

**Effective Partnerships Between Industry and Academia**

AGC HR & T&D Conference  
October 18, 2010  
Scottsdale, AZ

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 **CROSSLAND**  **CONSTRUCTION COMPANY, INC.** 

Education Pays Industry/Schools



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**Our Founder – Ivan Crossland, Sr.**

In 1977 Ivan Crossland, Sr., started what is today known as Crossland Construction Company, Inc. Ivan Sr. created a culture of dedication, hard work, and sense of urgency which led to Crossland Construction Company's continuing growth.



*-From the family garage to ENR rated 97th largest general contractor in America*

Today, Ivan Crossland, Sr.'s six sons are at the helm of this progressive, growing company. Crossland currently employs over 800 quality craftsmen, operators, steel erectors and managers; maintaining offices in Arkansas, Oklahoma, Kansas, and Texas.



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Ivan Crossland Sr. from the beginning stressed education as a key to success. Reflected in a sentence of the company's mission statement.

***"We will strive to educate our employees and those around us, so that our knowledge may become a valuable asset to our industry."***

Crossland knows education is a key component in helping people improve:  
Improve personally  
Improve professionally

This focus on the importance of education was taken a step further in 2004.



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Intern Program-Post-Secondary



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### Crossland Education Vision...

- Create a partnership with area schools
- Provide support and resources for career education
- Finance and coordinate construction related field trips
- Provide effective nationally accredited curriculum
- Help students obtain a realistic view of construction careers
- Show students professional career paths



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6<sup>th</sup> Grade



[www.ifihadahammer.com](http://www.ifihadahammer.com)

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8<sup>th</sup> Grade

- Construction Rodeo



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NCCER



NATIONAL CENTER FOR  
CONSTRUCTION EDUCATION  
AND RESEARCH

- NCCER Curriculum
- The National Center for Construction Education and Research (NCCER) is a not-for-profit education foundation created to develop industry-driven standardized craft training programs with portable credentials and help address the critical workforce shortage facing the construction industry.
- Our Mission is to build a safe, productive, and sustainable workforce of craft professionals.

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## Credentials

- In an effort to provide students and craft professionals with industry-recognized credentials and assure national portability of skills, NCCER maintains a credentialing and certification system through its National Registry.
- The National Registry provides transcripts, certificates, and wallet cards to students who successfully complete the Contren® Learning Series curriculum through an NCCER Accredited Sponsor. These valuable industry credentials benefit students as they seek employment and build their careers.
- <http://www.nccer.org/credentialsOverview.aspx>



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## College Recruiting Network



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## Post-Secondary Opportunities

- Internship / Scholarship Program
  - From 2003-2010 interns program has grown
  - 21-24-40-63-119-146-111-50



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**CROSSLAND**  
ACADEMY

- Apprenticeship
  - Carpentry
  - Ironworking
- Training Areas
  - Safety
  - Concrete
  - Crane-Rigging
  - Equipment
  - Computer
  - Language
  - Leadership
  - Project Management
  - LEED/Green/Sustainability



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**CROSSLAND**  
ACADEMY

- 130,000 Training Hours (since 2005)
- Intranet Launched 2009
- Geo-Learning
- Mobile Training Unit

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# Effective Partnerships Between Industry and Academia



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**CROSSLAND**  
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Clay Kubicek  
Education Director  
620-704-7490  
[www.crosslandconstruction.com](http://www.crosslandconstruction.com)

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## Ohio's Career Technical Education in the Construction Technology Pathway



*Michael D. Cowles, Education Consultant  
Ohio Department of Education*

Ohio Department of Education ♦ Office of Information ♦ Systems Management  
25 South Front Street, Ground Floor ♦ Columbus, OH 43215

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## CTE Framework

Ohio's CTE Programs must:

- Meet Ohio's Graduation Requirements
- Follow Ohio's Career Field Technical Content Standards & State Academic Standards
- Incorporate 21<sup>st</sup> Century Skills



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## CTE Framework

Ohio's CTE Programs must:

- Align with Ohio's Tech Prep Standards & include Post-Secondary Articulation
- Provide opportunity for participation in Career Technical Student Organizations
- Have a Local Business & Education Advisory Council
- Provide opportunity for Industry Credential or Certification where available



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### Construction Technology Pathway

- Programs are encouraged to participate in an either an industry sponsored program that leads to articulation through College Post-Secondary training or an approved State Apprenticeship Program
- The Ohio Department of Education provides the opportunity for programs to participate in NCCER through a State Sponsorship



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### NCCER Program

- Ohio Department of Education serves as the NCCER Sponsor for all public High School & Adult Education Programs
- A Construction Resource Center has been established at Hocking College to support Marketing, Instructor Craft Training, Professional Development & Data Collection



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### Industry Support

- Ohio has strong support at the local level from various organizations & companies within the construction industry
- Ohio's Industry partners support the SkillsUSA Programs at the local, regional & state level
- Ohio's Industry partners provide a variety of Career Awareness Opportunities through tradeshows, etc. for our students



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### SkillsUSA: Ohio in Construction

- Ohio's students consistently place in the top 10 National in all SkillsUSA Construction related Competitions
- More than 300 students participate annually in the SkillsUSA Ohio Championships in our 8 Construction related Competitions
- More than 1000 additional students participate annually in the SkillsUSA Ohio Regional Championships in 7 Construction Related areas



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### SkillsUSA: Industry Linkages

- All State & Regional Competitions are managed & sponsored by Industry Technical Committees
- Lowe's a primary sponsor for the Ohio Construction competitions
- Many Trade Associations & Vendors setup Career Displays at the SkillsUSA Ohio Championships
- SkillsUSA is a natural linkage between CTE & Industry at the local & state level



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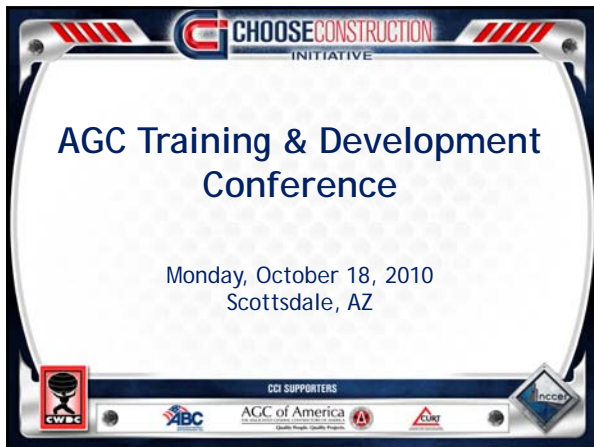
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**CHOOSE CONSTRUCTION INITIATIVE**

## Future Construction Growth

- Prior to the economic downturn, numerous industry organizations and stakeholders cautioned of the looming labor shortage, particularly in the construction industry. In a 2007 report, the Department of Labor predicted that by 2012, the U.S. construction industry would be short 1.5 million workers.
- The Construction Labor Research Council estimates that each year for the next decade, the construction industry will need 95,000 replacement workers and another 90,000 new workers.
- Although approximately 2 million construction workers are out of a job today, FMI predicts that construction labor shortages will become a serious problem again in the next three to four years.

CCI SUPPORTERS: CWBC, ABC, AGC of America, AIA, CMAA, Inccor

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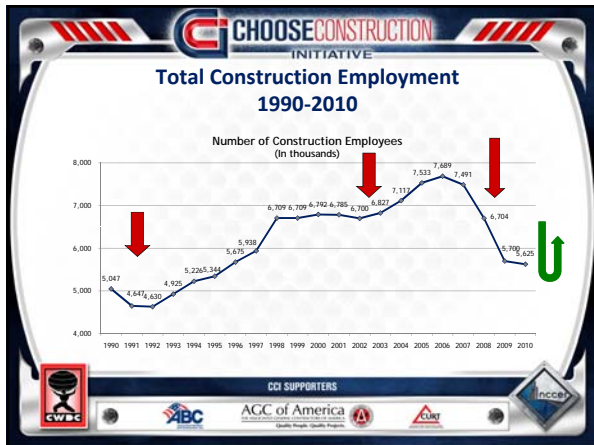
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**CHOOSE CONSTRUCTION INITIATIVE**

## Who will build your Projects?

- 75 million baby boomers approaching retirement age
- Beginning in 2005, approximately 8,000 baby boomers per day turn 60
- 20% of the construction workforce will retire in the next 2 to 4 years
- In 2010, over half of the United States population will be over 50
- Youth Demographic:  $<18$  will shrink in comparison to adult population
- $>65$  will grow faster than total population

According to FMI's U.S. Construction Markets report

CCI SUPPORTERS: CWBC, ABC, AGC of America, AIA, CMAA, Inccor

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**CHOOSE CONSTRUCTION INITIATIVE**

## Industry's Workforce Challenge

- 2,000,000
- x 80% return = 1,600,000
- FMI predicts 2014 need at 1,500,000 new workers
- CLRC says 185,000 annually for next decade
- Most contractors agree, workers lost were under-skilled!
- x 50% = 800,000 skilled
- 2014 net shortage 700,000 skilled workers



CCI SUPPORTERS

ABC AGC of America IAWQ CMAA Inccor

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**CHOOSE CONSTRUCTION INITIATIVE**

## Industry's Workforce Challenge

- Turnover trend = 2 hires for every job
- FMI predicts 2014 need at 1,500,000 new workers
- $$\begin{array}{r} 3,000,000 \\ \times \$3,500 \\ \hline \$10,500,000,000 \end{array}$$
- $$\begin{array}{r} 700,000 \\ \times \$5,000 \\ \hline \$3,500,000,000 \end{array}$$



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**CHOOSE CONSTRUCTION INITIATIVE**

## Collaboration of Industry and Education

- Develop Structure
  - Industry Advisory Committee
- Perform Needs Analysis
- Management "Buy-In"
- Establish Communications
  - Market Program
- Align Responsibilities
  - Set Expectations
- Identify Appropriate Funding
  - Assess "Investment"
- Embrace Technology
- Measure ROI
- Celebrate!

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**CHOOSE CONSTRUCTION INITIATIVE**

A consortium lead by NCCER and the *Construction Workforce Development Center (CWDC)*, a CURT affiliate organization. CCI is endorsed and supported by CURT, AGC and ABC. Initiative components include:

**Supply/Demand Labor Forecasting**  
CWDC working with consortium partners, will develop and implement a reliable, secure online tracking system to assist with project planning, timely creation and execution of recruiting & training strategies and more effective deployment of training funds.

**Workforce Development (Recruitment, Training, Placement, Retention and Image Enhancement)**  
NCCER working with consortium partners, will develop, implement and lead a grassroots recruitment/workforce development effort that enhances the image of the industry as we attract and train new workers.

CCI SUPPORTERS: CWDC, ABC, AGC of America, CURT, NCCER

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**CHOOSE CONSTRUCTION INITIATIVE**

*CCI is a collaborative grassroots approach to construction workforce forecasting and development that will include recruitment, training, placement, retention and image enhancement strategies.*

The ultimate goal of the initiative is to lead new potential construction industry candidates as well as incumbent workers to opportunities for job-placement, advanced education and training and ultimately long-term rewarding careers in the construction industry.

CCI SUPPORTERS: CWDC, ABC, AGC of America, CURT, NCCER

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**CHOOSE CONSTRUCTION INITIATIVE**

- **Entry-level**
  - w/o Fundamental Skills
  - w/ National Career Readiness Certificate (NCRC) or ability to get NCRC
  - w/ NCRC & some skills from High School
- **Incumbent and Non-Entry Level**
  - Displaced & under-employed
  - Under-skilled and/or Uncertified

CCI SUPPORTERS: CWDC, ABC, AGC of America, CURT, NCCER

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**Look Ahead!**

The next 5 years will be the greatest opportunity in our history to innovate & change the landscape of workforce development!

- Take industry WFD focus to the next level
- Drive innovation in WFD and our processes
- Help reinvent CTE
- Help drive recruiting and image enhancement

CCI SUPPORTERS



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**THANK YOU**

Questions  
1-888-NCCER20  
[www.nccer.org](http://www.nccer.org)



CCI SUPPORTERS



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