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The MCA has developed the **Michigan Construction Workforce Development Corporation**, a statewide awareness, communication and image branding campaign to promote careers in the construction industry.

The critical issue facing Michigan's contractors and the construction industry is finding good employees.

The Current Situation:

- Workforce demand is greater than the supply of workers
- Existing workforce is aging (50% of current workers are over 45 years old)
- Increased job demand as Michigan Continues to reinvent itself
- Direct competition with other industries for skilled workers
- The general perception of the construction industry is negative (low pay, unsafe, no jobs available, etc.)
- The industry has a disconnected network of training programs making them difficult to find

The Solution:

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

The Strategy:

**UNITE** – Establish a new information hub website – This is [www.MichiganConstruction.com](http://www.MichiganConstruction.com)

- This is a resource website that connects individuals to life long careers and a future in the construction industry
- It is a centralized site that links construction career information, training, education and job opportunities all in one easy to find location.

**INSPIRE** – Promote a positive image of the construction industry utilizing an image branding campaign. The core concept behind a branding campaign is that when you put a positive message (with various types of advertising) about your brand in front of enough people for enough time, they will think about you when it comes time to make a decision. The advertising campaign is summarized as follows:

- Develop powerful videos with a creative message casting a positive light on the construction industry through artful story telling. (All videos can be viewed on the MichiganConstruction.com homepage at the bottom of the page)
- Push the message to individuals using:
  - **Statewide Digital Media** – Demographically, geographically and behaviorally target parents, job seekers, youth and young adults looking for careers, education or training
  - **Target Market Broadcast Television** – Provide a consistent presence during the morning news



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**Michigan Construction** is designed to meet the demand for new workers head on. Past experience has demonstrated that the construction industry must utilize a new method to reach out to individuals with a message that changes the perception of construction. We must inspire people to want to be a part of our industry. Construction must become a first stop career choice to attract the best and the brightest. We do offer attractive careers to all walks of life, but often we fail to communicate this message. Michigan Construction also centralizes and simplifies a hard to find training and recruitment system on a single website that will be an easy to use resource for students, teachers, counselors, parents and job seekers.

The cost of a branding campaign of this magnitude (\$500,000 - \$1,000,000) is too expensive for any individual company or association to afford. If the industry can unite under a single movement, a single brand, which can be promoted and advertised without bias, then together we can begin to change the image of construction across Michigan. Partnership opportunities range from \$2500 - \$50,000 (see partnership application). Please select which Partner Level most appropriately fits the size of your company. Each partner will receive prominent placement of their logo which links people to your employment pages. You will also receive hard hat stickers and materials to continue to promote the Michigan Construction brand. With your partner application, please note any careers that you would like to see added as well as the website address of your company's employment opportunities.

The anticipated launch date of the Michigan Construction campaign is **April 4<sup>th</sup>, 2016**. We are working on an event to raise awareness and jump start the initiative. Please take a moment to go to [www.MichiganConstruction.com](http://www.MichiganConstruction.com) to watch the videos and to explore the various career pages, career paths and job openings pages. Become a supporting partner of the Michigan Construction movement and together we can build a better Michigan!

If you have any questions, comments or if you would like to discuss partnership opportunities in more detail, please contact me at (989) 714-0980 or by email at [hmsmith@miconcrete.net](mailto:hmsmith@miconcrete.net).

Sincerely,

Heather Smith  
Michigan Concrete Association  
Director of Engineer – Private Markets

*NOTE: Michigan Construction will be filed as a non-profit 501(c)(3) company. Once approved by the IRS, 100% of your partnership contribution will be able to be written off as a business expense for tax purposes.*