

WHAT IS

# BUILD YOUR FUTURE?

Powered by NCCER, Build Your Future creates pathways from curiosity to career.

Build Your Future aims to be the catalyst for recruiting the next generation of craft professionals.

## WE AIM TO:



Shape positive perceptions about careers in the construction industry.



Make career and technical education a priority in secondary schools.

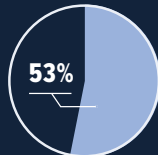


Provide multiple career paths to success within the construction industry.

## THE WHY



**7/10 jobs require less than a four-year degree** yet a college degree is seen as the path to success.<sup>1</sup>



**53% of the seasoned workforce** is expected to retire by 2036 leaving a skills gap in the industry.<sup>2</sup>

**>7 YEARS**

**For more than 7 straight years,** construction skilled trades are the hardest roles to fill.<sup>3</sup>



**Less than 30% of parents** surveyed would recommend construction as a career of choice.<sup>4</sup>



**54% of construction firms** are having a hard time filling both salaried and hourly craft positions.<sup>5</sup>

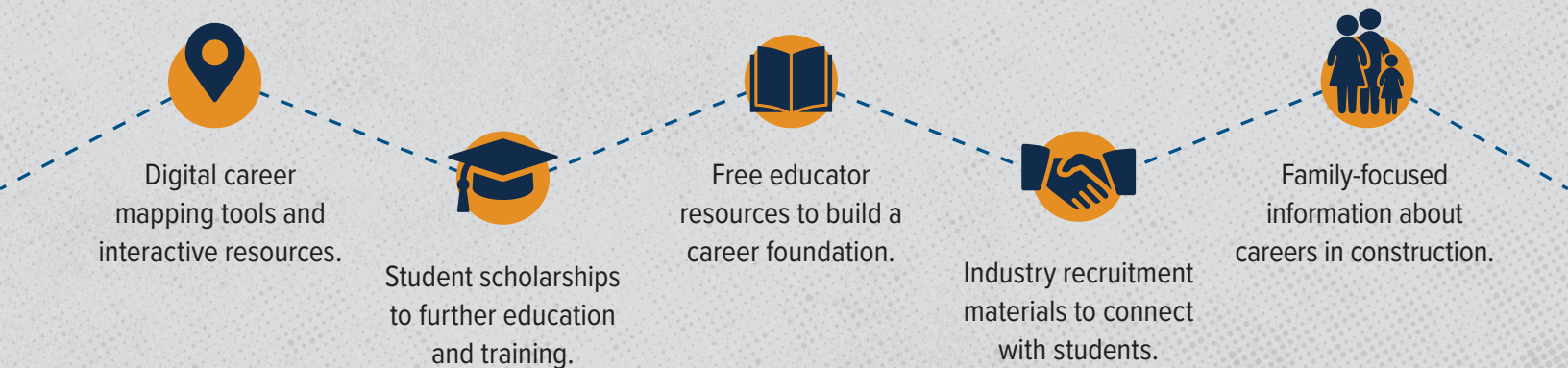
<sup>1</sup>Restoring the Dignity of Work, July 2018 • <sup>2</sup>Construction Labor Market Analyzer, January 2021

<sup>3</sup>2019 ManpowerGroup U.S. Talent Shortage Survey • <sup>4</sup>2019 NCCER Virginia Parent Survey • <sup>5</sup>2021 Construction Outlook National Survey



# FROM CURIOSITY TO CAREER

BYF helps build a path from ambition to training to job placement through:



## GET INVOLVED

Build Your Future has worked with counselors, career and technical education instructors, private companies, associations and state partners for more than a decade. The only way to solve the skilled labor shortage is for everyone to get involved. Here are some ways you can help:

### 1 SHARE RESOURCES.

**Use our resources** in recruiting the next generation of craft professionals by connecting with students at career days or sharing with educators to help build construction career awareness.

### 2 BECOME A PARTNER.

Take advantage of our **partnership packages** that assist states with their recruitment needs. From customizable materials to full websites, let BYF equip you to reach your state.

### 3 STAY CONNECTED.

- Share **#buildyourfuture** across your company's social media channels.
- **Subscribe** to stay current with BYF via newsletters and updates.
- **Sign the pledge** to get involved during Careers in Construction Month.

Find out how to do all this and more at [byf.org](https://byf.org).



Build Your Future



Build Your Future



@discoverbyf



@BuildYourFuture