



# CONSTRUCTREACH 2023 IMPACT REPORT



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Through the ongoing process of refining and fortifying a strong brand presence, the ConstructReach team will continue to expand its influence and impact in new markets. This growth mindset has led ConstructReach to where it is today — nationally recognized and poised for long-lasting success within the industry and beyond.

# INTRODUCTION

In 2023, ConstructReach turned 5 years old: a significant milestone that included a new website, an anniversary social campaign, new podcast episodes, and an overall rebranding to ensure the company’s visual identity truly reflected its mission, vision, and values.

Reflecting and investing in the ConstructReach brand better positions the team to achieve strategic goals for the future — and re-energized the commitment to the WHY that fuels the work.

Over the last 12 months ConstructReach dove even deeper into community and industry expansion to extend reach for maximum impact.



## COMMUNITY PRESENCE

Over the years, the team has seen the value of its partnerships with brands, general contractors, educators, and even students and interns, to build reachable opportunities and create a diverse construction workforce. This year was no different.

ConstructReach hosted community events with local organizations and universities, hosted a roundtable discussion with industry leaders, and shared its knowledge on diversifying the construction workforce at industry events across the country.



## SERVICE EXPANSION

Using construction as a blueprint, ConstructReach broke into the manufacturing industry. The company also rolled out its consulting curriculum for executive leadership teams. The ConstructReach presence continues to grow by providing new avenues and offering more resources to support those looking to build an inclusive workforce.



## AMPLIFIED VOICES

ConstructReach’s mission to empower youth continues to be a core value. Beyond the continuation of the company’s internship program and new student-educator partnerships, ConstructReach began laying the framework to expand the scholarship opportunities that make it possible for people from all walks of life to pursue careers in construction and manufacturing.



# CONSTRUCTREACH **TURNS 5**

2018

## INCEPTION

- With studies showing more than half the workforce in skilled construction nearing retirement age, ConstructReach aimed to empower the next generation and infuse the pipeline with young, diverse talent.

**ConstructReach's founding vision was to rebuild and redefine the construction industry.**

**In just 5 short years, ConstructReach has brought together a community of like-minded individuals, spurred solution-driven collaboration, and hosted events across the country. The ConstructReach journey has been, and continues to be, nothing short of transformative.**

2019

## LAUNCH

- ConstructReach launched its "I built this!" initiative, where students receive hands-on experience and learn what's possible in construction. Companies, educators, household brands, and the surrounding community gathered in Atlanta for the inaugural event.
- The company also launched its internship program with Target, which provides e-learning modules to supervisors and interns. This marks a new service offering for ConstructReach that will help with companies' recruitment and retention.
- Also in 2019, the ConstructReach Community social network was developed, offering a place for every stakeholder in the world of construction to share insight and have thoughtful discussions on the future of the industry. Students and young professionals were also encouraged to join to search for job opportunities and gain unparalleled career advice. Today, the Community sits at 1,102 members.

2020

## BUILD

- The Covid-19 pandemic impacted the original 4-city "I built this!" schedule, but this didn't stop ConstructReach from showing up for their community. After the murder of George Floyd, ConstructReach hosted a "Build to Heal" event in Minneapolis. This event brought the city and nation together to continue important conversations about racial justice.
- ConstructReach facilitated online learning resources to aid educators in a remote learning environment during Covid-19.

2021

## ADAPT

- In the wake of the pandemic, almost every industry felt the impact of The Great Resignation, and construction companies looked to ConstructReach for assistance in building a stable and diverse job pipeline.
- "I built this!" was back – this time in Miami and Chicago, where students were introduced to career pathways spanning from skilled trades to design and engineering, forged relationships with industry professionals, and much more.

2022

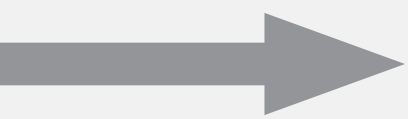
## EXPAND

- ConstructReach partnered with Nordstrom to help the retailer pilot a DEI/B and workforce development initiative for its construction program. ConstructReach also started work with Walgreens and developed its internal construction internship program, which was non-existent prior to the partnership with them.
- "I built this!" continued to grow, with events in Kansas City, Los Angeles, Detroit, and St. Louis. ConstructReach also launched the iReach podcast with leaders and change agents coming together to discuss the future of the industry, empower listeners to challenge the status quo, and proactively address challenges.

2023

## EVOLVE

- ConstructReach turned 5! The company celebrated by launching a brand new website that represented the company's journey and where it stands today – as a partner, resource, and leader in the construction workforce.
- "I built this!" events in 2023 were some of the biggest yet. Atlanta hosted more than 250 students and 9 industry partners. In Los Angeles, ConstructReach partnered with local youth organization Inner-City Youth Orchestra of Los Angeles and hosted their open-house celebration. "I built this!" St. Louis marked the first time ConstructReach partnered with a university to host the event. In Houston, ConstructReach partnered with Skanska Construction, one of the largest construction and development companies in the world.



MORE THAN  
**100**  
INDUSTRY PARTNERS

**2,000+**  
STUDENTS

MORE THAN  
**10**  
SPEAKING ENGAGEMENTS

**300+**  
EDUCATORS

**12**  
"I BUILT THIS!" EVENTS

**40**  
PODCAST GUESTS IN 2 YEARS



# SERVICE EXPANSION: **MANUFACTURING**

When COVID-19 started, the manufacturing industry saw a huge dip of roughly 1.4 million available jobs. In 2021, a little over half of those industry jobs were recovered. However, there is still a significant amount of unfilled positions and a lack of diversity that mirrors that of the construction industry.

Identifying the same need for building and maintaining a diverse talent pipeline, ConstructReach evolved its service offerings so more industry leaders can focus on cultivating a varied workforce.

ConstructReach services continued to expand with the partnership between ICL Group, a leading global specialty minerals company. ICL looked to build a lithium iron phosphate (LFP) manufacturing plant in St. Louis, which would generate many well-paying jobs. ConstructReach's goal was to help show the surrounding community what opportunities were available in manufacturing.

Ultimately, ICL was awarded a \$197 million federal grant through the Bipartisan Infrastructure Law funding, connected with the Department of Energy.

## **Key Focus Areas for Manufacturing Partners**

- Identify educational and workforce development programs, with a focus on DEI/B initiatives
- Expand scholarship opportunities and incentives to pursue a career in the field, including with HBCU Engineering programs
- Research additional engagement opportunities for internal team members and external partners
- Increase community engagement, including "I built this!" events tailored to the industry
- Collaborate with community stakeholders
- Evaluate and assist with recruitment and onboarding process for LFP



**Identifying the same need for building and maintaining a diverse talent pipeline, ConstructReach evolved its service offerings so more industry leaders can focus on cultivating a varied workforce.**





## SERVICE EXPANSION: **EXECUTIVE LEVEL CURRICULUM**

Diversity, Equity, and Inclusion (DEI) initiatives impact every level of the construction and manufacturing industries — and the leaders in those sectors play an important role in starting the conversation within their companies.

In 2023, ConstructReach rolled out a curriculum to empower mid-managers, directors, and executive level leaders with the tools and resources they need to drive organizational success in today's dynamic business landscape.

The executive level curriculum goes beyond traditional management training, delving into key topics such as managing diverse teams, incorporating DEI into company strategy and goals, and fostering a workplace culture that values diversity and promotes equal opportunities.

### **Key Topics for Executive Level Curriculum**

- Leading DEI Initiatives
- DEI and Strategy
- Addressing Bias and Barriers
- Managing Diverse Teams
- Managing People
- Managing Virtual Teams
- Coaching Skills for Managers



# BUILDING A BRIGHTER FUTURE

For five years, ConstructReach has served as an industry thought leader, sparking important conversations on issues and trends within construction.

This year, ConstructReach continued to raise awareness surrounding the importance of collaborative efforts between sectors, namely, how educators and construction professionals must work together to ensure the longevity of the construction trade.

While there is no step-by-step playbook for overcoming the barriers the industry faces, ConstructReach CEO and Founder Paul Robinson's 2023 thought leadership piece focuses on strategic methods leaders can utilize to attract and retain the next generation of construction workers, such as:

- Exposing students from a young age to the diverse benefits of a career in construction
- Shifting the narrative and combating harmful stereotypes surrounding the construction industry
- Introducing the construction industry through hands-on events and demonstrations led by industry professionals
- Developing intentional community partnerships, such as apprenticeship programs, career tech education pathways, or co-op programs
- Supporting DEI initiatives and modeling change, from the worksite all the way up to executive leadership
- Aligning business culture and values to attract the most diverse generation there has ever been



**Because DEI is top-of-mind for the next generations, steps must be taken at every level toward increasing diversity — not only at the worksite but all the way to executive leadership... Igniting change requires leaders to model it themselves and construction executives to activate every level of their organization to support DEI initiatives.**

Paul Robinson,  
CEO & Founder, ConstructReach





# CONSTRUCTREACH IN THE COMMUNITY

**ConstructReach’s presence in the community continues to grow with each year – the team is always on the move!**

In late November 2022, Paul Robinson hosted a panel at ICSC with none other than Darryl McDaniels of Run-D.M.C. Paul and Darryl hosted a great conversation on how construction can remain sustainable in an ever-shifting society – as well as how creativity can make a difference no matter what industry you’re in.

He also spoke at the second day of the SPECS 2023 conference in Grapevine, Texas. Paul discussed different ways to attract young and diverse talent and hosted a panel along with other influential leaders in the industry.

In March, ConstructReach partnered for its second year with the Parkway School District for the annual Parkway STEM Fest. Working with elementary through middle school students, ConstructReach introduced exciting hands-on activities across several activity stations to ignite interest in construction and design.

The event was a great success not just for the students who participated, but also for all the community partners who took the opportunity to share knowledge with the next generation. The ConstructReach team was proud to get involved with local school districts and contribute toward making the construction industry accessible to all.

In the fall, ConstructReach traveled to Los Angeles for its “I built this!” event. Before the hands-on experience kicked off, the Inner City Youth Orchestra of Los Angeles hosted an open-house event with ConstructReach and Curton Dunsmuir to celebrate their newest headquarters.

ConstructReach also hosted “Show Me Progress” Roundtable in St. Louis, where industry professionals joined together to talk about revolutionizing the construction industry and creating opportunities for the future generation.

**Over the last four years, each “I built this!” event has given back close to \$100,000 to each community through the employment of nearly 300 minority owned businesses.**





# NEW **WEBSITE**

Turning half a decade old meant the ConstructReach website needed a refresh! The website launched with new energy, updated content — and even more ways to get involved.

A fresh website needed to reflect ConstructReach’s mission, vision, values, and impact with visual representation and storytelling.





# iReach **PODCAST**

Season 2 of the iReach Podcast hit even more streaming channels in 2023! Featuring change agents and industry stakeholders, episodes dive deep into what's possible within construction — including how companies and mentors can bring value to interns, ways businesses can improve construction technology, and stay engaged with the industry's trends.

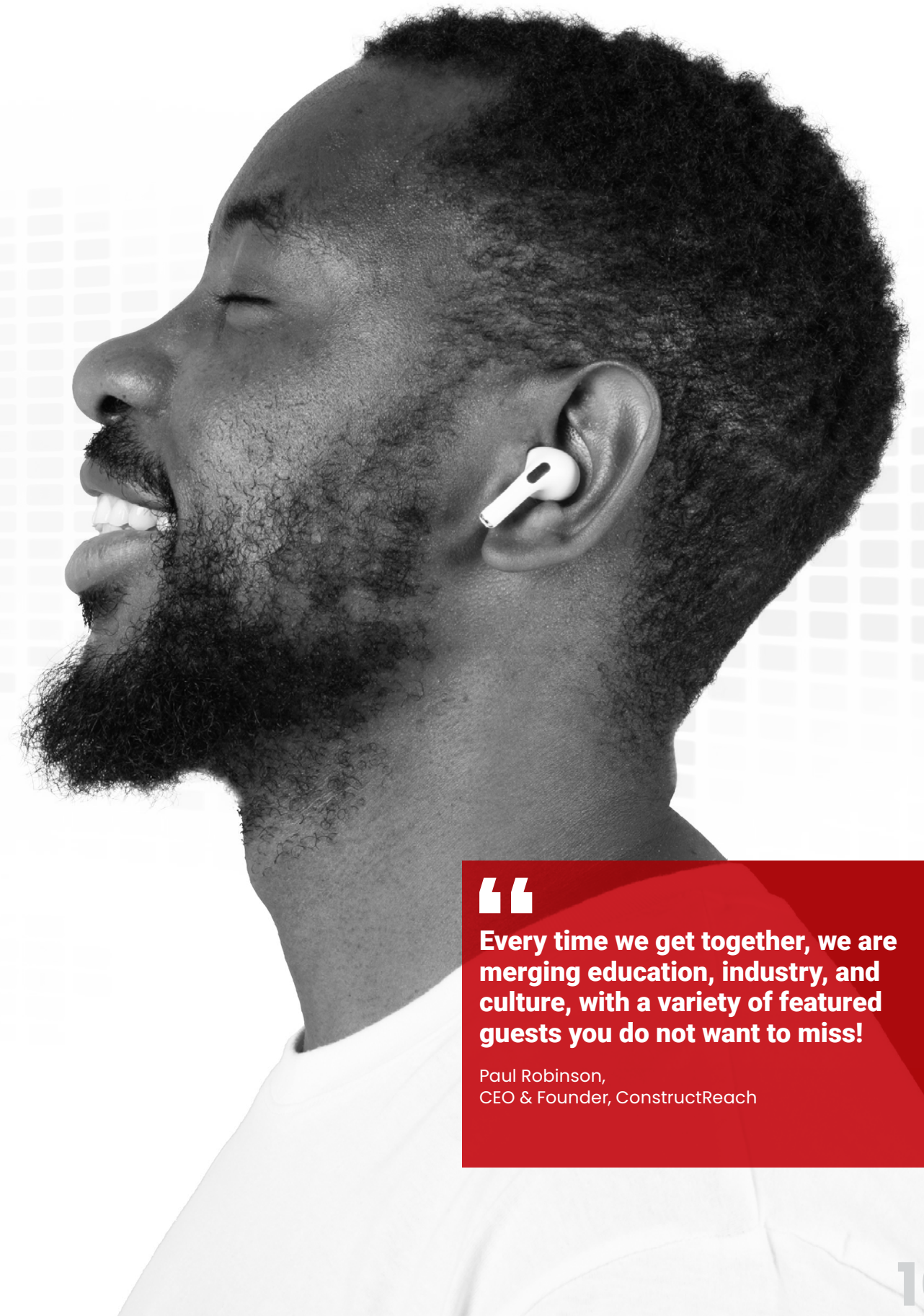
## Platforms



## iReach Season 2 Episodes



- Episode 1: **Steve Huizinga** – Freedom Construction
- Episode 2: **Ali Salour** – Stonemark Construction Management
- Episode 3: **Keith Brown** – WEBMyers
- Episode 4: **William Lighter** – C & H Landscapes Corporation
- Episode 5: **Euwel Falconer III** – Quality Control Construction Manager
- Episode 6: **Luis Campos** – Pentagon Holdings, LLC
- Episode 7: **Iwan Pribadi** – Bentley Systems
- Episode 8: **Marlowe Mathis-Shannon** – BDR Partners
- Episode 9: **Deon Alexander** – JESCO, Inc.
- Episode 10: **Tommy Whitehead** – Solutions Inc.
- Episode 11: **Matthias Williams** – Mattbeth Construction
- Episode 12: **Curt Barrett** – Burns & McDonnell Engineering Firm
- Episode 13: **Ted Kelly** – Interserv



Every time we get together, we are merging education, industry, and culture, with a variety of featured guests you do not want to miss!

Paul Robinson,  
CEO & Founder, ConstructReach



# "I BUILT THIS!" ATLANTA

In 2019, ConstructReach held the very first "I built this!" event in Atlanta, Georgia. Five years later, the team came back to where it all started in a true "full-circle" moment

From August 29-30, more than 250 students from surrounding school districts joined ConstructReach at the Greenbriar Mall and participated in various activity stations, engaging with industry professionals.



## Participating Schools, Districts, & Organizations

Atlanta Public School District  
Cobb County School District  
DeKalb County School District  
Fulcrum Construction  
Fulton County School District  
Henry County School District  
International Code Council  
Target Corporation

“ I learned a lot about coding and building houses, and I'm excited to learn more. The importance of an event like this, to me, is having students come and learn from professionals in the business. It's amazing.

Student at Booker T. Washington High School



◀ Students who attended "I built this!" Atlanta enjoyed participating in a virtual commercial 18-wheeler driving simulation from local company Be Pro Be Proud Georgia, who aims to close the skills gap by taking students out of the classroom and participating in interactive stations and events, like "I built this!"





# "SHOW ME PROGRESS" ROUNDTABLE

In September, ConstructReach held a workforce development community engagement event, "Show Me Progress," in St. Louis. Community stakeholders and business leaders were invited to participate in a collaborative effort to create career pathways for young, diverse talent and promote a sustainable and inclusive workforce in St. Louis.

HOW MIGHT WE ENGAGE & CONNECT WITH OUR PERSPECTIVE WORKFORCE EARLIER IN THEIR LIVES?



Roundtable attendees listened to expert insights detailing the ConstructReach and Target Corporation national partnership, which creates career pathways for the next generation. The partnership served as a concrete example of construction social responsibility modeling in action.

ConstructReach outlined critical components needed to pilot a successful construction and manufacturing pipeline. Participants spent time working together to identify solutions to better collaborate as a city and community.

### Continuing the Conversation

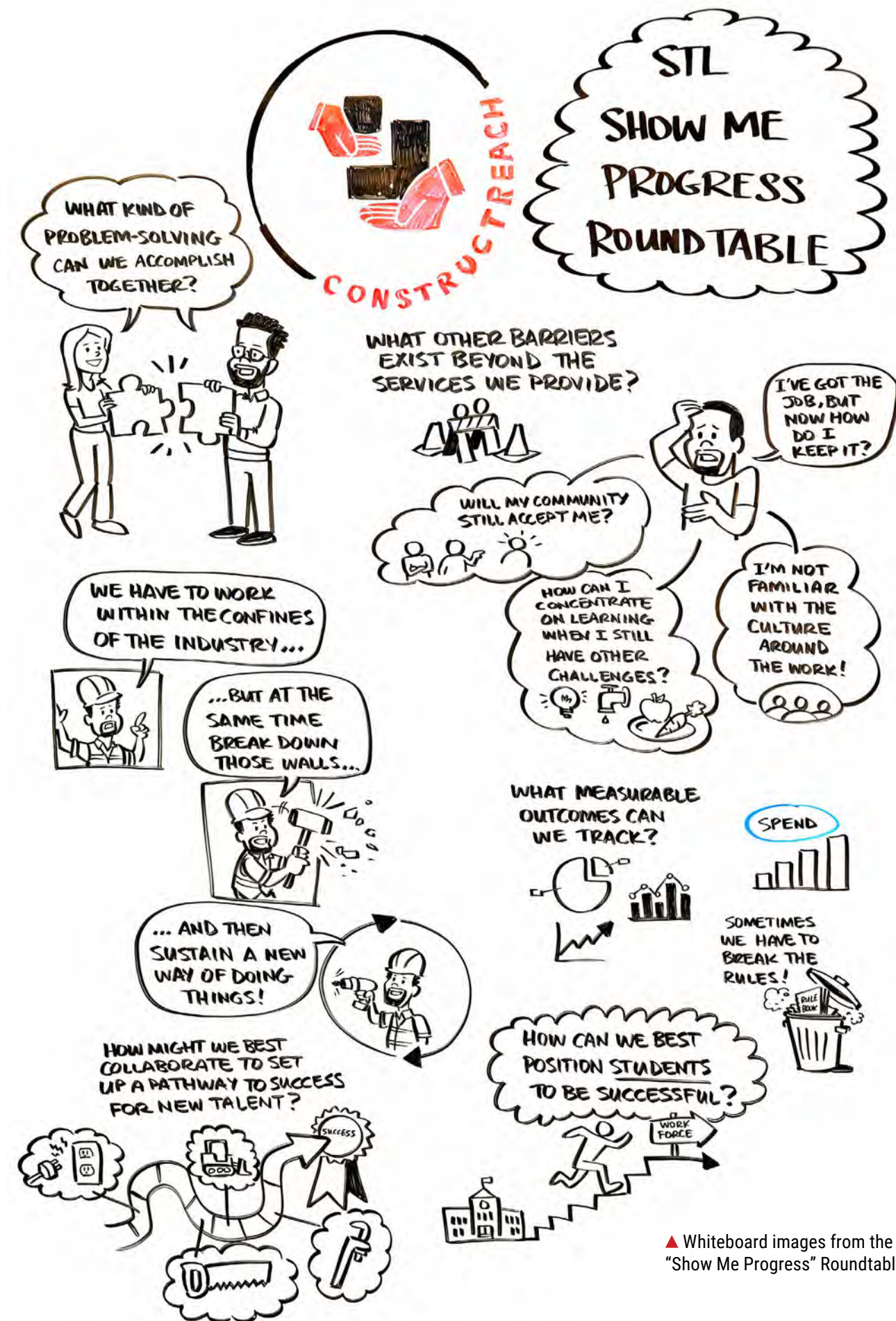
To proactively battle meeting ideation fatigue, ConstructReach sent attendees actionable steps immediately following the roundtable, ensuring participants didn't just talk about change, but were given steps on how to model it. Attendees were encouraged to sign up and commit to being a part of a working group, creating necessary components to pilot a construction and manufacturing pipeline.

## "SHOW ME PROGRESS" BY THE NUMBERS

**50**  
ATTENDEES

**4** HOURS OF  
COLLABORATION

**1** BIG Plan  
to move forward



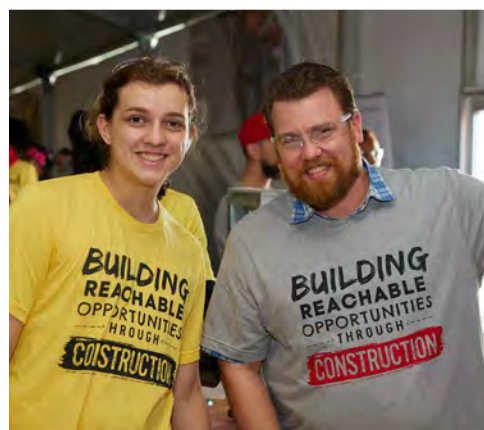
▲ Whiteboard images from the "Show Me Progress" Roundtable



# "I BUILT THIS!" ST. LOUIS

The ConstructReach team was thrilled to be back in St. Louis for the second consecutive year for an "I built this!" event. 2023 also marked the first year ConstructReach partnered with a local university for "I built this!"

From September 26-27, more than 200 students joined ConstructReach on Saint Louis University's South Campus to participate in hands-on activities, speak with industry professionals, and learn more about exciting career opportunities.



**Participating Schools, Districts, & Organizations**

- International Code Council
- KAI Enterprises
- Kairos Academies
- Murphy Company
- Normandy School District
- Reinhold Electric
- Rockwood School District
- Saint Louis Public Schools
- Target Corporation
- Taylor Bros Construction
- University City School District
- Wies Drywall and Construction Corp.



◀ Students in St. Louis learned the proper way to wire and install electrical boxes for wall outlets, switches, and light fixtures to metal studs.



# "I BUILT THIS!" LOS ANGELES

In 2023, ConstructReach headed back to sunny Los Angeles to introduce students to construction.

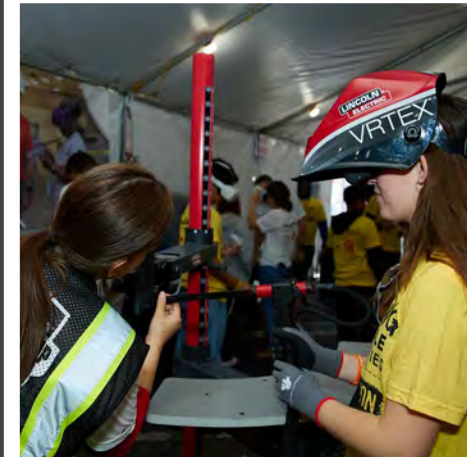
The team was proud to partner with the incredible organization Inner-City Youth Orchestra of Los Angeles (ICYOLA) for the first time, hosting "I built this!" at the site of their future headquarters. The day before "I built this!" LA kicked off, ICYOLA hosted an open-house event, in partnership with ConstructReach and Curtom Dunsmuir, to commemorate its grand opening.

More than 200 students from surrounding school districts participated in "I built this!" LA, receiving an inside look into the construction industry and its many career opportunities.



## Participating Schools, Districts, & Organizations

- Culver City Unified School District
- Curtom Dunsmuir
- Genesis Floor Covering
- High Power Electric Inc.
- Infinity Drywall Contracting Inc.
- International Code Council
- Lankford Construction
- Los Angeles Unified School District
- Regional Council of Carpenters
- South Bay Workforce Investment Board
- Southwest Mountain States Regional Council of Carpenters
- Target Corporation
- YouthBuild



◀ "I built this!" Los Angeles attendees were able to experience the Lincoln Electric Vrtex, the first virtual welding training program where realistic sounds and graphics teach users how to respond and adjust their welding technique.





# “I BUILT THIS!” HOUSTON

To round out the 2023 “I built this!” tour, the team journeyed south to Houston, Texas, for a day filled with learning, fun, and promise for more than 210 students.

ConstructReach partnered with Skanska Construction – one of the largest construction and development companies in the world – to hold the event on their property.



◀ LEGOs are a great starting point for the construction industry – it’s a chance to play around with building planning and dimensions!

## Participating Schools, Districts, & Organizations

- Houston Independent School District
- Indi Construction Partners
- International Code Council
- Karsten Interior Services
- Katy Independent School District
- KIPP Texas Public Schools
- Melton Electric
- Skanska Construction
- SUPERGirls SHINE Foundation
- Target Corporation
- Texan Floor Service Inc.





# PUBLIC RELATIONS WRAP-UP

Throughout 2023, ConstructReach saw high-value media coverage from local, trade, and national media outlets, highlighting the ConstructReach mission and “I built this!” initiative.

## AUGUST

### “I built this!” Atlanta

“I built this!” Atlanta made a splash in local media markets, with print and digital coverage from [Neighbor Newspaper’s South Fulton Neighbor](#), broadcast coverage from [Atlanta’s 11Alive News](#), and digital and live Twitter coverage from the African-American community newspaper, [The Atlanta Voice](#).

MEDIA COVERAGE SUMMARY
<b>Total UVM</b> 2,578,536 <small>*The sum of unique devices visiting a publication’s domain in a month</small>
<b>Total AVE</b> \$23,851.46 <small>**The estimated advertising equivalency as monetary value of articles based on the media outlet’s popularity</small>

## SEPTEMBER

### Show Me Progress and “I built this!” St. Louis

The 3-day St. Louis event that encompassed the “Show Me Progress” industry roundtable and “I built this!” St. Louis, was covered by local outlets and trade publications, including [Spectrum News St. Louis](#), [ForConstructionPros](#), and [Commercial Construction & Renovation](#). Earlier this year, STL TV’s [City Corner](#) program interviewed Paul on upcoming “I built this!” events and the ConstructReach mission.

MEDIA COVERAGE SUMMARY
<b>Total UVM</b> 49,583,858 <small>*The sum of unique devices visiting a publication’s domain in a month</small>
<b>Total AVE</b> \$458,650.69 <small>**The estimated advertising equivalency as monetary value of articles based on the media outlet’s popularity</small>

## OCTOBER

### “I built this!” Los Angeles

“I built this!” LA sparked interest from multiple, national construction trade publications including [ProBuilder](#), [Retrofit Magazine](#), and [Commercial Construction & Renovation](#).

MEDIA COVERAGE SUMMARY
<b>Total UVM</b> 6,240,871 <small>*The sum of unique devices visiting a publication’s domain in a month</small>
<b>Total AVE</b> \$57,728.05 <small>**The estimated advertising equivalency as monetary value of articles based on the media outlet’s popularity</small>

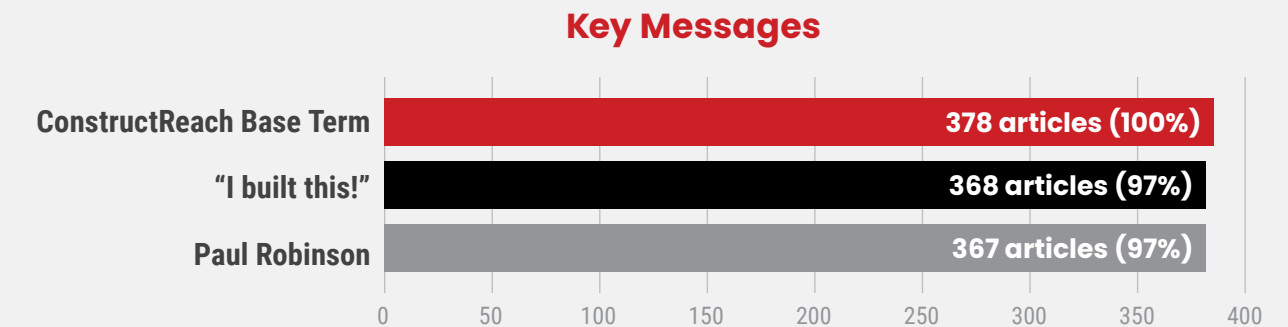
## NOVEMBER

### “I built this!” Houston

More national interest was garnered for “I built this!” Houston, with coverage from [Retrofit Magazine](#) and an upcoming interview scheduled with Rural Builder.

MEDIA COVERAGE SUMMARY
<b>Total UVM</b> 380,887 <small>*The sum of unique devices visiting a publication’s domain in a month</small>
<b>Total AVE</b> \$3,523.20 <small>**The estimated advertising equivalency as monetary value of articles based on the media outlet’s popularity</small>

As ConstructReach continues into another successful year, continuing to share information with the media on the ConstructReach mission and the “I built this!” initiative, as well as amplifying Paul Robinson as an industry thought leader will continue to be key components of successful brand awareness.





# TURNING CHALLENGE INTO OPPORTUNITY THROUGH NETWORKING

Growing up in India, Siddhant Mehta witnessed the construction of beautiful buildings and developed a natural curiosity about how such structures were made.

While pursuing an undergraduate degree in civil engineering, he decided the next step would be a Master's degree in construction management. Siddhant wanted to study abroad, and he enrolled at Purdue University in the U.S. This marked a major turning point in his career.

**Bold Pursuit of a New Pathway** During his first year of graduate school, the university was unable to offer internship opportunities to master's students at the time. As an international student looking for a job, Siddhant knew an internship experience was a must. So, he took matters into his own hands, visiting on-campus construction sites to research the day-to-day operations of a construction team. Eventually, Siddhant built a relationship with one of the project managers and visited the jobsite

during his final semester to continue his research and assist the construction team with small tasks.

When the time came to look for post-grad employment, Siddhant was selective in pursuing roles at companies willing to sponsor his H-1B Visa as an international resident in the U.S. He narrowed his search to five top-choice general contractors and focused entirely on sending cold emails, negotiating, and networking via LinkedIn. After several months, he received offers from four of these companies and accepted a position at Skanska, one of the world's largest construction networks.

## **The Start of a Fulfilling Career**

As a Project Engineer at Skanska, Siddhant has a lot of responsibilities. He handles bidding for trade packages, writing scopes of work, and onboarding and managing his subcontractors until they close out a project. This includes

reviewing his subcontractors' requests for information (RFIs) and submittals, managing all cost control, processing payment applications, and coordinating with the architect, owner, design team, and consultants. Siddhant also currently manages the LEED process for his projects. It's hard work, but it's all part of a job Siddhant pursued tirelessly.

Siddhant attributes a lot of his success to the people who supported him along the way. Exploring, talking with people, and asking questions are part of deciding what path you want to pursue. Siddhant encourages others to be open to new or surprising opportunities.

## **Leverage the Power of Networking**

Everyone's path in the construction industry looks different – and Siddhant's journey proves anything is possible when you have the right mentoring and support in place. From finding opportunities to work and study abroad to landing your dream job at your dream company, the construction industry has plenty of fulfilling paths to offer.



**Looking at how everything panned out, it's pretty amazing. A lot of things had to be in place for this to happen – and credit to everyone who helped.**

Siddhant Mehta



# LOOK FORWARD

Half a decade flies by and the momentum keeps growing. ConstructReach looks forward to continuing to expand its reach and influence, positively impacting the industry for a sustainable future.

The company's remarkable achievements of 2023 — including the return to St. Louis with "I built this!", exemplary podcast guests, widespread media recognition, service offering enhancements, and the ever-growing influence of the ConstructReach Community — have ConstructReach ready for many more transformative years!

ConstructReach is more committed than ever to setting the standard for DEI in the construction and manufacturing industries. The team will continue to help brands, educators, general contractors, interns, and students adapt and innovate to meet the sector's evolving needs and keep pace with the dynamic landscape of the workforce.

Here's to another year of unparalleled impact, thought leadership, and strategic expansion. Together, ConstructReach and its partners will redefine the construction and manufacturing industries through impactful assistance and implementation of DEI initiatives, nationwide partnerships with brands and general contractors, and educational programs and internships that build diverse opportunities for the next generation.

