



2021 – 2023

CONSTRUCTION WORKFORCE PLAN

For the counties of Clackamas, Clark,
Cowlitz, Multnomah, Wahkiakum,
Washington and the City of Portland

THE COLUMBIA-WILLAMETTE WORKFORCE COLLABORATIVE

Working together to support and develop regional talent.



INTRODUCTION

Data show that construction has become a high-growth industry in the Portland Metro Area. In the next ten years, more than 15,000 new jobs are expected, outpacing other industries in the region. These are high-paying jobs, averaging more than \$25 per hour. Current and future building trends, both public and private, are rapidly increasing the demand for skilled tradespeople in the region. One-fifth of the region's construction workforce is at, or nearing, retirement age. Contractors are currently looking across the country to fill positions. How can we work together to address training and workforce needs locally and capture this opportunity to build a local supply of trained workers?

The COVID-19 pandemic, the national reckoning with racism, as well as the ongoing challenges of a rapidly retiring workforce have added layers to this work and how to prioritize in order to emphasize that which is most important.

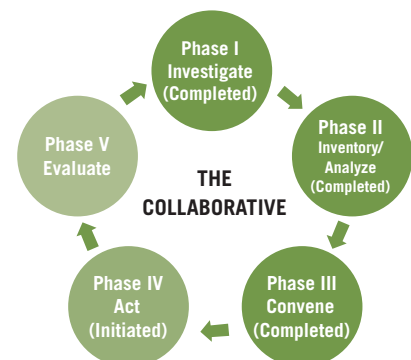
Additionally, the Columbia-Willamette Workforce Collaborative (CWWC) is leading an initiative to develop a Quality Jobs framework, whereby public workforce investments are centered on prioritizing careers that include characteristics of a quality job. In January 2021 the CWWC Regional Construction Industry Panel discussed ongoing challenges and began the process of engaging companies in the development of the 2021-2023 regional, industry-specific workforce strategy.

Creating a regional construction plan allows us to identify common industry workforce challenges, coalesce around shared goals and align the efforts of the public workforce system to make a greater overall impact for the sector.

Industry panel members opted to focus on four priority areas, indicating a strong emphasis be placed throughout on better marketing the career opportunities, recruiting non-traditional construction workers, creating industry support tools such as mentoring to retain their workforce, and helping industry strengthen best practices for recruiting and screening the best candidates.

COLLABORATIVE MODEL

Our proven five-step business model directly involves industry in the design, development, delivery and oversight of regional workforce programs and services.



CONNECT YOUTH TO JOBS AND TRAINING IN CONSTRUCTION

PRIORITY AREA #1

Increase opportunities for industry exposure and awareness for both youth and the individuals who influence their career decisions. Strategies will help bridge the gap between youth, businesses and these influencers. This will include the development of tools to help businesses connect with their future workforce.

- Promote effective youth events to support increased interest and awareness of the construction trades
- Educate influencers with data-driven outlooks for careers in construction
- Inspire meaningful engagement between industry and education
- Align education and legislation

ADVANCE EQUITY AND DIVERSITY IN THE CONSTRUCTION INDUSTRY

PRIORITY AREA #2

Strategies are designed to help contractors attract new workers to the industry, increase diversity of skilled workers, and lead to more positive jobsite success.

- Create trusted relationships that promote success for diverse workers in construction
- Develop robust marketing strategy highlighting diversity
- Allocate resources for pre-apprenticeship, training, screening capacity, and support for women and people of color
- Incorporate best practices that institutionalize diversity

IMPROVE RETENTION OF EXISTING APPRENTICES AND WORKERS

PRIORITY AREA #3

Strategies will help contractors to retain workers, develop their skills and advance them into higher-skilled positions that will be left vacant in the years ahead.

- Promote and provide standardized tools for jobsite culture success
- Create a formal mentorship for building relationships, teaching and problem solving
- Provide life skills training and resources
- Identify worker aptitude early

CONNECT “CAREER CHANGERS” TO JOBS, TRAINING AND CAREER OPPORTUNITIES IN CONSTRUCTION

PRIORITY AREA #4

Help contractors to attract opportunity workers and advance them into higher-skilled positions in the high-demand construction industry.

- Educate direct service staff with data-driven outlooks for careers in construction
- Inspire meaningful engagement between industry and the public workforce system

2021 PARTICIPANTS

AGC Oregon/Columbia Chapter	Mt. Hood Community College
Andersen Construction	NECA-IBEW Electrical Training Center
Bricklayers Local 1	Oregon Laborers Apprenticeship
Building Industry Association of Clark County	Pacific NW Carpenters Institute
Clackamas Workforce Partnership	Pacific Northwest Regional Council of Carpenters
Hoffman Structures	Professional Minority Group, Inc
Home Energy Life Performance	Walsh Construction
IBEW Local 48	Workforce Southwest Washington
Laborers Local 737	WorkSource Oregon and Washington
LatinoBuilt	Worksystems

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