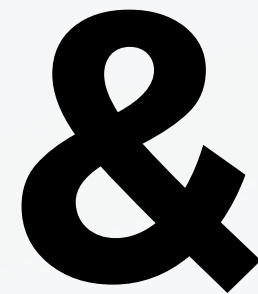




**WORKFORCE  
RANGERS**



**WeBuild  
TexasRoads.com**

**CONNECTING THE HEAVY HIGHWAY INDUSTRY  
TO THE NEXT GENERATION**

# THE REAL CHALLENGE

## THE BOOMERS & GENERATION X

- 74.9 Million Baby Boomers, unprecedented growth of workforce
- 65 Million in Generation X
  - 10 million gap
  - Push for 4-year college
  - Approach to work

## THE GREAT RECESSION

- Crisis masked by Great Recession in 2007-2012
  - Boomers postponed retirement
  - Demand declined
- By 2011 signs of workforce shortage began to show

## MILLENNIALS: A GENERATION OF HOPE

- 75.4 Million Millennials
  - Average age 35
  - 10 years from prime leadership age
- Employers (and industries) of choice will never need to worry about workers

# THE OPPORTUNITIES

## SHIFT IN DEMAND FOR CAREERS

- 3.5 Million workers missing from workforce in US after COVID
- Looming recession
  - Layoffs
  - Industry awareness

## INCOMING WORKFORCE

- 56% of Texas high school graduates plan to attend college
  - 54% of those won't graduate college within six years
  - Average college student debt is hovering around \$30,000 in the US
- 44% looking for immediate careers (~130,000 HS graduates per year in TX)

## EARLY INDUSTRY AWARENESS MATTERS

- Modern parents believe their kids should be exposed to career paths as young as five and a half years old
- Young adults start getting exposure to industry and specific opportunities that actually start driving decisions at age 13 (or eighth grade)

# DISCOVER YOUR CAREER

**IN HEAVY HIGHWAY CONSTRUCTION**

If you want to build a career around empowering work that actually leaves a mark,  
take our quiz to find out which role best suits you.

**START THE QUIZ**

**[WeBuildTexasRoads.com](http://WeBuildTexasRoads.com)**



# **WORKFORCE RANGERS PHASE ONE: PRE-HEAVY HIGHWAY CONSTRUCTION TRACK**

- Target regional education partners with workforce access and influence
  - High Schools
    - TEA
    - CTE
  - Trade Schools
  - Community Colleges
  - Universities
- Identify workforce needs currently aligned with partners' needs
  - Internships
  - Establish employee pipeline



# **WORKFORCE RANGERS PHASE ONE: PRE-HEAVY HIGHWAY CONSTRUCTION TRACK**

- Represent company and industry at regional events
  - CTE Career Days (Middle and High Schools)
  - CTE Yearly Statewide Events (Jan and June)
  - Career Fairs (Universities and Trade Schools)
  - Job Fairs
- Expand regional partnerships
  - FFA/4-H
  - Foster Care
  - YMCA
  - Boys and Girls Clubs



# **WORKFORCE RANGERS PHASE ONE: PRE-HEAVY HIGHWAY CONSTRUCTION TRACK**

- Member Objectives
  - Internships
  - Establish employee pipeline
- AGC of Texas, TXAPA, TxDOT, and Member Marketing and Social Media Campaigns
  - Create a "Cool Factor"
  - Create awareness; our industry is not well-known

# KEY PARTNERSHIP EXAMPLE

- Partnership with the Texas Education Agency (TEA)
  - 2-3 years
  - Curriculum
  - Certifications
  - Internships

# OBJECTIVES

- Trusted authority on roadway construction careers
- Differentiated approach that leverage messaging and brand strategy
- Create early entry points for youth and development opportunities for AGC of Texas and TXAPA members to attract quality candidates



# EXISTING TEA CTE PROGRAMS



**Agriculture, Food, and Natural Resources**

- Agribusiness
- Animal Science
- Applied Agricultural Engineering
- Environmental and Natural Resources
- Food Science and Technology
- Plant Science



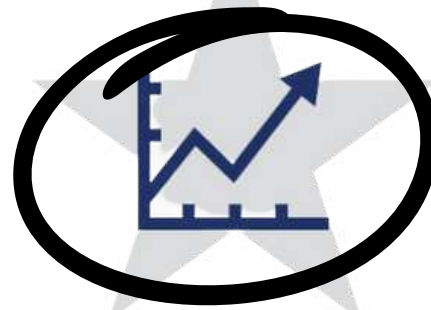
**Architecture and Construction**

- Architectural Design
- Carpentry
- Construction Management and Inspection
- Electrical
- HVAC and Sheet Metal
- Masonry
- Plumbing and Pipefitting



**Arts, Audio/Video Technology, and Communications**

- Graphic Design and Multimedia Arts
- Digital Communications



**Business, Marketing, and Finance**

- Accounting and Financial Services
- Business Management
- Entrepreneurship
- Marketing and Sales



**Human Services**

- Family and Community Services
- Health and Wellness



**Information Technology**

- Information Technology Support and Services
- Networking Systems
- Web Development



**Law and Public Service**

- Emergency Services
- Government and Public Administration
- Law Enforcement
- Legal Studies



**Education and Training**

- Early Learning
- Teaching and Training



**Energy**

- Oil and Gas Exploration and Production
- Refining and Chemical Processes



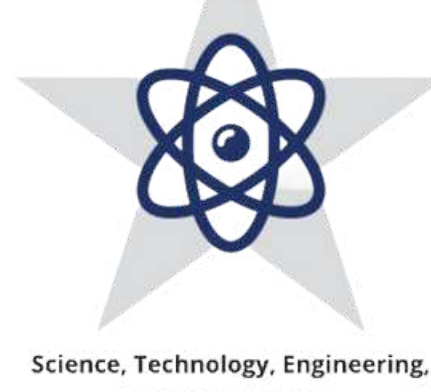
**Health Science**

- Exercise Science and Wellness
- Health Informatics
- Healthcare Diagnostics
- Healthcare Therapeutic
- Medical Therapy
- Nursing Science



**Hospitality and Tourism**

- Culinary Arts
- Lodging and Resort Management
- Travel, Tourism and Attractions



**Science, Technology, Engineering, and Mathematics**

- Biomedical Science
- Cybersecurity
- Engineering
- Programming and Software Development
- Renewable Energy



**Transportation, Distribution, and Logistics**

- Automotive
- Aviation Maintenance
- Diesel and Heavy Equipment
- Distribution and Logistics



**Manufacturing**

- Advanced Manufacturing and Machinery Mechanics
- Manufacturing Technology
- Welding

# EXISTING TEA CTE PROGRAMS



LEVEL 1

**COURSES**  
Principles of Construction

LEVEL 2

Building Maintenance Technology I  
Construction Management I

LEVEL 3

Building Maintenance Technology II  
Construction Management II

LEVEL 4

Practicum in Construction Management  
Career Preparation I

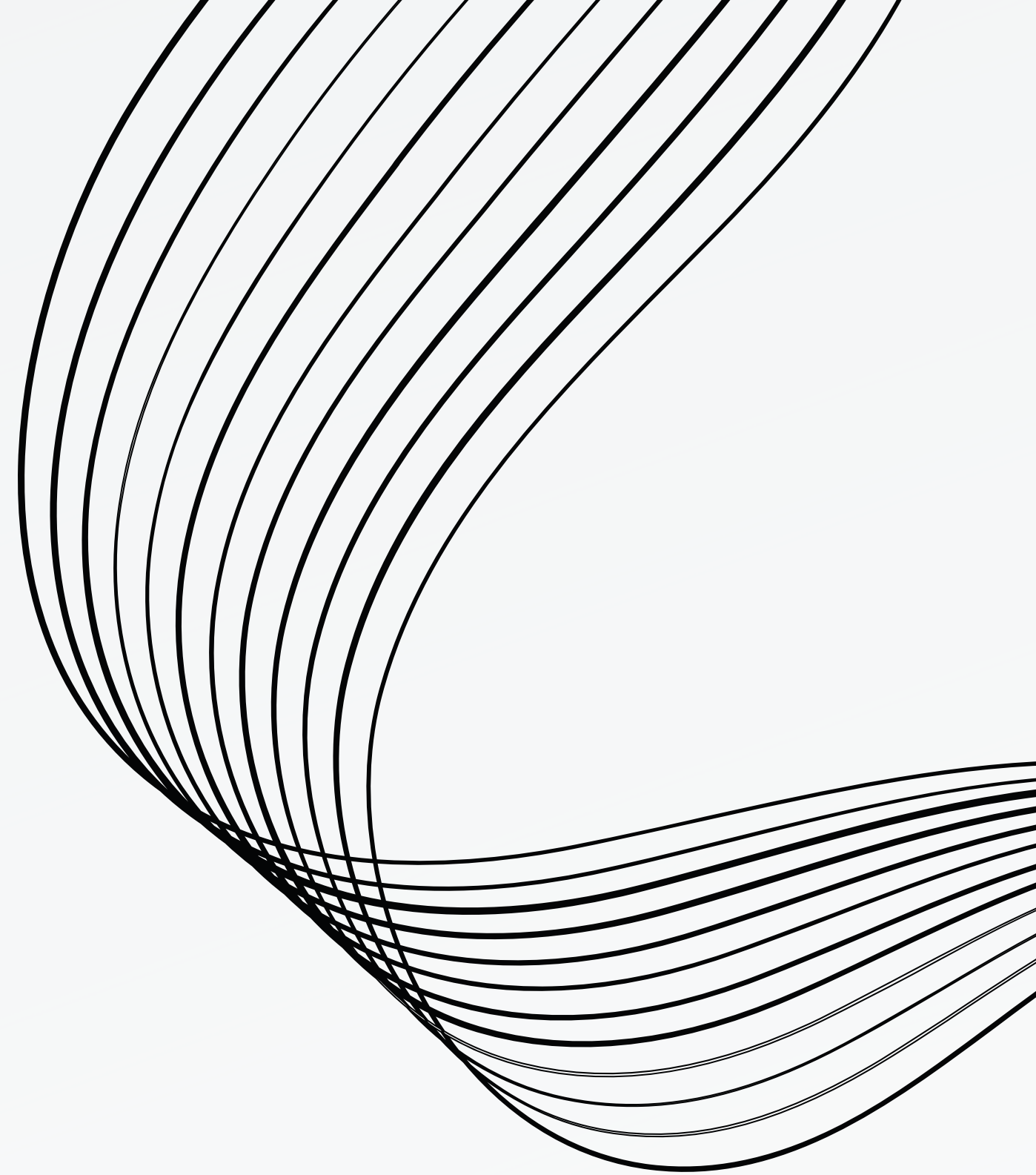


# WORKFORCE RANGERS PHASE ONE: INTERNSHIP IDEAS

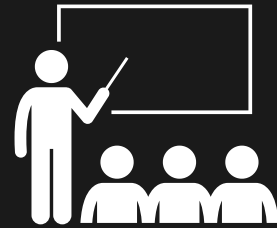
- **Automotive Repair**- These students would fit in well with your repair shops, or some of them would be good for maintenance positions as well
- **Business Management**- These students are all Microsoft Word certified and could fit in many departments, some of them are accounting students
- **Construction**- Carpenters, Electricians, etc.
- **Information Technology**- These students would fit in well in your IT department
- **Agriculture**- Some of these students are ag mechanics (welding/construction with OSHA 30) that would fit in your welding shops and maintenance departments, and some are animal science (ranch work)
- **Architecture**- These students are certified in Microsoft Word, Excel, and AutoCAD and should fit well in the surveying and engineering departments
- **Audio/Visual Production**- These students are experienced at digital photography, video production, and graphic design and could fit in well with marketing

# **WORKFORCE RANGERS PHASE ONE: PRE HEAVY HIGHWAY CONSTRUCTION TRACK**

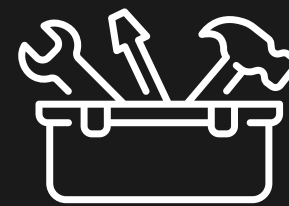
- Member Objectives
  - Internships
  - Establish employee pipeline
  - Events calendar
  - Feedback to partner organizations



# TOOLS & RESOURCES



## KICK OFF TRAINING EVENT



## MESSAGING KIT

- Talking Points
- Slide Decks
- Emails
- Posters/Brochures
- Marketing Materials



## ONGOING TRAINING & TOOL DEVELOPMENT



# ROLES

Designate two Workforce Rangers from each member company and TxDOT District to capitalize on community involvement and regional relationship building

Manage events, promote message and brand identity, speaking engagements

Regional partnerships: CTE Directors, Texas Workforce Commission, County Extensions, FFA, Foster programs

Workforce Rangers Regional Lead from each region to manage training and reporting

# BECOME A WORKFORCE RANGER

1

Reach Out

2

Attend a Kick  
Off Traingin

3

Build a  
pipeline of  
quality  
workforce

**THANK YOU!**



**WORKFORCE  
RANGERS**

**&**

**WeBuild  
TexasRoads.com**

**NATHALI PARKER WEISMAN  
NP@KLPSUPPLY.COM  
(512) 571-0477**