



# Housing Assistance Council

Helping Build Homes and  
Communities Across Rural America





Photo: Rory Doyle/There is More Work to be Done

# Fostering Skilled Labor in Your Community



# Gregory Zick

National Association of  
Homebuilders



# Chelle Travis

## SkillsUSA





# Earl Pfeiffer

## Housing Consultant





# Fostering Skilled Labor in Your Community

## SECTION 3 RECRUITING







Housing Assistance COuncil

## Section 3 of Housing & Development Act of 1968

“The Section 3 program requires that recipients of certain HUD financial assistance, *to the greatest extent possible*, provide training, employment, contracting and other economic opportunities to low and very low-income persons, especially recipients of government assistance for housing.....”



# HOW I APPROACHED SECTION 3

Section 3 is a non-negotiable grant condition

Florida Home Partnership always seeks grant compliance

Florida Home Partnership decided it would be a great service to provide 100's of previous & current self-help housing clients with economic and employment opportunities







Housing Assistance COuncil

# WHAT FHP DID...

Educate vendors, suppliers, contractors, and subcontractors on HUD's Section 3 Requirements...and made it part of their contracts

FHP made it a routine practice, whenever possible, to recruit and hire from our growing pool of Section 3 Individuals

Encourage all our partners to recruit and hire Section 3 Individuals

Quarterly review of section 3 opportunities, referrals and hires



# FHP activities to promote hiring low and very low-income individuals....

Train potential employers to create simple job announcements

Post Job Openings in our office and in adjoining county assistance center

1:1 Conversations with potential applicants and workers

Mail every Job Announcements to 100s of new homeowners via bulk mail

***VERY SUCCESSFUL RECRUITING TOOL***

Housing Assistance COuncil



Fostering Skilled Labor in Your Community  
Delivered March 22, 2023



Save the Date

**2023** Conference

OCT 24 - 27

Save the Date



**Build Rural**



# THANK YOU!

**Earl Pfeiffer, Consultant**  
**Corado Mountain Land Office &**  
**Housing Assistance Council**  
[EarlP@ruralhome.org](mailto:EarlP@ruralhome.org)- 719-275-2501

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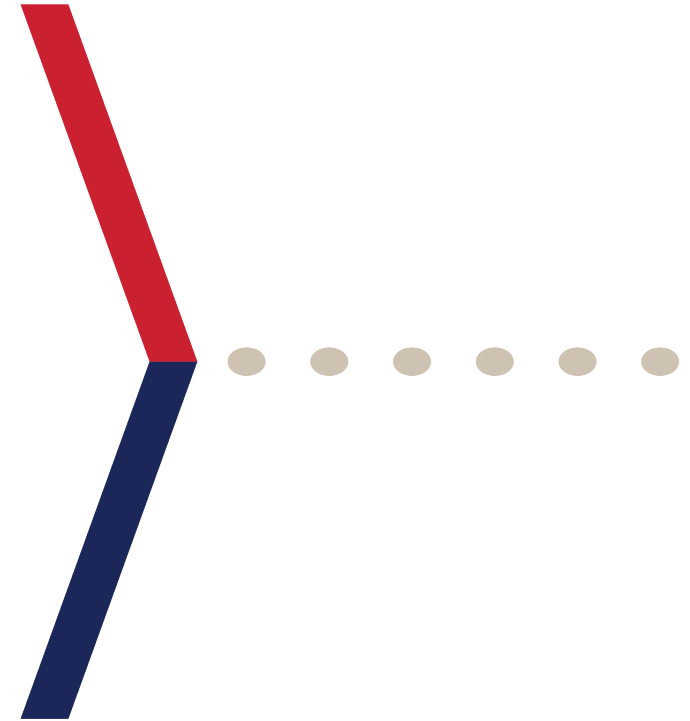
Presented by  
**Housing Assistance Council**  
Building Rural Communities since 1971

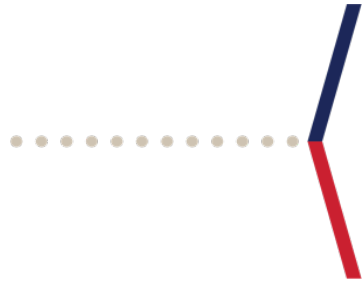


Sponsored by  
**Rural Capacity Building**  
The US Department of Housing and Urban Development



# NAHB Workforce Development





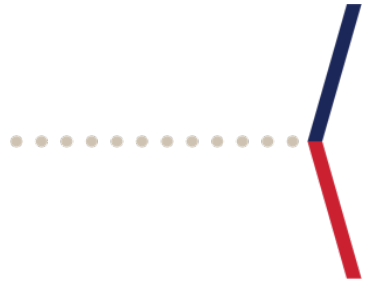
## Careers in Construction Demand is High

The construction industry's outlook for labor is bleak. In order to meet demand, contractors will need to hire an estimated 546,000 workers in 2023, and that's in addition to the industry's normal pace of hiring.

In 2022, the industry averaged more than 390,000 job openings per month, the highest level on record. Construction's unemployment rate of 4.6% for 2022 was the second lowest ever, indicating there are few construction workers seeking jobs, and therefore the pool to fill demand is shallow.





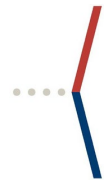


## Careers in Construction Membership Program

Developing an educated, prepared, adaptable and competitive homebuilding industry.

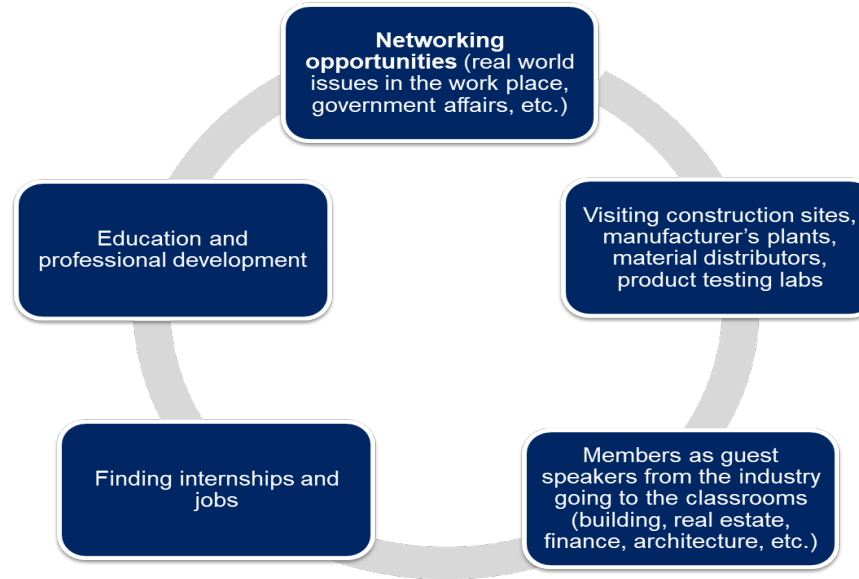
Enhancing education and career development for future generations of leaders in residential construction.



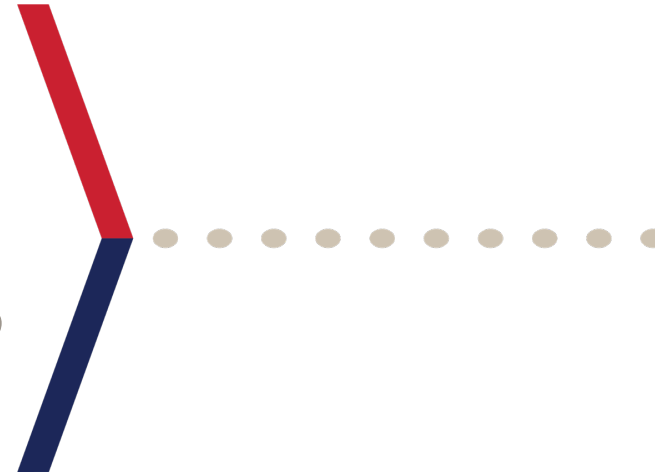


# Benefits for Student Members (locally)

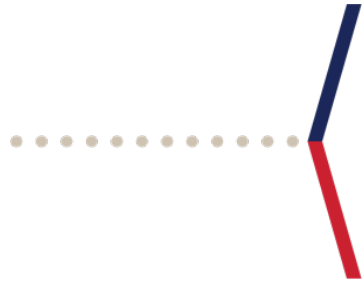
- Strong relationship between Student Chapter and their affiliated Local Home Builders Association
- On average 150 active Student Chapters
- On average 4,500 members



# Marketing Outreach Efforts





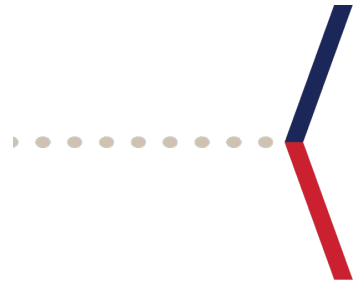


## Promoting Careers in Construction

Changing the Perception - A career pathway not just a job

- Marketing collateral
- Year-round campaigns
- Special months

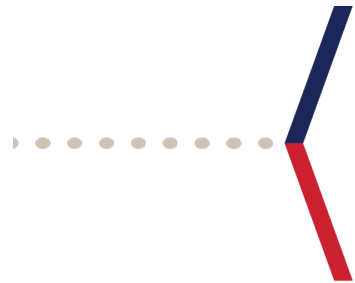




## Marketing & Outreach

The **purpose** of our marketing collateral materials is for members and HBA staff to download and distribute.



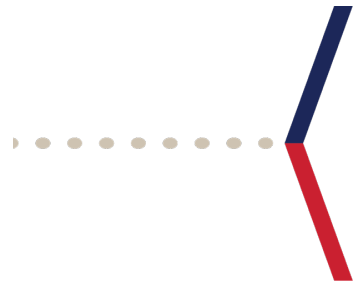


## Marketing & Outreach

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## Careers in Technical Education Month

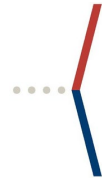
Encompasses 94 percent of HS students and 8.4 million individuals seeking postsecondary certificates and associate degrees in CTE fields

Fulfills employer needs in high-skill, high-wage, high-demand areas

Prepares students to be college- and career-ready

Educates students for a range of career options through 16 Career Clusters® and 79+ pathways

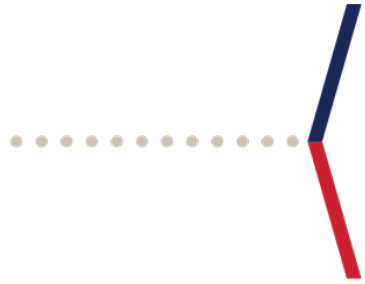




# Careers in Construction Month



- Celebrated the entire month of October
- Goal: get involved in your community, increase public awareness about the opportunities available in residential construction trade professions.
- Oct. 11<sup>th</sup> is Careers in Construction Day - A Day of Service
  - Call to Action: Asking all Student Chapters and HBAs (and local Lowe's Store) to participate in a service activity
  - Habitat for Humanity, a workshop or demonstration, job-site tour, other community build/volunteerism



# Impacting Careers in Construction

## DEI Initiatives - Increasing Participation

Women 11%  
Black 6 %  
Asian 2%

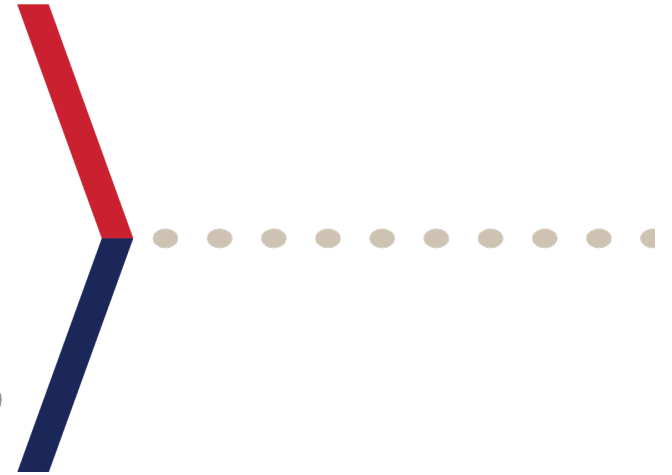


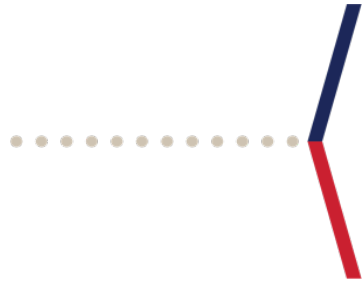
Bureau of Labor Statistics 2022





# Activities, Build Guides, Internships



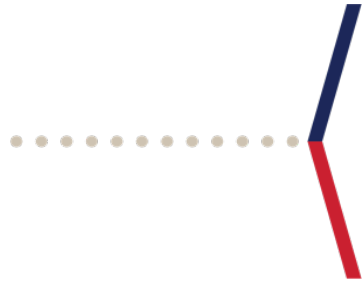


## Activities

Team building exercises are a great way to help students develop problem-solving and collaboration skills.

- [Think Like an Engineer \(all ages\)](#)
- [Construction Snack-tivity \(ages 6-12\)](#)
- [Building Me \(ages 13+\)](#)



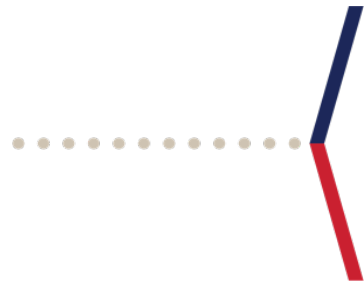


## Build Guides

Each build guide includes a material list, estimated time to complete the activity and detailed step-by-step instructions with photos. The guides are designed for students in Kindergarten through 3rd grade.

- [Birdhouse](#)
- [Electrical Wall](#)
- [Plumbing Wall](#)
- [Cardboard Bridge](#)
- [Tile Coaster Activity](#)





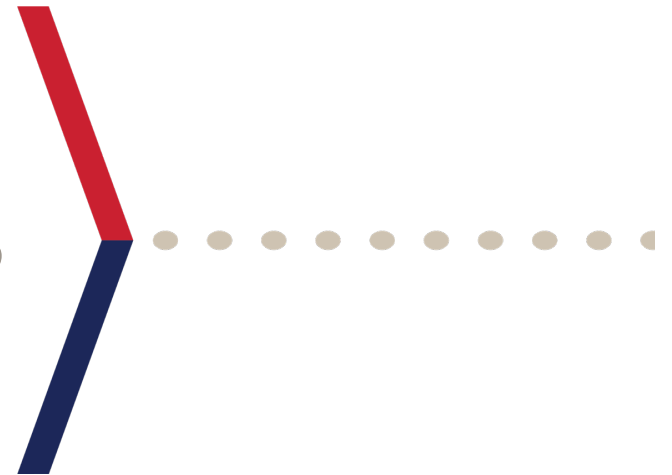
## Internships

The [Student Internship Resources for NAHB members guide](#) focuses on how home builders can engage with three different talent resources to meet these needs: secondary (high school) students in career and technical (CTE) education programs, community college students, and university students.





# Strategic Partnerships

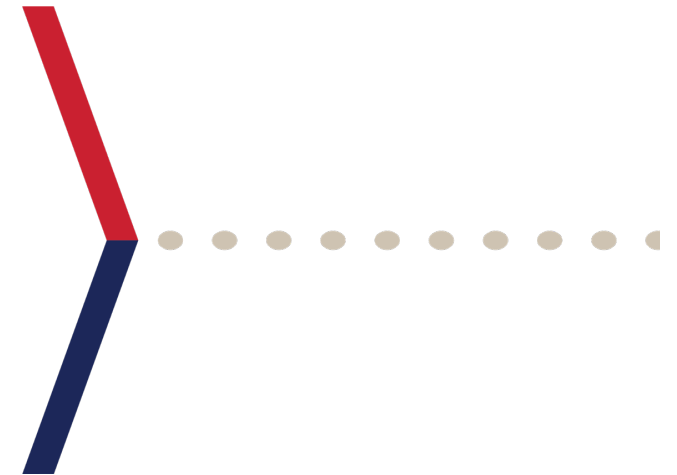


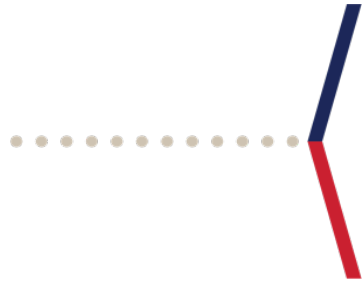
# NATIONAL HOUSING ENDOWMENT

SECURING THE AMERICAN DREAM FOR FUTURE GENERATIONS



Building Careers.  
Changing Lives.





## Promoting Careers in Construction Workforce Development Champions Program

- Industry and HBA involvement at the schools, job sites and in the local communities.
- Recognizing everyone who is involved in this effort to bring more people in to construction jobs.
- A federation wide effort.





Housing Assistance Council



# Boys & Girls Club of America

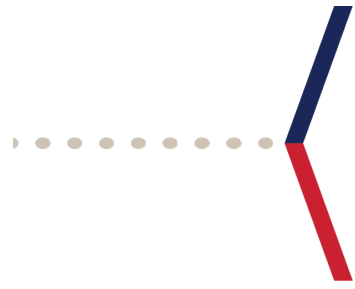






**Working together  
to build the future.**





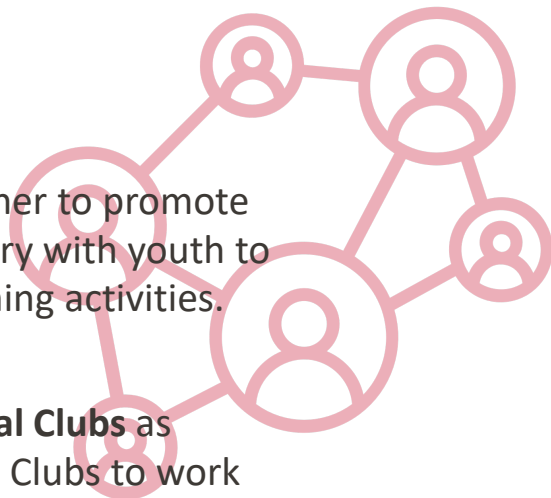
# Boys & Girls Club of America

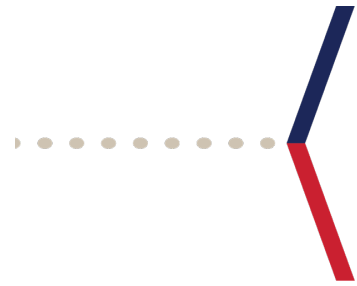
## PURPOSE

Building stronger communities by working together to promote construction career pathways; connecting industry with youth to provide career exploration and work-based learning activities.

**Connect NAHB Members organizations with local Clubs** as appropriate, encourage all local associations and Clubs to work together.

**Increasing Career Exploration** opportunities for young people, introducing construction as a possible career pathway.

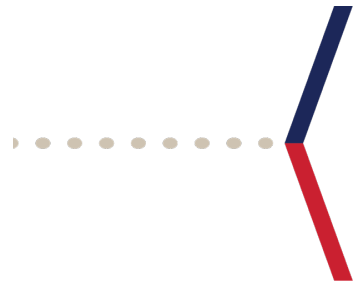




## Boys & Girls Club of America

- **Highlight success stories** and innovative activities monthly through blog posts and newsletters.
- Support expansion and funding for the **Youth Workforce Readiness Act**.
- **Address legislative issues** at the state and local level.
- Lead **joint advocacy efforts** around workforce readiness.





# Boys & Girls Club of America

## Ideas for Building a Great Local Partnership:

- Host meetings that bring together leadership from each organization. Share overview of existing operations, goals, and areas of potential alignment
- Engage Club members in career and work-based learning:
  - Host students at appropriate HBA events
  - Invite BGCA students to career fairs and Build My Future
  - Host a competition or project like the Competition in a Box, Build a Picnic Table, Build a Birdhouse challenges
  - Members host students on jobsites
  - Host a Job Shadow Day or mentoring activities





# Create a Powerful Partnership

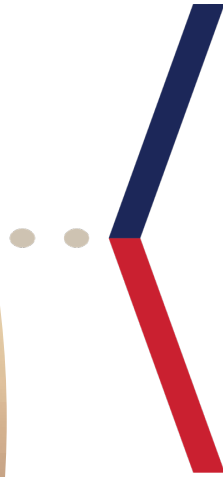
- Find your local chapter
- Explore existing relationships
- Make the ask
- First meeting agenda
- Follow-up meeting resources
- Public relations
- Success stories



**Working together to build the future.**

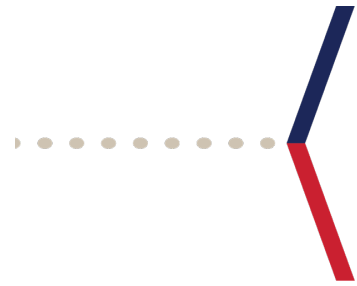


Housing Assistance Council



# Association for Career and Technical Education





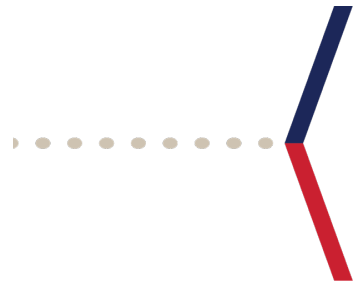
# Association for Career and Technical Education

## PURPOSE

Our relationship with ACTE will advance our NAHB workforce development reach.

**ACTE is the largest and most established association of professionals in career and technical education programs.**





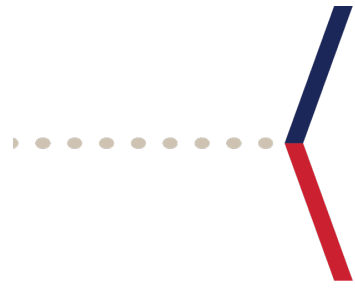
# Association for Career and Technical Education

## Communication

- Direct access through direct emails to more than **4,000 administrators**
- Direct access through email to more than **3,000 trade and industrial teachers**
- NAHB will further leverage efforts to promote **February as Career and Technical Education month** through ACTE, with legislators, and the NAHB community







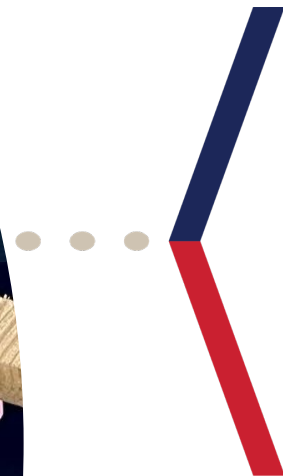
# Association for Career and Technical Education



## How NAHB benefits

- Establish a greater awareness of the NAHB student membership program
- Connect more local HBAs to their local career and technical high school contacts
- Promote the HBI Schools to Skill program and curriculum





SkillsUSA

Housing Assistance Council



Fostering Skilled Labor in Your Community  
Delivered March 22, 2023



The **purpose** of our relationship with Skills USA is to advance our NAHB workforce development reach.

- Skills USA is the largest high school student membership organization for students studying in the architecture and construction cluster, with **more than 64,000 students**.
- Skills USA students are career ready upon graduation and can meet our members workforce needs.





## Communication to SkillsUSA teachers and students

- Direct access through emails to more than **4,000 teachers** and **64,000 students** in the **architecture and construction cluster**.



- NAHB will further leverage efforts to promote careers in residential construction through Skills USA social media, website, and conferences.





## How YOU can be involved with SkillsUSA

- Volunteer as a judge at state and local competitions
- Mentor a student
- Offer a summer job or internship to a student
- Reach out to a [State Director](#) and plan to attend your state's conference
- Help start a NAHB Student Chapter at the school with dedicated faculty advisors and interested students
- Reach out directly to an advisor at a school near you and find out how you can support their [SkillsUSA chapter](#).





# Fostering Skilled Labor in Your Community



# Talent Perfect Storm



- Fewer children
- Lower high school and college enrollment
- Students not graduating with skills needed
- Skills shortage
- Wage inflation
- Low unemployment
- Aging workforce
- Industry myths



# Attracting Talent



- **Start earlier**
  - Students rule out what they don't want to do well before they decide what they would like to do
- **Messaging**
  - See themselves in the position
  - Promote diversity
  - See something beyond themselves in the career
  - Affordable training and long-term career success close to home
- **Share opportunities**
  - Outreach middle and elementary School (in addition to high school and college)
  - Parents and realm of influence
  - Career of Choice v. Last Resort



# Attracting Talent



- **Offer workplace experiences**
  - Mentoring
  - Apprenticeships
  - Internships
  - Job fairs
  - Job shadow
  - SkillsUSA involvement
- **Employer partners involvement in SkillsUSA**



# Retaining Talent



- **Lean in to benefits**
  - What benefits do employees want that don't cost extra.
- **Look internally and have a re-skilling plan**
  - Roadmap and mentoring programs
- **Listen to your current workers and student voices (your up-and-coming workforce)**
  - What do they value and look for in their next position
  - The way the work and live is different





# What is SkillsUSA?



- SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. We help each student excel.
- A nonprofit national education association, SkillsUSA serves middle-school, high-school and college/postsecondary students preparing for careers in trade, technical and skilled service occupations



# SkillsUSA



- 380,000 members nationwide
  - Construction trades represent one of our largest student populations
- All 50 states, Puerto Rico, Virgin Islands and DC
- National, State, Local Chapters
- Framework Skills
  - Personal, Workplace, Technical Skills Grounded in Academics
- Attract, Train, Develop, Connect, Recognize, Elevate



# SkillsUSA National Championships



- Over 100 competitions
- 6500 competitors
- The best of the best from across the nation
  - Local, Regional, State competitions leading to nationals
- National Industry Partners
- National Technical Standards
- [NLSC Review](#)



# How to get involved locally?



- Connect with State Director- <https://www.skillsusa.org/about/state-directors/>
  - Local, Regional, State Competitions
- Connect with CTE Director, School Administration, Instructors
- Volunteer to serve on an advisory committee
- Volunteer to assist with competitions and programs
- Guest speaker, mentor, other workplace experiences
- Advocate



# Thank you!



Contact:

**Chelle Travis**

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[skillsusa.org](http://skillsusa.org)





# Questions?

