

Construction Career Pathways Annual Report

July 1, 2019 - June 30, 2020



Construction Career Foundation

PREPARED BY:

thedatabank, gbc / Collectivity

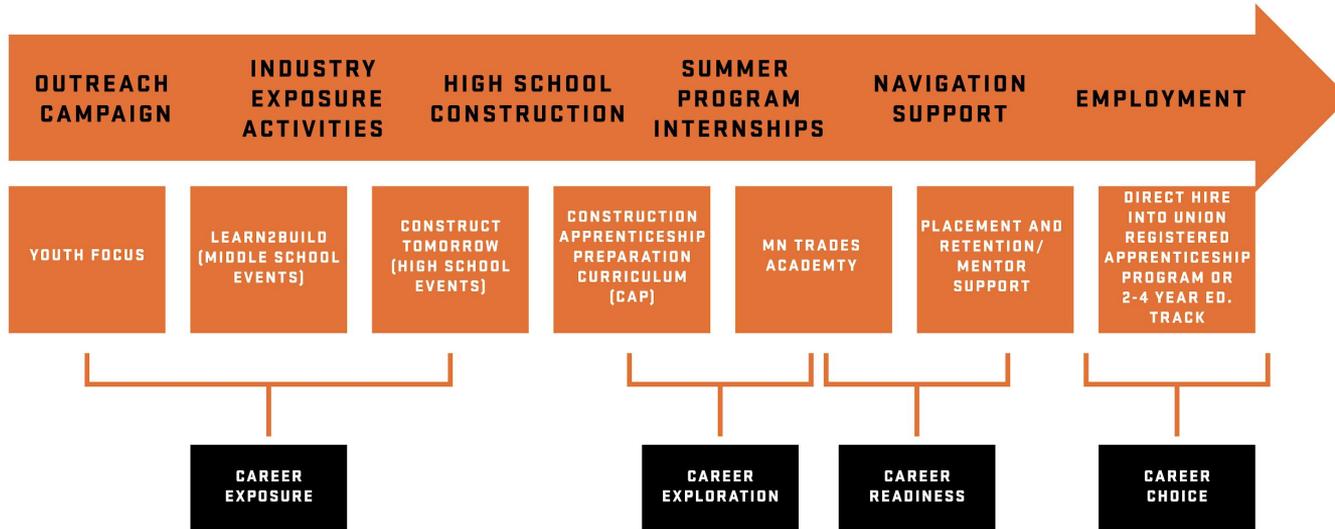
PREPARED FOR:

MN Department of Employment and Economic Development
August 28, 2020

Construction Careers Pathway Framework

COMMITTED TO ENHANCING ACCESS TO CONSTRUCTION CAREER OPPORTUNITIES FOR THE YOUTH IN MINNESOTA

CONSTRUCTION CAREERS PATHWAY (CCP)- A CONSTRUCTION COMMUNITY AND CONSTRUCTION CAREERS FOUNDATION (CCF) INITIATIVE



The diagram above illustrates how the pathway integrates the full range of experience from middle school through employment, connects our work, and guides our activities .

REPORT HIGHLIGHTS

While one-third of the FY19-20 year was disrupted by COVID-19 (C19) and social uprising, CCP persisted and pivoted. Here are some highlights.

Program Area	In-Person School / Student Connections			
	FY19-20		FY17-20	
	# Schools	# Students	# Schools	# Students
Outreach	61	609	140	6936
Middle & High School Events	145	3621	448	14711
Construction Apprenticeship Programs	8	502	22	1314
Internships	46	175	112	572
Totals	260	4907	722	23533

HOT NEWS! CCP recently launched a new mobile app to reach more young people through their mobile phones. Promotion of the app begins when school restarts in Sept. 2020



OBJECTIVE 5 - Summary Data

CCP is thrilled we were able to interact in-person with nearly 5000 students from 260 schools across Minnesota throughout the majority of our program year in FY19-20. We are also humbled and proud of our team of program leaders for their creativity and resiliency in the face of unprecedented circumstances. CCP continues to see the excitement and joy in the eyes of our student participants who come to envision a new future of what is possible for them via a construction career.

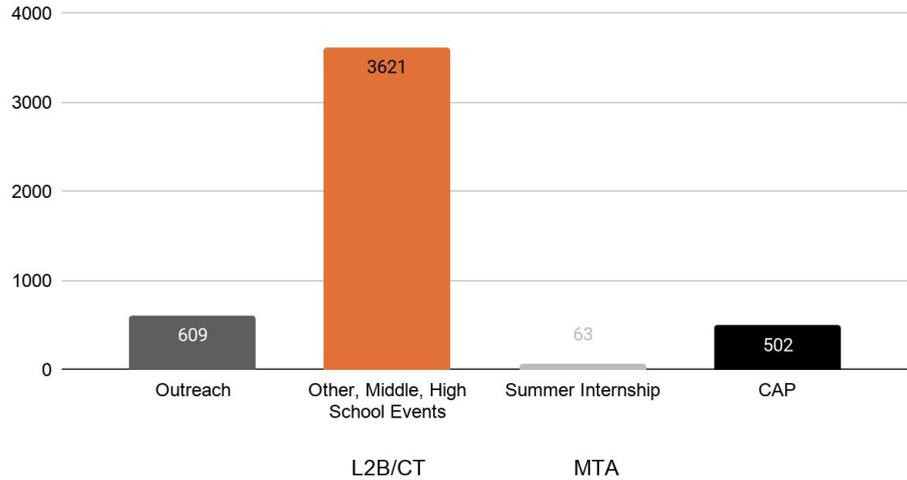
This past program year has challenged all of us. While C19 and social unrest affected only one-third of the year, the massive disruption it caused in the spaces we work required us to pivot quickly in how we would deliver our typically hands-on programming remotely. Students and families were already reeling from transitions to online and distance learning in school, and parents were adjusting to work displacement, furloughs, and outright layoffs. Then teachers, often our primary contacts, were in the throws of a complete transformation in the way they did their work. Many were dramatically unprepared and under-resourced by districts to do the job adequately under the new conditions. Consequently, they were more often harder to reach.

In spite of these dramatically different circumstances, our team came together and in short order found ways to reorganize our program delivery mechanisms to meet the needs of our stakeholders (students, teachers, schools, industry and labor representatives along with community leaders). Through increased collaboration and community-led decision-making, we were able to make a successful transition to a fully virtual program environment, and actually experienced increased interaction among our participants. The virtual delivery made our programs more accessible for many in traditionally marginalized communities (e.g. no transportation barriers, increased parent participation, etc.), which improved quality and increased our reach.

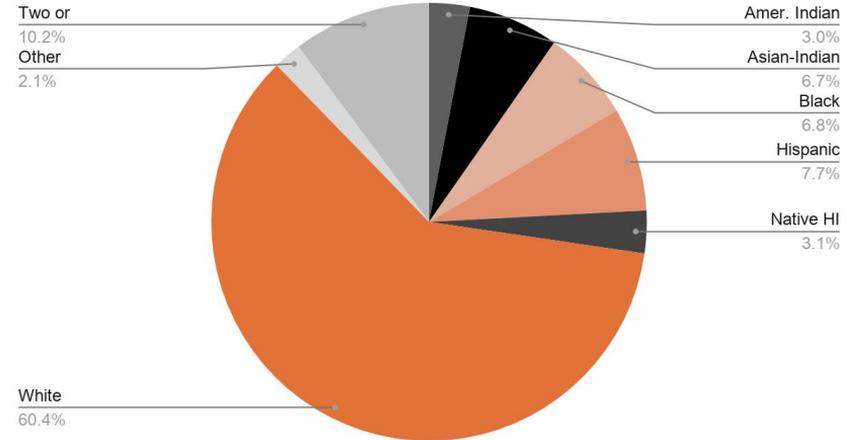


OBJECTIVE 5 - continued

2019-20 CCP Activities - # of Student Participants

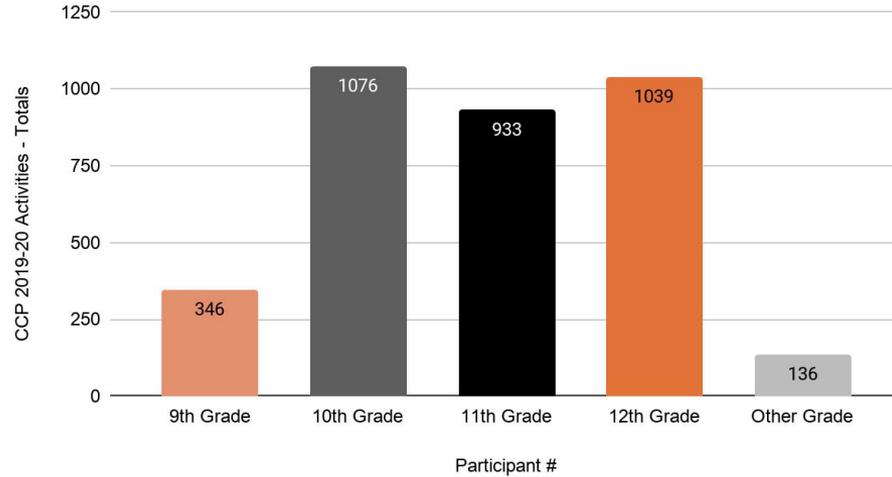


2019-20 CCP Activities - Race/Ethnicity Summary

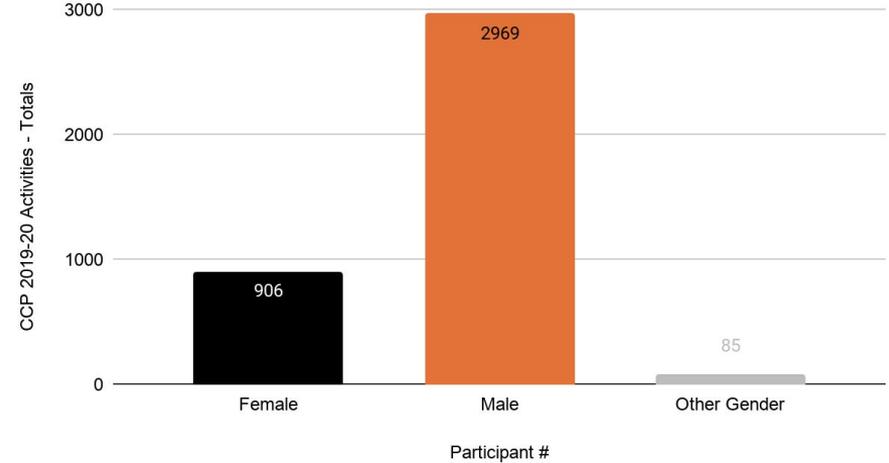


OBJECTIVE 5 - continued

2019-20 CCP Activities - By Grades



2019-20 CCP Activities - By Gender



FEATURED STORIES

INTERNSHIP ALLOWS MINNEAPOLIS HIGH SCHOOL STUDENT TO LEARN ABOUT HIS FUTURE IN MINNESOTA'S CONSTRUCTION TRADES

BY EMILY SWEENEY

Mohamud Ibrahim doesn't like sitting. He'd rather be outside playing soccer and scoring goals. Anything – *anything* – to stay active. To use his hands. To move his feet. So, to keep himself moving this summer, Ibrahim wanted to find hands-on work that would allow him to be outside.

That's why the Minneapolis **Roosevelt High School** 10th grader's **AVID (college preparation class)** teacher, recommended that he apply to the Minnesota Trades Academy (MTA), a paid summer construction internship experience for selected Twin Cities-area high school students.

The **Minnesota Trades Academy** offers two tracks for students to learn about the construction trades through hands-on experience. Track I is a six-week introduction to construction career opportunities. Youth who participate in Track I can move onto Track II, a nine-week trade specialization course, the following summer. The completion of both tracks can set a student up to launch a career in the construction industry, beginning with a registered apprenticeship with a Minnesota building trades union for those who are 18 and older and have earned their high school diploma or GED.

"I wanted to explore a new path – to see if I liked construction," said Ibrahim, describing what motivated him to apply for the MTA summer internship program. "And I've found out, through the Minnesota Trades Academy, that I do like it. On top of that, I'm making more friends."



39.4%

**OF PARTICIPANTS WERE
FROM UNDERREPRESENTED
DEMOGRAPHICS**

Real lives. Real Impact

APPENDIX A

Strategic Partners

Adolf & Peterson Construction	Gresser Companies	MN Asphalt Pavement Assoc.	St. Louis Park Public Schools
Apprenticeship Coordinators Association of MN (ACAM)	Irondale / Mounds View Schools	National Assn of Building Trades Unions	South Central MN Construction Trades
Bloomington Career Academy	JE DUNN Construction	New Ulm Schools	South St. Paul Schools
City of Minneapolis (STEP UP)	Junior Achievement of the Upper Midwest	OPUS Foundation	Veit & Company, Inc.
City of Saint Paul Facilities Department	Knutson Construction	PCL Construction	White Bear Lake Public Schools
City of Saint Paul (Right Track)	Kraus-Anderson Construction	Pocket Hercules	
City of Saint Paul (HREEO)	Mortenson	Ramsey County (U Lead)	
CliftonLarsonAllen (CLA)	McGough Construction	Roseville School District	
Construct Tomorrow	MN Department of Labor & Industry	Ryan Companies	
Databank/Collectivity	MN State Legislature	Saint Paul Building & Construction Trades Council	
Eagan High School	Minneapolis Building & Construction Trades Council	Saint Paul Police Department	
Fairmount Schools	Minneapolis Public Schools	Saint Paul Public Schools	
Go Fetsch Mechanical	Minneapolis YWCA	St. Paul Steel Supplies	
Greater Twin Cities United Way		St. Paul Workforce Development	

APPENDIX B

Participating Schools

<p>AGAPE High School Aitkin High School ALC Virginia Alexandria Area High School Andover High School Anoka High School Apple Valley Arise Academy Armstrong High School Ashland High School Atwater-Cosmos-Grove City Austin High School Bagley High School Barnum High School Becker High School Belle Plaine High School Bernidji High School Benton Stearns Voyagers Big Lake High School Bigfork High School Black Duck High School Blaine High School Bloomington Career and College Academy Blue Earth Area High School Bluesky Online Braham Area High School Brooklyn Center High School Burnsville High School Butterfield-Odin Public School Cloquet Area Alternative Education Program Cambridge Christian School Cambridge Isanti High School Carlton High School Cass Lake-Bena High School Cathedral High School Central High School Century College Champlin Park High School Cherry High School Chino Hills Chisago Lakes High School Chisholm High School</p>	<p>City Academy Clearbrook-Gonvick High School Cleveland High School Cloquet High School CLT Twin Lakes Columbia Heights High School Community Learning Center South Community of Peace Academy Como Park Senior High School Connections Academy Cook County High School Coon Rapids High School Cooper High School Creative Arts Secondary Cromwell Wright High School Cyber Village Academy Dakota Ridge School Dakota County ALS Dassel Transition Dassel-Cokato High School Denfeld High School Duluth ALC Duluth East High School Eagan High School Eagle Valley High School East Central Secondary East Grand Forks Senior High School East Range Academy of Tech East Ridge High School Eastview High School Edgewood High School Eden Prairie High School Eden Valley/Watkins High School Edison High School Elk River High School Ely Memorial High School Esko High School Eveleth Gilbert Senior High School Fairmont High School Fairview Alternative High School Farmington High School Fertile-Beltrami</p>	<p>Floodwood High School Foley High School Fond du Lac Ojibwe School Fond du Lac School Forest Lake High School Forest Oak Fosston High School Fridley ALC Fridley High School GAP School - St. Paul Gateway to College GHEC Granada Huntley East Chain Goodridge High School Goodwill Easter Seals Yb Gordon Parks High School Grand Rapids High School Grantsburg High School Great River Greenway High School Grygla High School Hager Charter School Harbor City International School Harding Senior High School Harmony Learning Center Harrison Education Center Hastings High School Henry Senior High School Henry Sibley High School Hermantown High School Hibbing High School High School for Recording Arts High View High School Highland Park Middle Highland Park Senior High School Highview Alternative School Hill City High School Hinckley Finlayson High School Home School Hope Academy Hopkins High School Hubert H. Humphrey Job Corps Center Humboldt Senior High School</p>	<p>Hutchinson High School Indus High School Insight School of Minnesota Irondale High School Isle High School Ivan Sand High School Janesville - Waldorf - Pemberton Jefferson High School Jennings Community School John F. Kennedy High School John Marshall Johnson Senior High School Jordan High School Journeys Secondary School JWP High School Kato Public Charter school Lafayette High School Lake Crystal Wellcome Memorial Lake of the Woods Lake Superior College Lakeville South Lancaster High School Laura Jeffrey Academy Le Sueur-Henderson High School Leap High School Leka high school Life Transition Program Lincoln High School Lincoln International Lions Gate Academy Little Falls High School Madelia High School Mankato Central High School Mankato East High School Mankato Loyola Catholic School Mankato West High School Maple River High School Marshall County Central High School Martin County West Jr./Sr High Mayo High School McGregor High School McKinley Area Learning Center/St Cloud</p>	<p>Medford High School Mesabi East High School Milaca High School Minnesota New Country School Monticello High School Moose Lake High School Mora ALC Mora High School Mounds View High School Mountain Iron-Buhl High School Murray Middle School Career Day Nashwauk Keewatin High School Nay Ah Shing New Kolden Mcc New Prague High School New Ulm High School Next Step Transition Program Nickville High Nicollet Public Norman County East High School North Branch Area High School North Community Career Fair North High School North St. Paul High School North Union Northwest Tech Center North Woods High School Northeast Range Northfield High School Northland Learning Center Northwest Passage High School Norwood Young America High School New Richland-Hartland-Ellendale-Geneva Oak Grove Middle School Oak Land Cooperative Center Ogilvie High School Olson Middle School Onamia School Open World Learning Community Osseo Senior High School Paladin Career & Tech HS- Blaine Park Center Senior High School</p>
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APPENDIX B - continued

Participating Schools

Park High School
 Park Rapids Area High School
 Patrick Henry High School
 Pierz High School
 Pillager Area Charter School
 Pillager High School
 Pine City High School
 Pine City Learning Center
 Pine City Vision Program
 Prator Public
 Princeton High School
 Proctor High School
 Red Lake County Central High School
 Red Lake Falls
 River Bend ALC
 Riverland Community College
 Riverside Academy
 Rocori High School
 Rogers High School
 Rogers Middle School
 Roosevelt High School
 Rosemount High School
 Roseville Adult Learning Center
 Roseville High School
 Royalton High School
 Rum River East High School
 Rush City High School
 Rutherford Elementary
 Saint Francis High School
 Saints Academy
 Sauk Rapids-Rice High School
 Seca (South Education Center Academy)
 Senior High School
 Silver Bay High School
 Simley High School
 Siren High School
 Sleepy Eye Public Schools
 South High School
 South St. Paul High School
 Southwest High School
 Spring Lake Park High School
 St Clair High School

St Cloud ALC
 St James High School
 St Louis Park High School
 St Michael-Albertville High School
 St Paul Central High School
 St Peter Middle/High School
 St. Francis High School
 St. Paul College
 Staples Motley High School
 Stephen-Argyle Central High School
 Stillwater High School
 Stillwater Transition
 Superior High School
 Swanville High School
 SWMetro
 Takoda Prep School
 Tartan High School
 Tassel Transitions
 TCU/IAM Advanced Training Program
 Technical High School/St Cloud
 Totino Grace High School
 Transition Plus High School
 Trek North Jr Sr High School
 Tri-City United High School
 TRIO Wolf Creek Distance Learning Charter
 Two Harbors High School
 United South Central High School
 Valley View Middle School
 Vermillion Charter School
 Verndale Public School
 Virginia High School
 Vision School
 Voyageurs Expeditionary
 Waseca Area Learning Center
 Waseca High School
 Washburn High School
 Washington Technology High School
 Watertown-Mayer High School
 Waterville Elysian Morrirstown
 Wayzata High School
 Webster High School
 Wellstone International High School

West High School
 White Bear Lake ALC
 White Bear Lake North Campus
 White Bear Lake South Campus
 William Kelley High School
 Willow River High School
 Win-E-Mac High School
 Woodbury High School
 Wrenshall High School
 Yellow Medicine East
 Zimmerman High School

APPENDIX C

Social Media Stats

The graphs to the right and on the following page are snapshots of Google Analytics from the [ConstructionCareers.org](https://www.constructioncareers.org) website that break down traffic demographics.

The number of sessions was down compared to FY18-19 because we had just ended a paid outreach campaign.

More importantly, the duration of each session was up dramatically, increasing 188.7% in the 1st half and 94.7% in the 2nd half of FY20. This tells us that more than half of visitors specifically sought out the site, and spent lots of time exploring the site. We expect our newsletter campaign in FY21 to drive additional new traffic.

USERS

15K

▼54.3%

SESSIONS

21K

▼51.2%

BOUNCE RATE

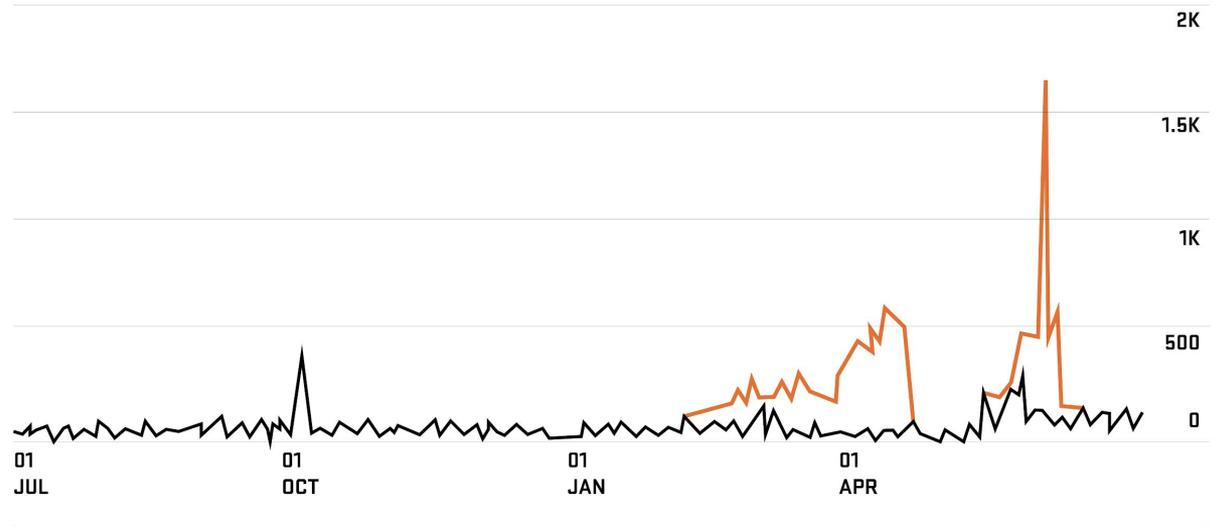
17.9%

▼62.8%

SESSION DURATION

2m51s

▲94.7%



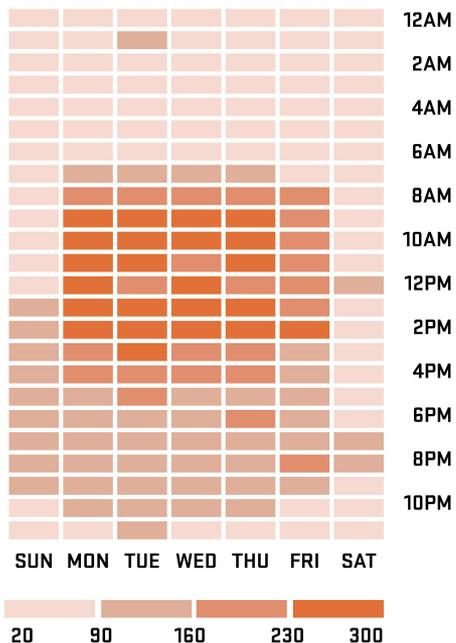
JUL 1, 2019-JUN 30, 2020

AUDIENCE OVERVIEW

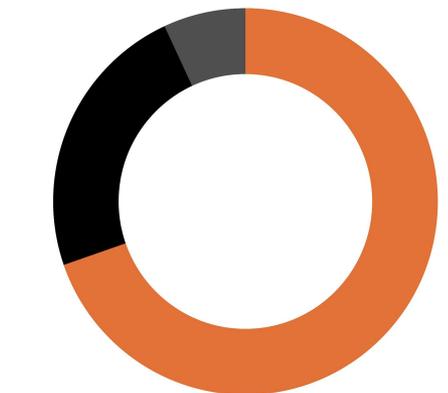
APPENDIX C - continued

Social Media Stats

USERS BY TIME OF DAY



SESSIONS BY DEVICE



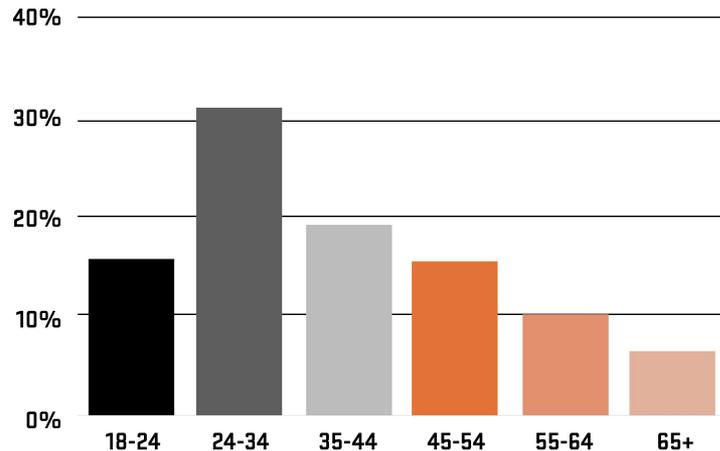
MOBILE
69.9%
 ▲788.3%

DESKTOP
23.6%
 ▲63.1%

TABLET
6.5%
 ▲543%

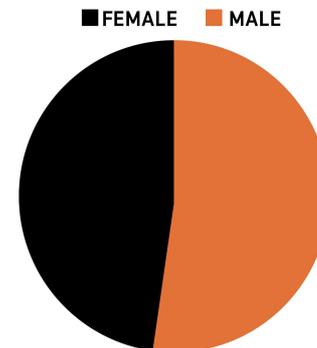
AGE

30.30% OF TOTAL USERS



GENDER

31.71% OF TOTAL USERS



JUL 1, 2019-JUN 30, 2020