



CONSTRUCTREACH 2024 IMPACT REPORT

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The challenges we face — whether it's addressing labor shortages, adapting to new technologies, or meeting the increasing demand for housing — are opportunities for growth and transformation. By fostering a more diverse workforce and creating pathways for the next generation, we are building not only a stronger industry but also a brighter, more equitable future.

INTRODUCTION

Construction has been a key driver of economic growth, both in the U.S. and worldwide, for years. In 2024, the construction industry accounted for 13% of the global gross domestic product (GDP) and made up 4.5% of the U.S. GDP. To put that into perspective, that's roughly equivalent to the GDP for arts, entertainment, accommodation, recreation, and food services.

The need for construction continues to soar, with a growing demand for an estimated 4 million single-family homes. However, the residential sector is experiencing unprecedented pressure to meet this need while the industry grapples with ongoing labor shortages for both residential and commercial projects. The construction industry needs to attract about half a million workers in addition to the normal hiring pace to meet the industry's demand – and provide greater workforce diversity.

ConstructReach's efforts this year focused on creating strong opportunities within communities to attract and retain the next generation of construction workers.

The Three Key Players



EDUCATORS

Partnering with educators and schools, ConstructReach introduces STEM to students through hands-on "I built this!" events, job shadowing, site visits, and internship opportunities.



INDUSTRY LEADERS

Construction industry leaders are at the forefront of engaging a diverse generation through intentional partnerships with schools, such as apprenticeship programs or career tech education (CTE) pathways.



EMPLOYERS

ConstructReach partners with businesses to amplify their DEI initiatives, build strong internship programs, and demonstrate an energetic commitment to the workforce of tomorrow.

HOW CONSTRUCTREACH IS CHANGING THE GAME

ConstructReach serves as a catalyst for change by bridging the gap between the construction industry and the next generation of workers.

Through the company's outreach initiatives, including partnerships with schools, community organizations, and industry leaders, ConstructReach actively engages students and young professionals across the country with hands-on experiences, mentorship opportunities, career education, and more — exposing the wealth of possibilities within construction.

MORE THAN
100
INDUSTRY
PARTNERS

3,000+
STUDENTS

14
"I BUILT THIS!" EVENTS

MORE THAN
15
SPEAKING
ENGAGEMENTS

300+
EDUCATORS

45
PODCAST GUESTS
IN 3 YEARS

300
MINORITY-OWNED
BUSINESSES IMPACTED

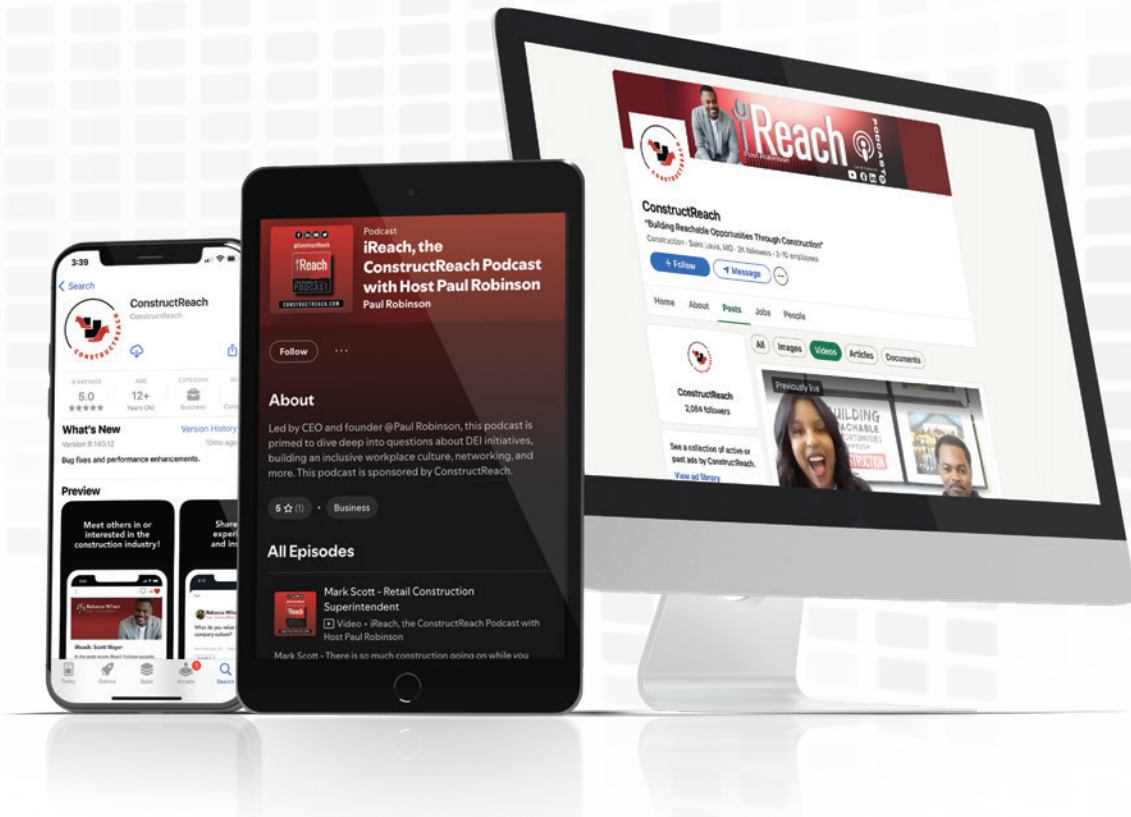




CONSTRUCTING CONVERSATION

Since 2018, ConstructReach has served as an industry thought leader, spurring important conversations on challenges facing the construction industry and, perhaps more importantly, how to face them.

This year, the team continued to invite key stakeholders to join in on the conversation through a variety of methods, including a series of well-attended **LinkedIn Lives** hosted by Paul and Ebony Robinson, uploading new episodes of the **iReach Podcast** with expert guest commentary, and continuing to connect students and young professionals to general contractors and job opportunities through the **ConstructReach Community App**.



LINKEDIN **LIVES**

In June, Paul and Ebony posed the question, “*What does workforce development mean to you?*” to their 2,050+ followers on LinkedIn during an informative live discussion.

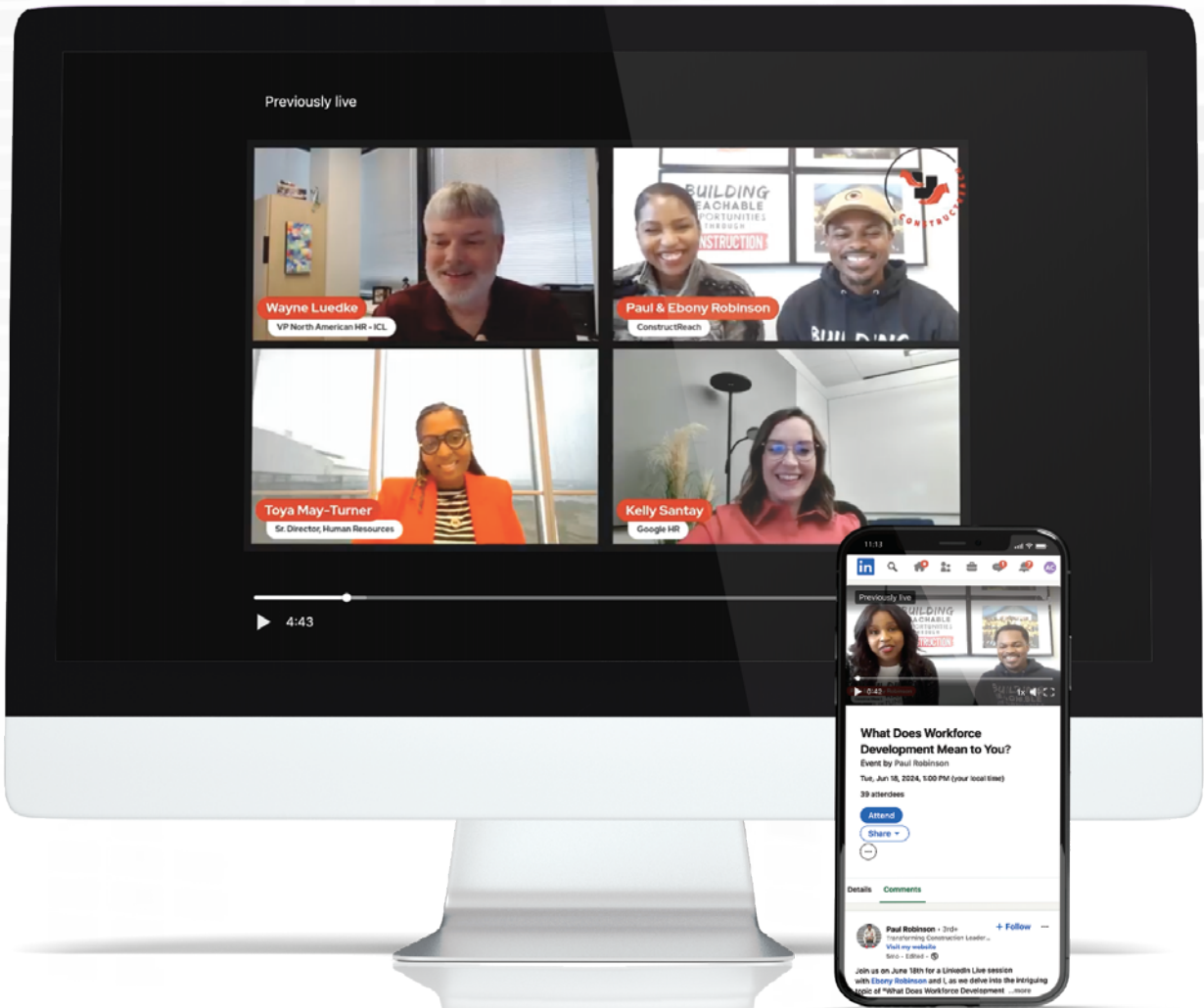
During the conversation, Paul and Ebony explored the multifaceted aspects of workforce development, its significance in today’s rapidly evolving professional landscape, and different perspectives and strategies for empowering individuals and organizations to thrive.

Later in July, Paul and Ebony returned to LinkedIn screens to discuss the importance of culture continuity with a powerhouse panel of other dynamic leaders of the industry. Toya May-Turner, Sr. Director HR at Nestlé; Kelly Santay, Sr. HR Business Partner at Google; and Wayne Luedke, VP HRM at ICL Group, logged on with Paul and Ebony to share their experiences and strategies for fostering a consistent and positive organizational culture, capable of withstanding challenges and supporting long-term success.

The team broke down critical elements of the cultural conversation, including:

- ✓ Understanding the concept of cultural continuity and its significance.
- ✓ Practical steps for nurturing and maintaining a consistent culture.
- ✓ Overcoming common obstacles to culture continuity.
- ✓ The role of leadership in embedding and sustaining cultural values.

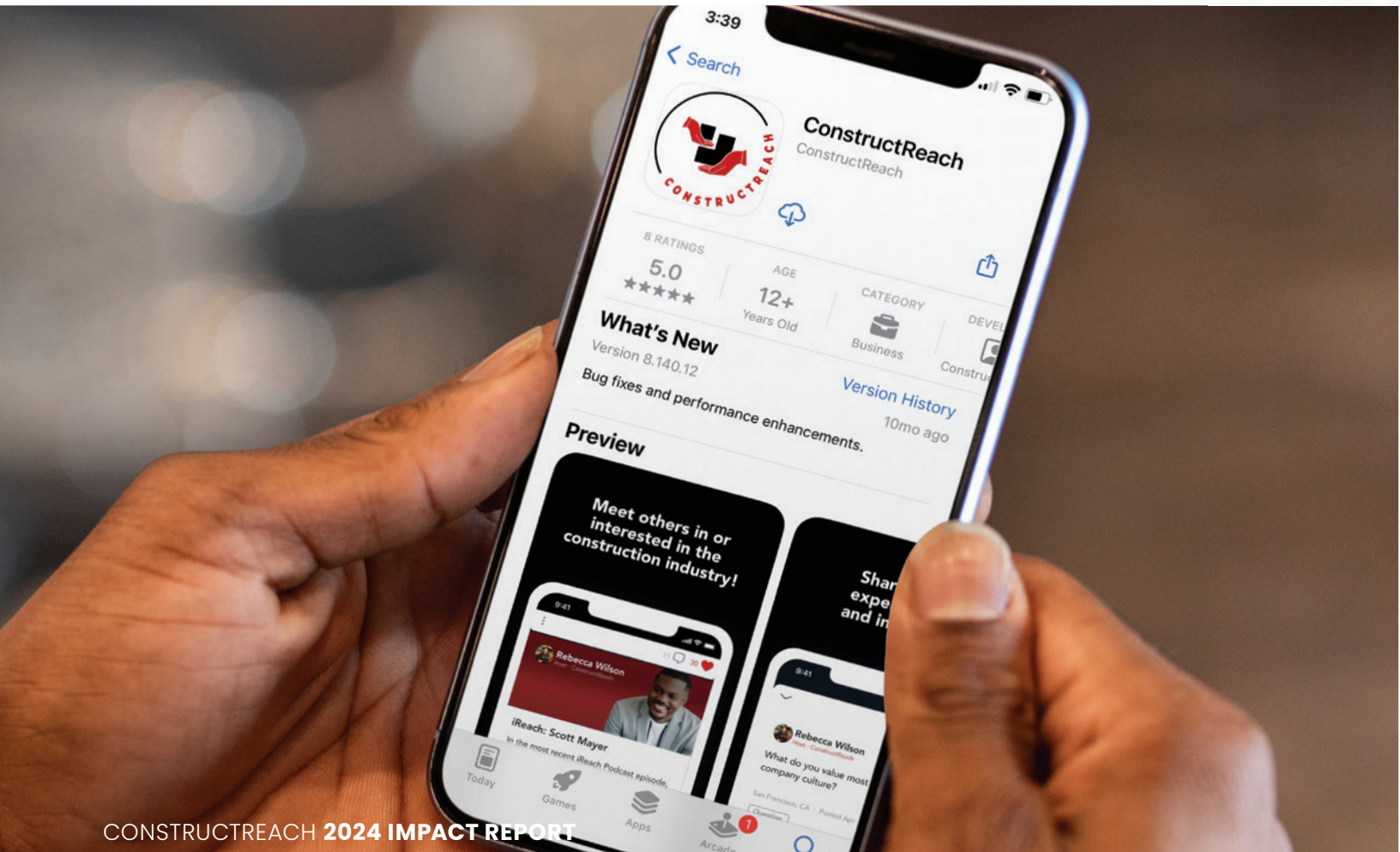
Both sessions saw participants actively engaged and asking thoughtful questions as Paul and Ebony inspired, educated, and continued to spark meaningful dialogue in a brand-new format.



CONSTRUCTREACH COMMUNITY APP

Built for every stakeholder in the world of construction, the ConstructReach Community serves as a digital catalyst for fostering connection within the construction industry.

This year, the app continued to grow with 1,100+ users logging on to access a wealth of resources and information regarding careers, internships, co-ops, and networking opportunities. With something for everyone, students and young professionals connected with industry experts to gain unparalleled insights into the benefits of a career in construction.



iReach **PODCAST**

Season 2 of iReach continued to engage and inspire, exploring the vast possibilities within the construction sector through insightful conversations with change agents and industry leaders. Listeners tuned in on dialogue surrounding how companies and mentors can add value to interns, ways businesses can advance construction technology, and strategies for staying connected to the latest industry trends.

Platforms



Season 2 Episodes

- | | |
|--|--|
| Episode 1: Steve Huizinga – Freedom Construction | Episode 11: Matthias Williams – Mattbeth Construction |
| Episode 2: Ali Salour – Stonemark Construction Management | Episode 12: Curt Barrett – Burns & McDonnell Engineering Firm |
| Episode 3: Keith Brown – WEBMyers | Episode 13: Ted Kelly – Interserv |
| Episode 4: William Lighter – C & H Landscapes Corporation | Episode 14: Jordan Price – CBRE |
| Episode 5: Euwell Falconer III – Quality Control Construction Manager | Episode 15: Cheryl McKissack Daniel – McKissack & McKissack |
| Episode 6: Luis Campos – Pentagon Holdings, LLC | Episode 16: Brandon Williams – United Football League (UFL) and former NFL Player |
| Episode 7: Iwan Pribadi – Bentley Systems | Episode 17: Teimon Phillips – Emerge Construction Group |
| Episode 8: Marlowe Mathis-Shannon – BDR Partners | Episode 18: Mark Scott – Engineered Structures, Inc. (ESI) |
| Episode 9: Deon Alexander – JESCO, Inc. | |
| Episode 10: Tommy Whitehead – Solutions Inc. | |



AMPLIFYING THE NEXT GENERATION OF VOICES

The ConstructReach team is committed to driving meaningful change in the construction industry through diversity, equity, and inclusion and engaging the next generation of construction workers.

ConstructReach's Young Adult Advisory Council (YAAC), a platform that empowers young adults to have a voice in the future of construction, aims to bridge the gap between the next generation of talent and the evolving needs of the construction workforce.

Who is YAAC?

The YAAC is comprised of a diverse group of young adults, ages 16-25, who bring fresh perspectives and innovative ideas to the construction industry. These council members serve as advocates for their peers, addressing the challenges and opportunities within the industry and contributing to the development of strategies that promote workforce diversity and inclusion.

Looking Ahead

As YAAC's reach continues to expand and reach new members, ConstructReach remains focused on equipping young adults with the skills, knowledge, and confidence to thrive in construction. ConstructReach's goal with YAAC is to connect even more young people with the opportunities the industry offers, fostering a new generation of leaders who reflect the diverse communities we serve.

Learn more at:
[constructreach.com/
constructreach-young-adult-
advisory-council](https://constructreach.com/constructreach-young-adult-advisory-council)

CONSTRUCTREACH IN THE COMMUNITY

2024 meant another year of growth for ConstructReach, as the team continued to amplify the brand's presence and impact in a number of communities.

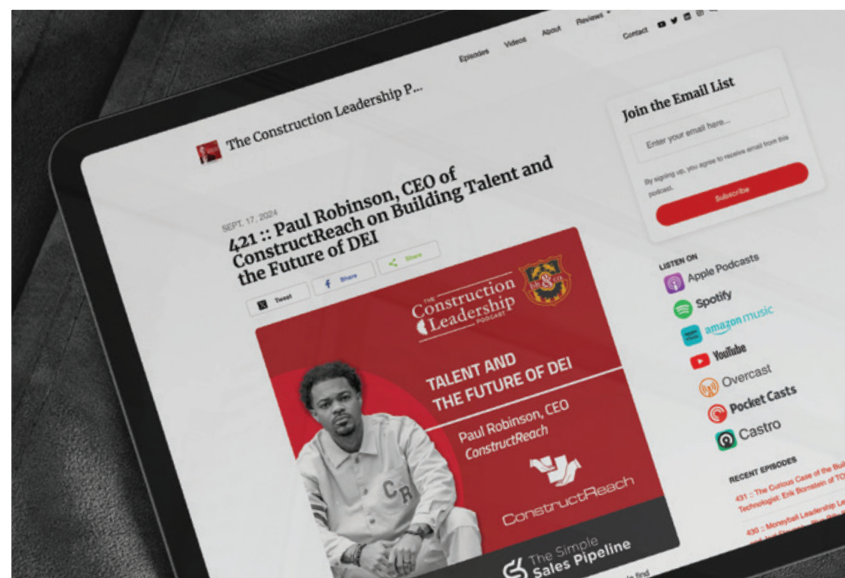
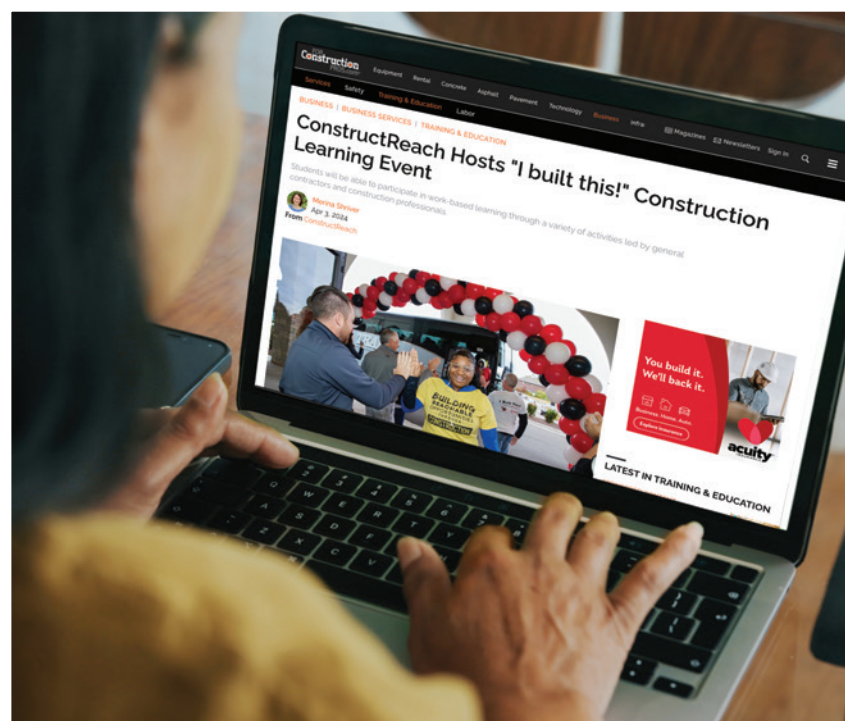
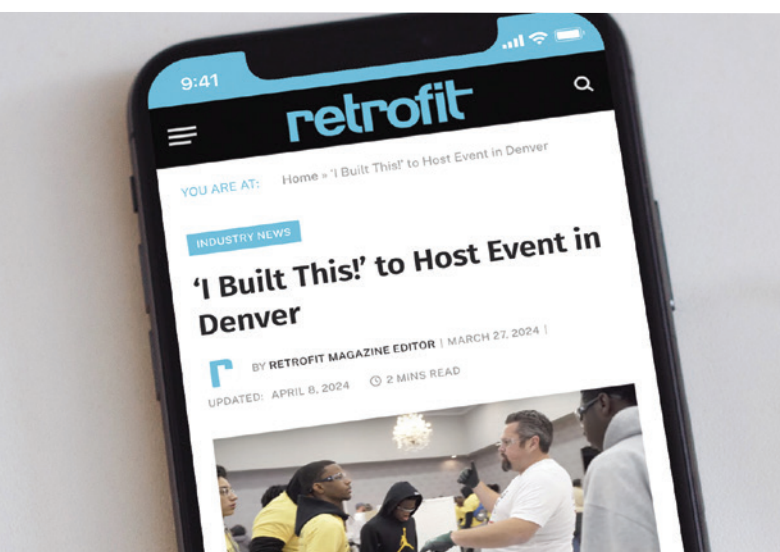
In spring, Ebony Robinson represented ConstructReach at the Blueprint Job Fair at El Camino College in California, alongside Target and Curtom-Dunsmuir. With educational workshops and an informative panel discussion, students learned about career opportunities and heard firsthand from industry experts about getting ahead on workforce readiness.

In June, Ebony was a guest speaker at the Construction Management Summer Academy for Young Women at Auburn University, alongside Kate Bakon from Fulcrum Construction. The program is designed for rising 11th-12th grade female students passionate about exploring the dynamic field of construction management. Ebony helped inform the audience about the abundant career opportunities for women in the construction sector.

Paul and Ebony were invited to speak at the International Code Council (ICC) Annual Conference and Expo in October. They journeyed to California to speak on panels and share insights with attendees. Paul spoke to the global ICC board about expanding efforts, and Ebony spoke about trades and the talent pipeline on a Workforce Panel. It was a great opportunity to learn and network with peers in the building safety industry!

Ending the year on a high note, Paul served on an industry panel for 2024's ProCore Groundbreak conference. Alongside Patrick Roth, Chief Operating Officer at Performance Contracting, Inc., and Sharla Sullivan, Outreach & Partnerships Manager at Webcor, Paul helped lead a solutions-oriented conversation about building the future workforce and why the opportunity to address the construction talent pipeline has never been greater.





GETTING STUDENTS INTERESTED IN CONSTRUCTION CAREERS

IN THE SPOTLIGHT: MEDIA MOMENTS FROM 2024

Throughout 2024, the media took an interest in ConstructReach's "I built this!" initiative and mission, with coverage from local TV stations, trade outlets and national publications.

[Fox31 News \(KDVR\)](#) captured footage of students participating in activity stations and interviewed Paul on the mission behind "I built this!" Denver in this broadcast news segment, [Denver youth encouraged to consider construction jobs](#).

[CBS Colorado \(KCNC\)](#) also covered ConstructReach's "I built this!" event to show local audiences how high school students in Denver learned about the construction industry as part of workforce development.

"I built this!" Denver also captured the attention of several national trade publications, including [For Construction Pros](#), [Retrofit Magazine](#), and [Construction Business Owner](#).

In August 2024, Paul was a guest on [The Construction Leadership Podcast](#), where he joined Bradley Hartmann in an informative discussion about Paul's passion for helping young people find and pursue construction career opportunities. They also discussed attracting and retaining diverse talent, his experience building a business alongside his wife Ebony Robinson, and more. The episode was uploaded in September to all major streaming platforms, including Apple Podcasts, Spotify, and YouTube.

“I BUILT THIS!” DENVER

On April 9, 2024, the ConstructReach team added a new city to the “I built this!” roster. In partnership with Procore Technologies, the team invited more than 100 high school students from Aurora and Cherry Creek to Denver’s Stockyards Event Center.

The students participated in work-based learning through a variety of activities led by general contractors and construction professionals, and they had the opportunity to connect with industry experts, discussing internships, career opportunities, and scholarships available in the construction sector.



Participating Schools, Districts, & Organizations

Aurora Public School
Cherry Creek School District
Inside Edge
International Code Council
Procore Technologies
Ryan Companies
Target
Turner Construction
Whiting-Turner



◀ Check out this YouTube video, [*"I built this: Denver, CO 2024 | Presented by ConstructReach,"*](#) for highlights from the day!

"I BUILT THIS!" LOS ANGELES

On October 22, 2024, ConstructReach returned to Los Angeles for the third consecutive year to host "I built this!" Held at Long Beach Convention and Entertainment Center, more than 200 students from three surrounding school districts got an up close and personal look into the construction industry, learning about the many career opportunities from the professionals themselves.

Industry standouts Cynthia Ortiz and Meairra Hanover shared their career paths and discussed opportunities in the construction industry with students. Then it was off to the activity stations, where students engaged in hands-on demonstrations like virtual welding, electrical wiring, and so much more.



Participating Schools, Districts, & Organizations

Association of General Contractors

Build California

Carpenters Union

City Honors College Preparatory Academy, Inglewood Unified School District

Curtom Dunsmuir

Fulcrum Construction

Gray West Construction Inc.

Hawthorne High School, Centinela Valley Union High School District

Infinity Drywall Contracting Inc.

Inglewood High School, Inglewood Unified School District

International Code Council

John C. Fremont High School, Los Angeles Unified School District

Los Angeles County Department of Building and Safety – Building Codes, Code Enforcement, Fire Safety

Lawndale High School, Centinela Valley Union High School District

Long Beach Job Corps

Morningside High School, Inglewood Unified School District

Procore Technologies

R.K. Loyde Continuation High School, Centinela Valley Union High School District

Santee High School, Los Angeles Unified School District

Sunwest Electric, Inc.

Target

W.L. Butler Construction



SUCCESS STORY:

SHAPING A CONFIDENT, CONNECTED, AND MOTIVATED NEXT-GEN WORKFORCE

Construction companies need to fill their workforce, and younger generations who desire high-paying jobs without spending 4+ years in college are ready to work. Without the right resources or connections, most young people have difficulty entering the construction workforce.

ConstructReach bridges the gap between construction companies and interested students through robust internship programs, where students like Israel Carteno can become motivated, hardworking, and successful construction professionals.

Dipping His Toes Into Construction

Israel was connected to the Walgreens internship through his school advisor. During the internship, Israel's day-to-day responsibilities included listening in on team meetings and having one-on-one conversations with Walgreens employees

in many different roles. Israel said the meetings helped him "better understand Walgreens as a whole."

Building A Toolbox of Knowledge

The internship provided Israel the opportunity to learn the daily responsibilities of various jobs at Walgreens. Israel gained on-the-job knowledge and experience that helped him develop confidence and set him up for success in any future job or internship.

Walgreens also impressed upon Israel the importance of safety and how to prevent unsafe work environments, and helped him earn his

OSHA-10 certification. He also completed ConstructReach's e-learning modules, which cover soft skills such as time management and communication tactics.

Work-based learning enabled Israel to learn tools including SharePoint, ProTrack, and BIM 360 – tools used by construction companies across the country which give Israel a competitive edge when entering the workforce.

A Plan for the Future

Israel plans to continue expanding his knowledge with Walgreens and expanding his own network. After graduating with a bachelor's degree in

Computer Science, Israel's long-term goal is to "find what role I believe I would enjoy making a career out of in the industry."

A bright future is ahead for Israel thanks to the knowledge and confidence he gained during the internship.



This internship opened my eyes to the professional world in construction and helped me develop confidence in myself.

Israel Carteno

SUCCESS STORY:

WORK-BASED LEARNING LEADS TO CAREER SUCCESS

ConstructReach's internship program is built to give interns real-world experience as well as advance critical skills they'll need in the future with e-learning modules. Interns walk away from the program with invaluable industry exposure through work-based learning — along with professional connections and career opportunities.

The Importance of Connections

Nasir Smith started his career as a Superintendent Assistant at Fulcrum Construction, one of ConstructReach's partners who utilizes the ConstructReach internship program's e-learning modules. Nasir's experience with Fulcrum changed the way he thought about his future. He could see the variety of pathways the construction industry has to offer.

Through his connections at Fulcrum and his work on a Target perimeter remodel, Nasir learned a position with Target, another brand partner of ConstructReach, would soon open. It was then he set his sights on his new role: Associate Project Manager at Target.

Nasir's day-to-day responsibilities include store walks to ensure the remodel is flowing according to plan, and he is learning how to conduct himself as a Target Owner Site Representative (OSR) through one of his mentors, Derrick Williams.

The Skills to Succeed

Nasir has learned every day presents a chance to learn something new, an opportunity to climb the construction industry ladder through new tasks and experience.

The e-learning modules teach soft skills, including time management, which Nasir quickly saw as a skill that would make him more competitive in the construction workforce. Using time efficiently not

only keeps projects on track for completion but can also cut down on budget overages. He also agreed with the modules' need for strong communication because "a project without proper communication between all parties is a disaster waiting to happen."

Nasir has also seen there is no set way for a project to be completed. "There are numerous strategies and tactics to use," Nasir says. "The construction industry is constantly evolving, so being flexible is a good skill to have."

Advice for Newcomers

Nasir's short-term goal: learn everything possible as he shadows the OSR and Project Manager (PM) positions. His long-term goal is to continue to learn and hopefully end at the top of Target construction. He knows staying curious will help along the way.

"One will never learn as much as they truly can if they don't ask questions," Nasir says. "If you are confused and need help understanding something, ask, learn, and improve."



Knowing I am part of a wonderful company that supports its employees has given me a sense of peace and purpose.

Nasir Smith

SUCCESS STORY:

TAKING DUAL LEARNING APPROACH FOR INTERNSHIPS

What happens when an intern and a manager go through training together? For Fulcrum Construction Superintendent Jesse Gonzalez, and intern, Haydn Raborn, it was important to start Haydn's internship off on the right foot.

Although they didn't know what to expect from ConstructReach's internship program, Jesse and Haydn discovered how beneficial and effective the dual learning approach can be for both interns and those leading them through the experience.

Setting Expectations

While finishing his studies at the University of Texas at San Antonio, Haydn joined the Fulcrum team in May 2023. He originally applied for the internship because it was a requirement for his degree. After completing the internship, he felt "extremely happy" with his decision.

"I have learned a great deal about the construction industry that I never would have known if I had not taken this opportunity," Haydn said.

To prepare for Haydn's onboarding, Jesse reviewed the ConstructReach Program Guidelines and the e-learning module for advisors. He set up an expectations meeting with Haydn, which facilitated intentional conversations about professional and soft skills, as well as planning out goals for Haydn's internship journey.

"I'm accustomed to the old ways of hands-on training," Jesse said, "but there is some classroom time that must happen to understand more about the trade."

The dual learning approach helped Haydn cultivate essential professional skills, such as leadership, time management, teamwork, and communication.

Pathway to Success

Going through the program together helped set a clear path for a successful internship. Jesse was

able to ensure Haydn had the essential information he needed as someone new to the industry, and Jesse also took away a few learnings from the e-learning modules.

Haydn's internship responsibilities at Fulcrum included inviting subcontractors to bid on upcoming projects, helping obtain coverage for all trades before bidding, coordinating requests for information (RFIs) and submittals from trades, and delivering them to the owners and architects.

His biggest learning experience came from seeing a set of plans come together and watching the project be built day by day.

"In school, they just show plans and a finished building," Haydn said, "but seeing the progress of it all coming to life was amazing."

Haydn even had the opportunity to oversee a construction project in Austin by himself for a couple of weeks. The internship experience exceeded his expectations.

"Fulcrum Construction feels like a family working together to achieve a common goal," Haydn said. "I have loved my time here and all of the opportunities for growth that I have been afforded."

A Framework for Future Growth

Having direct access to a manager during training was incredibly beneficial for Haydn. Being able to have questions answered by someone who already has industry experience helped him gain an understanding of the projects he would be working on.

"Learn as much as you can for as long as you can," Haydn said. "Learn from the people who have

the most experience because they have so much knowledge to share."

Learning does not stop when the program is completed, Jesse said. He recommends managers keep in contact with their interns throughout their time with the company, checking in on them occasionally and asking them what they have learned so far.

"Experience does not happen overnight," Jesse said. "You're constantly learning something new every day. I'm still learning, and I have been in the construction industry for 35 years."

Haydn now is learning and growing with every new opportunity he has as a full-time Fulcrum Project Engineer, which he started post graduation in May 2024. He is grateful Fulcrum and ConstructReach helped him take a successful first step in his career path.



"I have loved my time here and all of the opportunities for growth that I have been afforded."

Haydn Raborn



BUILDING REACHABLE OPPORTUNITIES THROUGH CONSTRUCTION

ConstructReach is a workforce development initiative on a mission to diversify and empower the construction industry. We are changing the face of construction: challenging preconceived notions, connecting diverse young professionals with sustainable opportunities, filling the pipeline of qualified candidates for general contractors nationwide — and building a better future for the next generation.



constructreach.com

