

# Gulf Coast Workforce Development Initiative

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**Tim Horst**  
Program Manager

September 30, 2006



## Overview

# Business Roundtable Members

A. O. Smith Corporation	Computer Sciences Corporation	Hewlett-Packard Company	Praxair, Inc.
ABB Inc.	ConocoPhillips	Home Depot, Inc.	PricewaterhouseCoopers LLP
Abbott Laboratories	Convergys Corporation	Honeywell International, Inc.	Principal Financial Group
Accenture Ltd.	Corning Incorporated	HSBC - North America/Humana Inc.	Procter & Gamble Company
Air Products and Chemicals, Inc.	Crane Co.	IBM Corporation	Prudential Financial
AK Steel Corporation	CSX Corporation	Ingensoll-Rand Company	Rockwell Automation, Inc.
Alcoa Inc.	Cummins Inc.	International Paper Company	Ryder System, Inc.
Allison, Jr., Herbert M.	DaimlerChrysler Corporation	International Textile Group	SAP America, Inc.
Allstate Insurance Company	Dana Corporation	ITT Industries, Inc.	Sara Lee Corporation
ALLTEL Corporation	Deere & Company	J.P. Morgan Chase & Co.	SAS Institute Inc.
American Electric Power Company, Inc.	Deloitte & Touche USA LLP	Johnson Controls, Inc.	Schenck-Plough Corporation
American Express Company	Delight Corporation	Karr-McGee Corporation	Schneider National, Inc.
American International Group, Inc.	Dow Chemical Company	KPMG LLP	ServiceMaster Company
Ameriprise Financial	Duke Energy Corporation	Lehman Brothers Holdings Inc.	Siemens Corporation
Amgen Inc.	DuPont	Liberty Mutual Group	Southern Company
Appiera Corporation	Eastman Chemical Company	Lockheed Martin Corporation	Springs Industries, Inc.
Arch Coal, Inc.	Eastman Kodak Company	Marsh & McLennan Companies	Sprint Nextel
Archer Daniels Midland Company	Eaton Corporation	McGraw-Hill Companies	St. Paul Travelers Companies, Inc.
ArvinMeritor, Inc.	EDS	MeadWestvaco Corporation	State Farm Insurance Companies
Ashland Inc.	EMC Corporation	Medco Health Solutions, Inc.	Sun Chemical Corporation
AutoZone, Inc.	Engelhard Corporation	Merck & Co., Inc.	Sun Microsystems
Baxter International Inc.	Equity Office Properties Trust	Merrill Lynch & Company, Inc.	Tenneco Automotive Incorporated
Bechtel Group, Inc.	Ernst & Young, L.L.P.	Metropolitan Life Insurance	Texas Instruments Incorporated
BNSF Railway Company	Exxon Mobil Corporation	Morgan Stanley	Textron Incorporated
Boeing Company	Fannie Mae	Motorola, Inc.	TIAA-CREF
BP America Inc.	FedEx Corporation	Nasdaq Stock Market, Inc.	Tyco International Ltd.
Brink's Company	Fisher Scientific Int'l, Inc.	National Gypsum Company	Tyson Foods, Inc.
Carlson Companies, Inc.	Fluor Corporation	Nationwide	Union Pacific Corporation
Case New Holland Inc.	FMC Corporation	Navistar International Corporation	United Technologies Corporation
Caterpillar Inc.	Ford Motor Company	New York Life Insurance Company	Verizon Communications
Cendant Corporation	FPL Group, Inc.	Norfolk Southern Corporation	W.W. Grainger, Inc.
Ceridian Corporation	General Electric Company	Northwestern Mutual Life Insurance Company	Washington Group International, Inc.
Chevron Corporation	General Mills, Inc.	Nucor Corporation	Waste Management, Inc.
Chubb Corporation	Goldman Sachs Group, Inc.	Office Depot, Inc.	Western & Southern Financial Group
CIGNA Corporation	Goodrich Corporation	Owens Corning	Weyerhaeuser Company
Cinergy Corp.	Hardford Financial Services Group	Pactiv Corporation	Whirlpool Corporation
Citigroup, Inc.	HCA Inc.	Peadbody Energy Corporation	Williams Companies, Inc.
CNF Inc.		Pfizer Inc.	Wyeth Corporation
Coca-Cola Company		PPG Industries, Inc.	Xerox Corporation
			YRC Worldwide Inc.



# Unprecedented Damage



## Clean-up Still On-Going



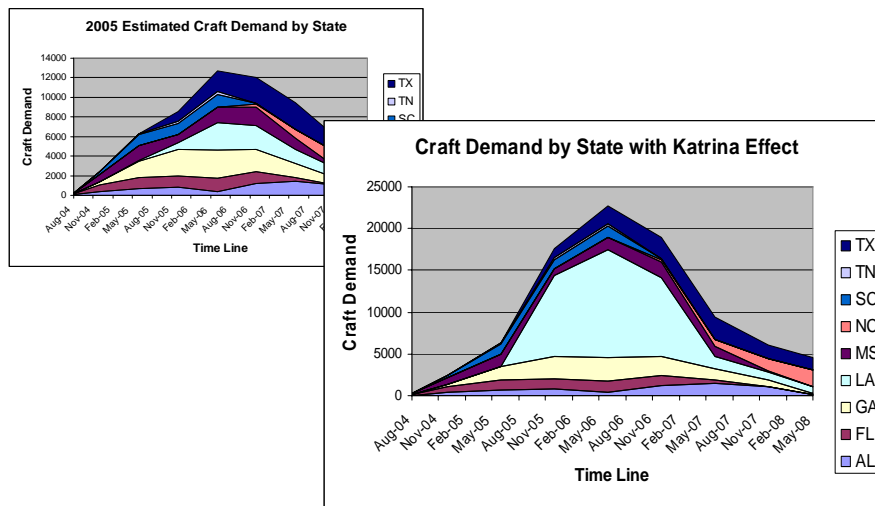
## Reconstruction



## Post-Katrina: Overriding Concerns

- ❑ Unprecedented needs
  - 5.9 million people affected; 19% below the poverty line
  - 302,000 housing units destroyed or badly damaged
- ❑ Limited local reconstruction capability
  - Shortage of qualified construction workers even before Katrina
- ❑ Alignment between government, contractors, and facility owners to:
  - Strengthen local skills and commercial capability
  - Speed reconstruction
  - Ensure long-term recovery and growth

## Regional Craft Shortages ("demand")



## Craft Shortages

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### ☐ How Big a Shortage?

- 10,000?
- 20,000?
- 50,000?
- 100,000?
- 200,000?

### ☐ When Will it Hit?

- December '06?
- March '07
- June '07
- Or, is it already here?



## Mitigation Strategies

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- ☐ Letters of intent signed with local contractors
  - Contractor commitment to supply key project team members and 1/3 to 1/2 of its normal craft workforce for upcoming work
- ☐ Aggressive local recruiting and training programs
  - Compensate trainees while in training
  - Accelerated skills specific training
- ☐ Craft recruitment and retention incentives
  - Sign-on bonus
  - Job completion bonus
  - Enhanced craft benefits (per diem, gas money, relocation benefits)



## Construction Industry Experience

Thousands of indigenous people trained each year in construction trades and management around the world



Marathon/Bechtel Training Center in Malabo, Equatorial Guinea, 2005



## Why Train? What if we do nothing and let the problem solve itself?





## Key Components of a Successful Program

- ❑ Public-Private partnership between governments, owners, and contractors
- ❑ Maximize local hiring
- ❑ Train local workforce in the skills needed for reconstruction
- ❑ Adjust the plan as conditions change



## Facility Owner Interests

- ❑ Re-build damaged facilities
- ❑ Train workers
- ❑ Employee housing
- ❑ Help local economy

### Among impacted Business Roundtable member owners:

Air Products  
American Express  
BP  
CNF  
CSX  
Chevron  
Exxon Mobil  
International Paper  
JP Morgan Chase  
National Gypsum  
Norfolk Southern  
Procter & Gamble  
Schneider National  
Southern Company  
Yellow Roadway



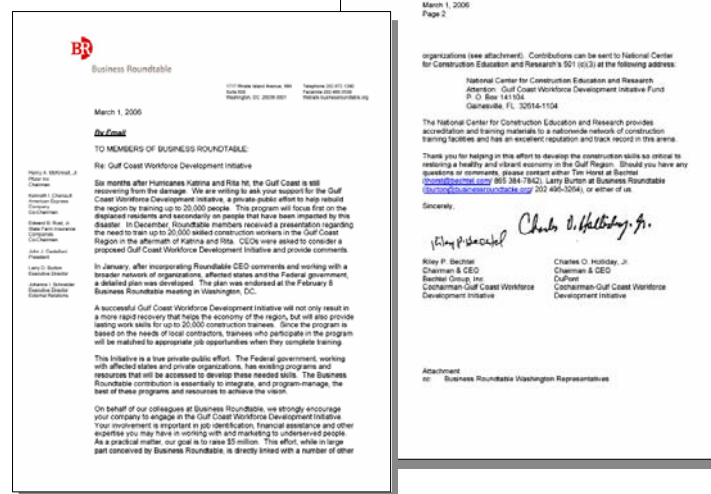
# Initiative Vision

- Support nation's goal to re-construct areas devastated by Hurricane Katrina
- Provide meaningful employment and career opportunities for local residents
- Assist people who have been displaced as a result of the hurricane to return to their home locations
- Attract additional qualified workers into the construction industry
- Manage the effort like a project

***Initiative Goal: Up to 20,000 displaced and/or disadvantaged workers trained to at least apprentice level by the end of 2009, implemented via public-private partnership***



# Business Roundtable Request for Support





	<p><b>CRT Members</b>          April 21, 2008          Page Two</p>	
<p><b>Construction Industry Roundtable</b></p>	<p><b>FROM:</b> CRT Members</p>	<p>through the effort, the Business Roundtable is treating this initiative as a project with daily activities using standard project management tools. The Construction Industry and Trade (CIRT) has been supportive of the industry associations that are bringing key elements of the initiative:</p>
	<p><b>TO:</b> CIRT Members</p> <p>Stacy DeChet, DeChet Group, Inc.          Stephen Hawks, Washington Group International          Allen Hockman, Trans Corporation</p>	<ul style="list-style-type: none"> <li>• Construction Use Roundtable (CIRT)</li> <li>• Associated Builders &amp; Contractors (ABC)</li> <li>• Associated General Contractors of America (AGC)</li> <li>• National Center for Construction Education and Research (NCCER)</li> </ul>
	<p><b>SUBJECT:</b> Craft Core Workforce Development Initiative</p>	<p>we would like to learn more about the initiative, please contact either Tim Hiett at <a href="mailto:hiettd@cirted.com">hiettd@cirted.com</a> or Jeff Arty at the Business Roundtable (<a href="mailto:jeff@businessroundtable.org">jeff@businessroundtable.org</a>; 202-506-2524).</p>
<p><b>Reel of Discourse</b></p>	<p>The Business Roundtable recently announced a private-public initiative to train 70,000 craft construction workers by the end of 2009 to help address the pull-out of workers from the U.S. economy. Katrina and Rita. We would like to make sure you are aware of this initiative and to ask you your personal support.</p>	<p>we can be sure to National Center for Construction Education and Research's (NCCER) at the following address:</p>
<p>Executive Director          National Center for Construction Education and Research          1000 North 17th Street, Suite 100          Tallahassee, FL 32310-4000          Phone: (904) 492-2000          Fax: (904) 492-2001          Email: <a href="mailto:info@nccer.org">info@nccer.org</a>          Website: <a href="http://www.nccer.org">www.nccer.org</a>          National Center for Construction Education and Research          1000 North 17th Street, Suite 100          Tallahassee, FL 32310-4000          Phone: (904) 492-2000          Fax: (904) 492-2001          Email: <a href="mailto:info@nccer.org">info@nccer.org</a>          Website: <a href="http://www.nccer.org">www.nccer.org</a></p>	<p>As you are probably aware, it is estimated that between reconstruction efforts over the next six to 2008 building. A re-building effort of this magnitude is certain to exacerbate an already tight construction labor market. In order to successfully to recruit the use of the workforce by training additional construction workers. The federal government and state governments in the pull-out region have been proactive in providing funding and support resources. The federal government has also been proactive in the skills needs of our community. An construction industry leaders, it is important that we can help to provide guidance and direction on the training to be provided.</p>	<p>National Center for Construction Education and Research          Attention: Craft Core Workforce Development Initiative Fund          P.O. Box 341818          Cincinnati, OH 45204-1104</p>
<p>Executive Director          National Center for Construction Education and Research          1000 North 17th Street, Suite 100          Tallahassee, FL 32310-4000          Phone: (904) 492-2000          Fax: (904) 492-2001          Email: <a href="mailto:info@nccer.org">info@nccer.org</a>          Website: <a href="http://www.nccer.org">www.nccer.org</a></p>	<p>To do this, we support the Business Roundtable's goal of training up to 20,000 new construction workers by the end of 2009. We have many would agree that this target is large, it provides a valuable first step towards making a meaningful impact on the construction labor shortage we expect to see in the next 6-12 months. We also expect that many of the training initiatives developed for this initiative will be applied to construction training efforts with other sectors. I can't think of any company that isn't currently have an contract for hire/direct impact on rebuilding work along the pull-out. It is necessary to conclude that a 2009 fall-out triggered program will have a direct impact on labor availability in your region. We have already seen workers from construction industry states in the pull-out to support work-force. We expect this trend to increase as the lack of the building effort begins to impact the rest of the 12 months.</p>	<p> appreciate your leadership and support this important initiative.</p> <p><i>Tim Hiett</i> <i>Stacy DeChet</i> <i>Stephen Hawks</i> <i>Allen Hockman</i></p>
<p>Staff: A. Carlos, Greg, Phyllis</p> <p>11th St., Suite 100          Tallahassee, FL 32310          Phone: (904) 492-2000          Fax: (904) 492-2001          Email: <a href="mailto:info@nccer.org">info@nccer.org</a>          Website: <a href="http://www.nccer.org">www.nccer.org</a></p>	<p>Tim Hiett          Director, Craft Core Workforce Development Initiative          Business Roundtable          1000 North 17th Street, Suite 100          Tallahassee, FL 32310-4000          Phone: (904) 492-2000          Fax: (904) 492-2001          Email: <a href="mailto:info@nccer.org">info@nccer.org</a>          Website: <a href="http://www.nccer.org">www.nccer.org</a></p>	<p>Stacy DeChet          Director, Craft Core Workforce Development Initiative          Business Roundtable          1000 North 17th Street, Suite 100          Tallahassee, FL 32310-4000          Phone: (904) 492-2000          Fax: (904) 492-2001          Email: <a href="mailto:info@nccer.org">info@nccer.org</a>          Website: <a href="http://www.nccer.org">www.nccer.org</a></p>

<input type="checkbox"/> AIG	<input type="checkbox"/> Fisher Scientific International
<input type="checkbox"/> A.O. Smith	<input type="checkbox"/> General Electric
<input type="checkbox"/> Accenture	<input type="checkbox"/> JPMorgan Chase
<input type="checkbox"/> Air Products and Chemicals	<input type="checkbox"/> McKesson
<input type="checkbox"/> American Electric Power (AEP)	<input type="checkbox"/> NCCER
<input type="checkbox"/> American Express	<input type="checkbox"/> National Gypsum (CD Spangler Foundation)
<input type="checkbox"/> Associated Builders & Contractors	<input type="checkbox"/> PB Foundation (Parsons Brinckerhoff)
<input type="checkbox"/> Associated General Contractors	<input type="checkbox"/> Pfizer Inc.
<input type="checkbox"/> BE&K	<input type="checkbox"/> Rohm and Haas Company
<input type="checkbox"/> Bechtel Corporation	<input type="checkbox"/> Shaw Group
<input type="checkbox"/> Business Roundtable	<input type="checkbox"/> Sprint Foundation (Sprint Nextel)
<input type="checkbox"/> Chevron Corporation	<input type="checkbox"/> St. Paul Travelers Companies
<input type="checkbox"/> Dow Chemical Co.	<input type="checkbox"/> Washington Group Int'l
<input type="checkbox"/> Duke Energy Corporation	<input type="checkbox"/> Xerox
<input type="checkbox"/> DuPont	
<input type="checkbox"/> ExxonMobil	
<input type="checkbox"/> Fannie Mae	
<input type="checkbox"/> FedEx	

*Additional contributions pending*

*Additional contributions pending  
internal approvals*

## Training Project

- Use existing industry-standard training curriculum, processes and facilities to deliver training
  - NCCER training curriculum
  - ABC training schools
  - Local community colleges
  - Building trades training centers
- Only train workers for real jobs as requested by contractors
- Provide targeted marketing and communications to support recruitment
- Use government funded scholarships and grants
  - Small, disadvantaged firms
  - Local hiring



## Organizations

- |   |   |
|---|---|
| □ American Association of Community Colleges                              | □ Louisiana Department of Labor                                   |
| □ Associated Builders and Contractors, Inc. (ABC) and local chapters      | □ Louisiana Technical and Community College System                |
| □ Associated General Contractors (AGC) of America and local chapters      | □ Louisiana Recovery Authority                                    |
| □ Building and Construction Trades Department, AFL-CIO and its affiliates | □ Louisiana Office of the Workforce Commission                    |
| □ National Construction Alliance (NCA)                                    | □ Lake Area Industry Alliance                                     |
| □ Business Roundtable   | □ Mississippi Construction Education Foundation                   |
| □ Construction Industry Roundtable (CIRT)                                 | □ Mississippi Department of Employment Security                   |
| □ Construction Users Roundtable (CURT)                                    | □ Mississippi Development Authority                               |
| □ Department of Labor   | □ Mississippi Governor's Office of Recovery & Renewal             |
| □ Greater Baton Rouge Industry Alliance (GBRIA)                           | □ Mississippi State Board for Community & Junior Colleges         |
| □ Home Builders Institute   | □ National Center for Construction Education and Research (NCCER) |
|   | □ National Petrochemical and Refiners Association (NPRA)          |
|   | □ Office of the Federal Coordinator for Gulf Coast Rebuilding     |

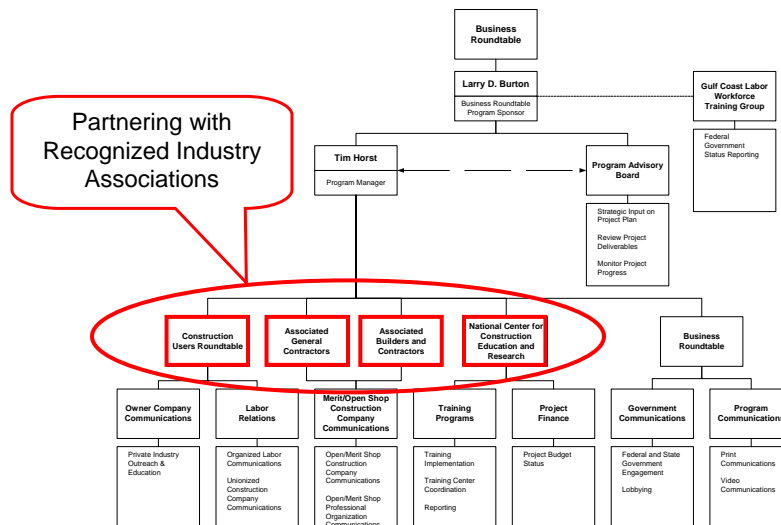


## Project Focus Areas

- ❑ Owner company communications
- ❑ Organized labor and union construction company communications
- ❑ Federal and state government communications, engagement and lobbying
- ❑ Open-shop and Merit-shop construction company communications
- ❑ Training program standards and oversight
- ❑ Recruitment and targeted marketing
- ❑ Project finance



## Project Organization Chart



## Project Staffing Plan

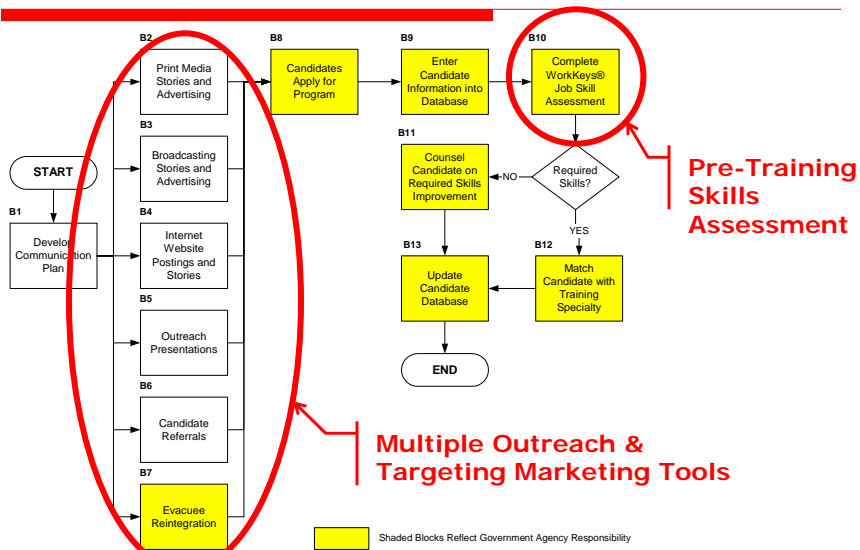
Position	2006				2007				2008				2009			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Program Manager	1	1	1	1	0.5	0.5	0.25	0.25	0.25	0.25	0.1	0.1	0.1	0.1	0.1	0.1
Owner Company Communications Sub-project	1	1	1	1	0.5	0.5	0.5	0.5	0.25	0.25	0.25	0.25				
Labor Relations Sub-project	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25								
Ment/Open Shop Construction Company Communications Sub-project	1	1	1	1	0.5	0.5	0.5	0.5	0.25	0.25	0.25	0.25				
Training Programs Sub-project	1	4	4	2	1	1	1	1	0.5	0.5	0.5	0.5	0.25	0.25	0.25	0.25
Government Communications Sub-project	1	1	0.5	0.5	0.25	0.25	0.25	0.25	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Marketing Sub-project	1	1	1	0.5	0.5	0.5	0.25	0.25	0.25	0.25	0.25	0.25				
- Consultants		4														
Project Finance Sub-project		1	0.5	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
<b>Total Full-Time Equivalent Personnel</b>	<b>6.25</b>	<b>14.25</b>	<b>9.25</b>	<b>6.5</b>	<b>3.75</b>	<b>3.75</b>	<b>3.25</b>	<b>3.25</b>	<b>1.85</b>	<b>1.85</b>	<b>1.7</b>	<b>1.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>	<b>0.7</b>

Peak Staffing in 2006

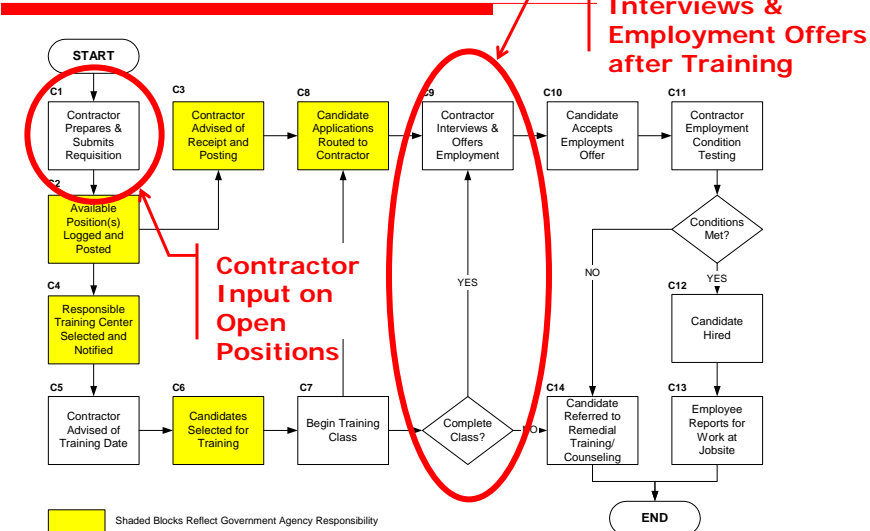
## Work Process

- ❑ Public-Private partnership to address the problem and develop solutions
- ❑ Targeted marketing & recruitment to communicate:
  - The problem
  - The career opportunities in construction
  - How to access job training for real jobs
- ❑ Leverage current federal and state programs
- ❑ Partner with other industry wide workforce training initiatives to deliver one solution

# Recruitment and Assessment



# Training & Hiring



## Initiative Plan

- ❑ Training paced to meet local re-construction demands
- ❑ Leverage existing government programs
  - US Department of Labor's *Pathways to Construction* grants
  - National Emergency Grants
  - State Training Grants
- ❑ Use existing industry training processes, instructors and facilities

### Training Plan & Tuition Budget

	2006	2007	2008	2009	Total
Trainees	2500	7500	7500	2500	20,000
Training Tuition	\$3,125,000	\$9,375,000	\$9,375,000	\$3,125,000	\$25,000,000
<b>Program Management</b>	<b>\$3,525,000</b>	<b>\$865,000</b>	<b>\$430,000</b>	<b>\$180,000</b>	<b>\$5,000,000</b>
<b>Total</b>	<b>\$6,650,000</b>	<b>\$10,240,000</b>	<b>\$9,805,000</b>	<b>\$3,305,000</b>	<b>\$30,000,000</b>



## Project Milestone Schedule

ID	Task Name	Start	End	Duration	2006				2007				2008				2009			
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Pre-Authorization Execution Plan Development	1/2/2006	2/8/2006	28d	■															
2	Project Authorization	2/9/2006	2/9/2006	0d	■															
3	Project Communications Plan Development and Implementation	2/8/2006	4/28/2006	58d	■	■	■	■												
4	First Training Class	5/1/2006	5/26/2006	20d		■	■	■												
5	On-going Project Communications	5/1/2006	11/30/2009	936d		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
6	Project Startup	5/1/2006	7/28/2006	65d		■	■	■												
7	Project Implementation	8/1/2006	12/1/2009	871d			■	■	■	■	■	■	■	■	■	■	■	■	■	■
8	Project Close out	12/2/2009	12/30/2009	21d														■	■	■
9	Project Complete	12/31/2009	12/31/2009	0d														■	■	■

**Training Classes  
Began May 2006**





## Mississippi Project Outreach



## Contractor Information Meetings

Baton Rouge, LA - March 30, 2006



## Project Challenges

- ❑ Housing
- ❑ Identifying real jobs
- ❑ Developing an effective targeted marketing and recruitment plan
- ❑ Matching training candidates to open positions
- ❑ Delivering just-in-time training that adds value

*"Housing my employees is the biggest problem I have. I've got 10 camper trailers in my parking lot right now."*

Bret Ellis  
President  
Ellis Construction  
New Orleans

Source: CityBusiness March 20, 2006




## Temporary Housing



## Severely Damaged Home Repairs <sup>(6)</sup>

	Occupied Housing Units	Percent Severely Damaged	Median Repair Cost	Total Repair Cost
St. Bernard Parish, LA	25,123	81%	\$142,612	\$2,902,000,000
Cameron Parish, LA	3,592	90%	\$126,657	\$409,000,000
Plaquemines Parish, LA	9,021	80%	\$96,176	\$694,000,000
Orleans Parish, LA	188,251	72%	\$103,955	\$14,090,000,000
St. Tammany Parish, LA	69,253	71%	\$87,521	\$4,303,000,000
Jefferson Parish, LA	176,234	52%	\$67,248	\$6,162,000,000
Vermilion Parish, LA	19,832	39%	\$55,809	\$432,000,000
Hancock County, MS	16,897	90%	\$115,091	\$1,750,000,000
Harrison County, MS	71,538	68%	\$102,755	\$4,999,000,000
Stone County, MS	4,747	68%	\$46,787	\$151,000,000
Jackson County, MS	47,676	64%	\$79,479	\$2,425,000,000
<b>Total</b>				<b>\$35,742,000,000</b>

(6) Neighborhood Damage and Federal Resources for Neighborhood Reconstruction, HUD Office of Policy Development and Research  Business Roundtable

## Housing Initiatives

- ❑ The Shaw Group and KB Homes have partnered for home construction in the New Orleans area
- ❑ AFL-CIO Gulf Coast Revitalization Program designed to produce affordable housing for New Orleans and other coastal communities
- ❑ Gulf Coast Renaissance Corporation formed to spur construction of 100,000 homes in Southern Mississippi
- ❑ The \$1 Billion Dollar Gulf Coast Rebuilding Challenge formed to provide capital for rebuilding efforts

 Business Roundtable

## Restraints to Starting Work

- ☐ Resolution of Insurance Claims
- ☐ Resolution of zoning requirements
- ☐ Payment of federal home owner grants
- ☐ Property owners returning to the area

Current forecast is that work will  
begin in first quarter 2007



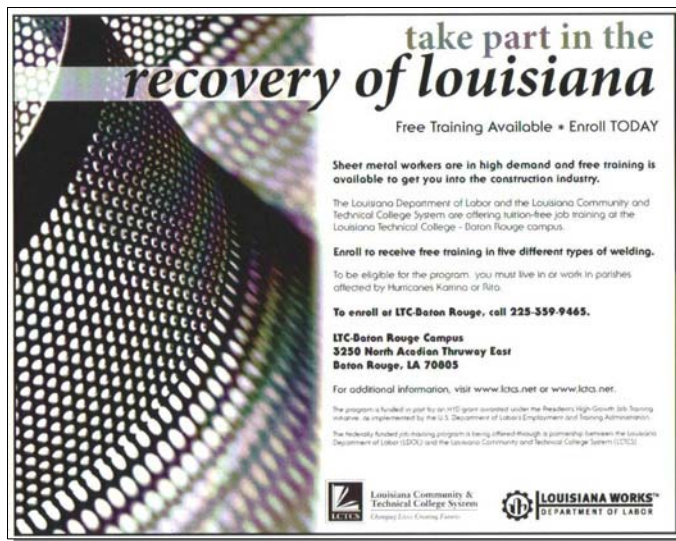
# Recruiting

## 10 Questions

1. What kind of job is available?
2. What is the location of the first project assignment?
3. What are the job duties?
4. How much does the job pay?
5. What kind of benefits are available?
6. Is housing available near the project?
7. Are schools available near the project for my children?
8. How long will this project assignment last?
9. Will work be available when this project is completed?
10. What kind of job can I expect to have in 3-5 years?



## Louisiana Marketing



**take part in the  
recovery of louisiana**

Free Training Available • Enroll TODAY

Sheet metal workers are in high demand and free training is available to get you into the construction industry.

The Louisiana Department of Labor and the Louisiana Community and Technical College System are offering tuition-free job training at the Louisiana Technical College - Baton Rouge campus.

Enroll to receive free training in five different types of welding.

To be eligible for the program, you must live in or work in parishes affected by Hurricanes Katrina or Rita.


To enroll at LITC-Baton Rouge, call 225-359-9465.


**LITC-Baton Rouge Campus**  
3250 North Acadian Thruway East  
Baton Rouge, LA 70805

For additional information, visit [www.litc.net](http://www.litc.net) or [www.lcta.net](http://www.lcta.net).

The program is funded in part by an ITD grant awarded under the President's High Growth Job Training initiative, as implemented by the U.S. Department of Labor's Employment and Training Administration.

The federally funded job-training program is being offered through a partnership between the Louisiana Department of Labor (LDO) and the Louisiana Community and Technical College System (LCTCS).

 Louisiana Community & Technical College System  
*Changing Lives Changing Futures*

 **LOUISIANA WORKS**  
DEPARTMENT OF LABOR



## What's Needed

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- ☐ More aggressive, proactive outreach
- ☐ Consistent messaging
- ☐ Rallying point for efforts currently underway
- ☐ Use a wide range of marketing tools to meet recruitment goals



## Pilot Marketing Program

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- ☐ Branded program run in two markets that combine the best of:
  - Community outreach: builds and leverages network of involvement and support
  - Political campaign: has clarity of focus on achieving a major goal; continuous evaluation and refinement
  - Direct marketing program: efficiency of direct to consumer approach
- ☐ Pilot markets
  - Baton Rouge, LA and Jackson, MS





## Marketing Program

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- ☐ Marketing communications
  - Personal
  - Positive
  - Easy to understand
- ☐ Local outreach
  - Liaison with local news outlets and partners
  - Local outreach efforts
    - ☐ faith-based groups
    - ☐ community service organizations
    - ☐ schools/educators
    - ☐ elected officials
    - ☐ local chapters of partner groups



## Messages and Tools

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- ☐ Key messages
  - Create a new, rewarding career for yourself
  - Improve your job opportunities
  - Be part of this historic rebuild
  - Give back to your community
- ☐ Tools
  - Name and brand materials (logo, color scheme, etc.)
  - Website
  - Event collateral (banners, posters, flyers, bumper stickers, etc.)
  - Radio ads
  - Media materials
- ☐ Design for use as stand-alone piece or as part of partners' label



## Local Field Staff

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- ☐ Drive people to website, toll-free number or community event
- ☐ Provide details of the program
  - What's available
  - Eligibility criteria
  - How to sign up
- ☐ Conduct an initial assessment (few basic questions)
- ☐ Answer questions
- ☐ Collect contact information
- ☐ Referral to appropriate training program



# ***GREAT***

## **GULF REBUILD: EDUCATION, ADVANCEMENT AND TRAINING**



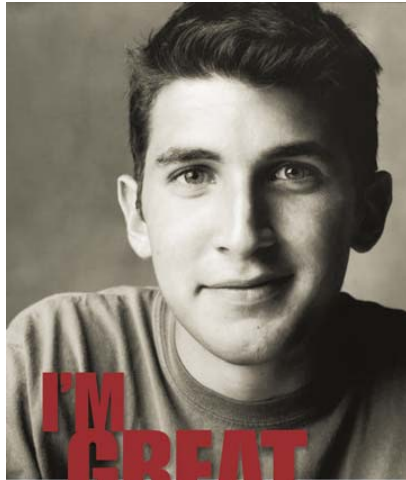


Proposed targeted marketing campaign built around simple, positive messaging



Campaign messaging will focus on teamwork and involvement in a worthwhile endeavor





Build a GREAT future for yourself and the Gulf Coast.  
Find out how by calling 800-IMGREAT or visit [www.imgreat.org](http://www.imgreat.org).

Gulf Rebuild, Education, Advancement & Training

Campaign messaging seeks to connect a personal sense of self-worth with participation in the construction industry



Business Roundtable

Branded products used to carry the message beyond the initial contact



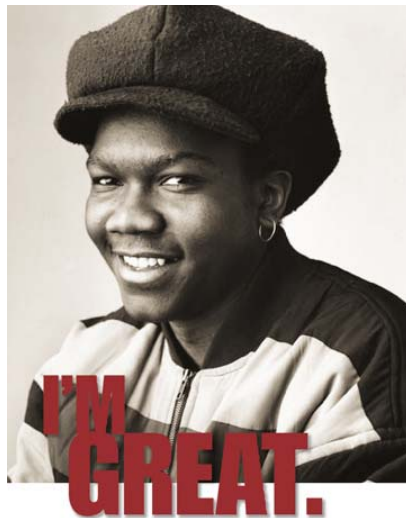
Business Roundtable

Campaign  
messaging tested  
during roll-out in  
pilot markets



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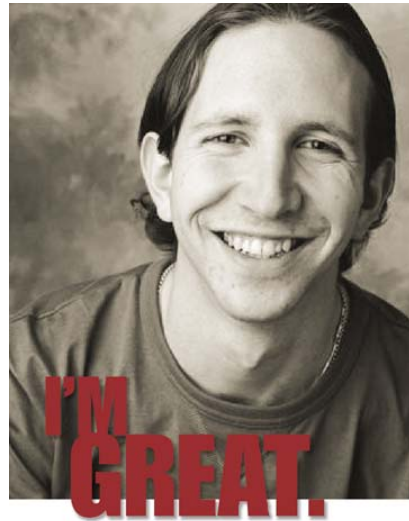
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Creative materials  
provided to all  
partner  
organizations  
involved in  
recruiting and  
training  
construction  
workers to ensure  
consistent  
messaging

Campaign  
messaging generic  
enough to be used  
in all regions and  
all types of  
construction

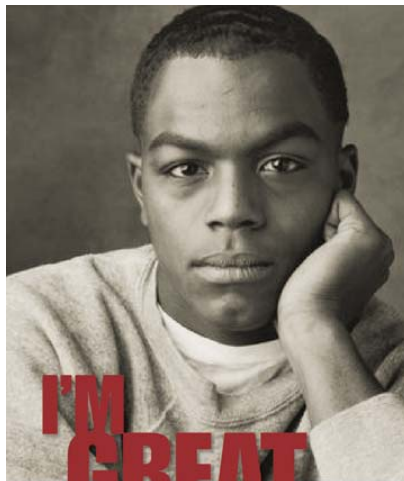


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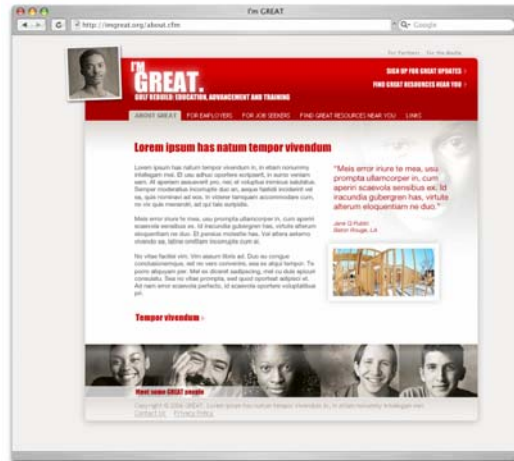
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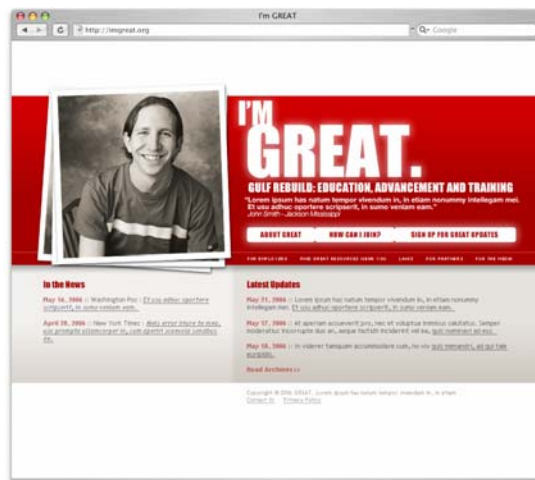
Business Roundtable

If proven  
successful in the  
gulf region, the  
campaign could be  
used for  
nation-wide  
construction  
industry  
recruitment





Dedicated website to information about training and career opportunities



Website to be kept current with news, events, real life stories and information on how to sign up for training

## Education Shortfall

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- In Mississippi, the high school drop out rate is 35%
  - Equivalent of 36 students a day
  - Over 13,000 per year
- Rates in other southeastern states are not much better
  - Alabama 38%
  - Florida 41%
  - Georgia 46%
  - Louisiana 31%
  - Texas 33%

*"Students who fail to graduate from high school face a very bleak future. Because the basic skills conveyed in high school and higher education are essential for success in today's economy, students who do not receive these skills are likely to suffer with significantly reduced earnings and employment prospects."*

*Jay P. Greene, Ph. D., Senior Fellow, The Manhattan Institute for Policy Research*



# Progress

## Recruitment Progress

### Call Center Activity for Week Ending

	20-Aug	27-Aug	3-Sep	10-Sep	Total
<b>Louisiana</b>	677	271	72	82	1102
<b>Mississippi</b>	61	61	19	35	176
<b>Total</b>	<b>738</b>	<b>332</b>	<b>91</b>	<b>117</b>	<b>1278</b>

## Marketing Effectiveness

### Call Center Activities for Week Ending 10-Sep

Media Source	Total
Billboards/Bus Shelter Ads	2
Radio Advertisement	48
Television Coverage	9
Other (Personal Referral, Collateral Event)	58
<b>Total</b>	<b>117</b>

# Training Progress

28-Aug	4-Sep	11-Sep	18-Sep	25-Sep	2-Oct
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## Louisiana Construction Training

<i>Completed Training</i>	130	130	187			
<i>In Training</i>	114	114	232			
<i>Scheduled</i>	232	232	145			
<b>Total</b>	<b>476</b>	<b>476</b>	<b>555</b>			

## Mississippi Construction Training

<i>Completed Training</i>	155	188	257			
<i>In Training</i>	48	6	33			
<i>Scheduled</i>	22	31	37			
<b>Total</b>	<b>225</b>	<b>225</b>	<b>327</b>			

# Needs

## Needs

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>□ <u>Private Industry</u><ul style="list-style-type: none"><li>■ <b>In-kind labor and cash contributions to the initiative</b></li><li>■ Work in collaboration to deliver one solution to the problem</li><li>■ Focused marketing to displaced local residents</li></ul></li><li>□ <u>Facility Owners</u><ul style="list-style-type: none"><li>■ <b>Include contract requirements for contractor training programs</b></li><li>■ Provide opportunities through socio-economic outreach activities</li></ul></li><li>□ <u>Contractors</u><ul style="list-style-type: none"><li>■ Identify the skills needed for recovery work operations</li><li>■ <b>Support the program by hiring trainees</b></li></ul></li></ul> | <ul style="list-style-type: none"><li>□ <u>State &amp; Local Government</u><ul style="list-style-type: none"><li>■ Provide guidance on local conditions that may impact the Public-Private training initiative</li><li>■ <b>Source qualified in-state and out-of-state training candidates</b></li><li>■ <b>Provide remedial skills training and counseling</b></li></ul></li><li>□ <u>Federal Government</u><ul style="list-style-type: none"><li>■ <b>Grants and other forms of financial aid for training</b></li><li>■ Allowable cost provisions in construction procurements</li><li>■ Identify the current locations of displaced local residents</li><li>■ Socio-economic outreach requirements</li><li>■ <b>Patience</b></li></ul></li></ul> |
|---|--|



## Open Discussion