



A Partnership

ConstructReach

What is an “I Built This!” event?

An “I Built This!” Event is an event that ConstructReach helps partner brands execute in the cities of new facility builds or remodels. Students aged 16-18 years from neighboring school districts gather at the site of an organization’s new build or remodel to learn about the construction industry and participate in elements relating to its design and development. A photographer and videographers are on hand to capture the experience while ConstructReach team members get real-time feedback from participating educators, students, and industry partners.

Industry professionals, corporate partners, educators, and ConstructReach will provide an overview of the industry and discuss career opportunities.



Why are these events essential?

“I Built This!” are essential because, as the construction industry continues to age, we must build a pipeline of young, driven, engaged, and educated employees to backfill the workforce. Young people are the future and now is the time to set them up for success, while creating a foundation for diversity and inclusion initiatives moving forward. Companies can bolster their communities, their organization, and the economy by investing in proactive measures such as hosting these events.

Why now?

From continuing conversations surrounding equity to ever-increasing consumer demand for brands to meaningfully prioritize inclusion, the call for change has never been louder. Construction companies, executives, and general contractors have a unique opportunity and responsibility to commit to diversity and opportunity. In business, there are plenty of ways to do this, including providing internship programs to students and building strategic partnerships with schools. As we raise awareness about the need for diversity and inclusion in the construction industry, we also implement it through “I Built This!”.

How has ConstructReach impacted other organizations?

Through building internship programs; assessing, reimagining, and developing diversity initiatives; planning powerful events; and more, ConstructReach has helped organizations across the country position themselves as meaningful advocates for underrepresented populations and build a diverse and talented pipeline to keep the industry moving forward. Here are just some of the results we’ve helped our partners achieve:

- ✓ Media recognition in a variety of local, national, and industry outlets, including Builder Magazine, Small Business Trends, and Commercial Construction & Renovation
- ✓ Connections with over 40,000 educators nationwide to build awareness and interest among young diverse talent
- ✓ Participation in “I Built This!” events that have included over 200 companies, over 500 in-person students, over 500 virtual students, and have matched hundreds of young people with new employers
- ✓ Positioning as thought and industry leaders in front of students, educators, general contractors, and top brands
- ✓ Building integrated, holistic internship programs to attract more young talent