



MICHIGAN
CONSTRUCTION

M I C H I G A N C O N S T R U C T I O N . C O M

THE MISSION...

The MichiganConstruction Movement

**CONNECT PEOPLE ACROSS
MICHIGAN WITH GOOD PAYING
JOBS IN CONSTRUCTION.**





MICHIGAN CONSTRUCTION

UNITE

INSPIRE

ENGAGE

DRIVE

WHO WE ARE...

The Michigan Construction Movement

- **Michigan Construction Foundation (MCF)**
 - Founded in April 2016 as the Michigan Construction Workforce Development Corporation
 - 501(c)(3) Michigan Nonprofit
 - Not an Association
 - Promote the “MichiganConstruction” brand

- **Michigan Concrete Association (MCA)**
 - Financial Oversight
 - Embedded

- **Heather Smith**
 - Chief Marketing Officer
 - Director of Engineering for MCA

- **Brindley Byrd**
 - Executive Director for MCF





Healthcare

If you have a passion to help others, a career in healthcare may be right for you. With positions including registered nurse, sonographer and dental hygienist, you'll consistently make a difference in people's lives.



Information Technology (IT)

Like to surf websites? Why not be the person who designs them? From web developer to PC repair technician, you'll always be at the forefront of what's next online.



Advanced Manufacturing

This isn't the production line of your grandparents, or even your parents. These are cutting-edge careers using 3-D models, computer simulations, software development and more.



Construction

Building today involves more than wearing a hard hat. It requires problem-solving capabilities, extensive math skills and the ability to read blueprints.



BROKEN PIPELINE

MANY, MANY EFFORTS




- 899 Public Schools
- 55 Career & Technical Education Centers
- 26 Community Colleges
- 15 Public Universities
- 15 Private Colleges
- For-Profit & Non-Profit Schools
- 80+ Associations
- Occupational Code Act of 1980
- Skilled Trades Regulation Act of 2016
- Union vs Non-Union



THE BEST AND BRIGHTEST

In order to survive and compete for the best and the brightest.

The construction industry in it's entirety MUST:

-  *Attract and create a larger pool of workers*
-  *Promote a positive image*
-  *Unify and simplify the way individuals find and connect to opportunities in the construction industry*







MICHIGAN
CONSTRUCTION

STRATEGY



UNITE

*Establish a new hub website - **www.MichiganConstruction.com***

-  *Resource website that connects individuals to life long careers and a future in the construction industry*
-  *Centralized site that links construction career information, training, education & job opportunities all in one easy to find location.*

INSPIRE

Promote a positive image of the Construction Industry utilizing an aggressive image branding campaign (both internally & externally)

-  *Develop powerful videos and a creative message that casts a positive light on the construction industry through artful storytelling*
-  *Push the message to individuals using an aggressive advertising campaign*



UNITE: THE BRAND



WEBSITE



**SAW US DURING
THE GAME?**
#MichiganConstruction

[CLICK FOR MORE INFO](#)

[WHO WE ARE](#) [CAREERS](#) [PARTNERS](#) [JOB OPENINGS](#) [CONTACT](#)



BUILD YOUR FUTURE

Find your place in the construction industry. The Possibilities are endless.

[EXPLORE](#)

GET STARTED

What will you build? Who will you be? Michigan Construction will help match your interests and skills with available careers, education and training opportunities. To begin your journey, click on the big word **EXPLORE** above.

WEBSITE

CARPENTER DETAILS

As a carpenter on a construction site you will have access to a whole new world of powerful tools, which you will use to build the framework for the structures that will transform Michigan.



Do you enjoy working with power tools? As a carpenter on a construction site you will have access to a whole new world of powerful tools. Carpenters are needed to construct buildings and housing structures but also roads and bridges. You will build the framework for the structures that will transform Michigan.



EDUCATION AND TRAINING

A high school diploma or G.E.D. is required for most for most training programs. Apprenticeship and other training programs are available and typically range from 3-4 years of on-the-job and classroom training. Courses to explore in high school include geometry, algebra, physics, shop, and wood working.



ANNUAL SALARY

Related Programs

- [ABC - Associated Builders and Contractors - West MI](#)
- [Detroit Carpentry Joint Apprenticeship Training](#)
- [Hammer 9 Union Carpenters and Millwrights](#)
- [Michigan Carpenter and Millwright Training](#)
- [MLTAI - Michigan Laborers' Training and Apprenticeship Institute](#)
- [MUST Construction Careers](#)
- [ABC - Associated Builders and Contractors - Southeastern MI](#)
- [AGC - Michigan Construction Careers](#)
- [Construction Workforce Development Alliance of West Michigan](#)
- [Greater Michigan Construction Academy](#)
- [Michigan Construction Jobs](#)
- [Michigan Road 2 Work](#)
- [Northwestern Michigan College](#)

EXPLORE THE CAREER PATH

EXPLORE JOB OPENINGS

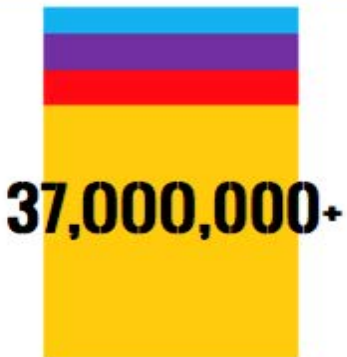
EXPLORE OTHER CAREERS

MEDIA-IMPRESSIONS

AS SEEN ON:



ANNUAL GROSS IMPRESSIONS:



- Television, 27,000,000+
- Facebook, 2,855,071
- Digital Display, 3,733,578
- Pre Roll Video, 3,871,382

FOOTBALL & BASKETBALL:





Michigan Construction

Published by Hootsuite [?] · April 25 at 10:42am · 🌐

Michigan companies are hiring. Click the link and sign up to receive job updates & view our partner employers!
<http://ow.ly/76lj30b9LzA>



Get Job Updates

Are you looking for a career in the construction industry? Michigan Construction,...
<PAGES.MICHIGANCONSTRUCTION.COM>

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,400 people.

126,740 people reached

Boost Post

Matt Sobieski, Luis Garcia and 36 others 7 Comments 14 Shares

Like Comment Share

126,740 People Reached

78 Reactions, Comments & Shares

52 Like **38** On Post **14** On Shares

1 Love **0** On Post **1** On Shares

11 Comments **8** On Post **3** On Shares

14 Shares **14** On Post **0** On Shares

435 Post Clicks

0 Photo Views **311** Link Clicks **124** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts
0 Report as Spam **0** Unlike Page



Michigan Construction shared Barton Malow Company's photo.

Published by Heather Smith [?] · April 25 at 10:57am · 🌐

Michigan Construction Partner Barton Malow Company is hiring! Click the link to view their opportunities! #buildmi #michiganconstruction



Barton Malow

#PEOPLE

Barton Malow Company

April 24 at 8:12am · 🌐

Looking for a career in construction? Check out available opportunities:
<http://ow.ly/QRj74>

24,999 people reached



Boost Post

👍❤️ Jeff Musson, Nicolas Ybarra and 31 others

8 Comments

👍 Like 💬 Comment ➦ Share

24,999 People Reached

41 Reactions, Comments & Shares

32 Like **32** On Post **0** On Shares

1 Love **1** On Post **0** On Shares

8 Comments **8** On Post **0** On Shares

0 Shares **0** On Post **0** On Shares

767 Post Clicks

96 Photo Views **456** Link Clicks **215** Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page



MICHIGAN CONSTRUCTION

During our first full-year, the MichiganConstruction movement made over 37-million connections with the general public promoting a positive image of the construction industry via these channels:

- Television commercials
- Web-based video
- Web-based stationary ads
- Facebook
- Website visits
- Face-to-face engagement with middle and high school career explorers
- Engagement with those seeking construction related job or training/education information.



TOTAL CONNECTIONS

37,495,284



TELEVISION

27,000,000

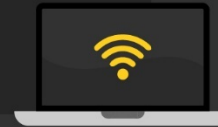
WEB-BASED VIDEO ADS



3,871,382

WEB-BASED ADS

3,733,578



FACEBOOK

2,855,071



WEBSITE VISITS

32,250

SEEKING JOBS OR TRAINING

503



CAREER EXPLORERS

2,500



THE FUTURE

What we know will work...

1. **Cannot leave this to others.**
2. **Must collaborate & partner.**
3. **Employers must drive this.**

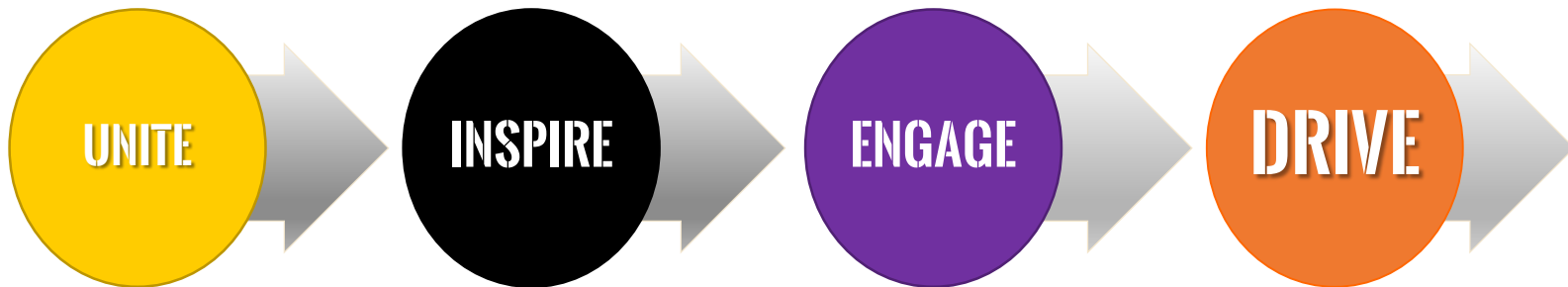


TOGETHER IS BETTER



MICHIGAN CONSTRUCTION

\$1-MILLION MOVEMENT





MICHIGAN CONSTRUCTION

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