

MARKETING

Construction as an Attractive Career Choice

Good news:

- WA State's Economic Research Forecast Council reports growth in construction each quarter of 2005.
- The Bureau of Labor Statistics cites construction as the only non-manufacturing industry in America where both development and the workforce will steadily grow through 2015.
- WA's Industry Skill Panel Initiative worked! We have four Construction Skill Panels focused on regional issues and statewide workforce development.
- RTC's Construction Center of Excellence is helping us craft a shared directive for construction workforce development. (Let's row in the same direction!)
- Training opportunities are continually expanding.
- Technology, Innovation & Articulation continue to improve our business practices.
- Networks connect industry advocates in meaningful partnerships.
- The quality of community education and certification programming is on the rise.
- Intelligent "Outside-the-Box" thinking drives effective "Inside-the-Box" strategies.

Goal: Recruit **ENOUGH** bright, capable, hard working people to meet demand.

Strategy: Put Construction Industry in the ***PLACE OF MOST POTENTIAL***.



i = industry

- E**xpand our target market
- X**amine how construction industry looks to outsiders
- C**reate shared directive for construction workforce development
- E**ffectively communicate career opportunities w/in marketplace
- L**et go of limiting and/or compromising behaviors
- L**earn as we go – proactively evaluate, refine and improve...
- E**ngage fully in educational outreach programs
- N**urture and expand strategic alliances
- C**ompete head to head with other industries
- E**nlighten existing workforce on how to **WELCOME** newcomers

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