionals will retire by 2031.



Projections show that vacant positions in construction will number more than 155,000 by the end of 2022.

## Reframing the industry



## Why Collaborative Marketing?

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

By working with industry leaders, the Foundation developed a career awareness campaign about the craft professions to illustrate the wealth of diverse career pathways in construction.

**When:** BYF Arizona launched in October 2019.

**How:** BYF showcases inspiring stories of dedicated, hard-working individuals building a life for themselves while also contributing to their local economy.

## The career awareness campaign includes the following elements:

- Website
- Digital Media
- Billboards
- Videos
- Counselor Toolkits
- Strategic Events
- Earned Media
- Social Media
- Newsletter Highlighting Careers and Training
- Truck Wraps
- Jobsite Banners

## Get Involved!

Interested in supporting this career awareness campaign and gaining exposure for your business?

Contact a Project Manager at [info@byfarizona.org](mailto:info@byfarizona.org) or 602.495.2195.

Associated General Contractors, 2018