

How the Construction Industry Helps Recruit & Educate Students About Career Opportunities

Dennis Franks

Director of Workforce Development



WWW.BX.org

- Over 130 years old
- Commercial Construction
- Value added services including:
 - Safety training & Education classes
 - Professional Development & Leadership training
 - Insurance & Financial support
 - Group Purchasing discounts



Current Outreach

A decorative graphic in the top right corner consisting of several overlapping diamond and parallelogram shapes in teal, olive green, and yellow colors.

-
- Scholarship opportunities
 - Education Outreach program
 - Educator tours
 - Workforce Development director

Scholarship opportunities

- “To encourage greater activity in the Engineering / Construction field” - 1958
- –One student at The Ohio State University
- Grown to over \$1.3 million, 1,000 students, multiple schools including community colleges and OTC's
- Last year \$175,000 to 55 students

Scholarship events



Education Outreach program



-
- Started about 20 years ago
 - Visited nearly 4,200 classrooms
 - Reached more than 114,000 students
 - Use member Volunteers to present:
 - Skill trades craftsmen
 - Project managers
 - Company CEO / management
 - All grades, primarily Middle School / High School

Education Outreach



Outreach presentation

- Presentation Link [here](#).
- https://youtu.be/eg4P_yGUx7E
- Apprenticeships Pathways / salary's



167CC712.pdf



6F34D49F.pdf

Educator tours



- Close to 600 educators
 - Counselors
 - Teachers
 - Administration & Placement staff
- Various locations
 - Actual Jobsites
 - Various stages of construction
 - Most recent sites:
 - COTA / OSU / New Gahanna City building

Educator tours



Educator tours



Workforce Development Director

- 
- Started 2022
 - “Education Liaison”
 - Encourage partnerships with schools
 - Work with Schools, Employers, Workforce boards & Government entities
 - Facilitate “Targeted introductions”
 - Participate in BAC’s, Advisory committees, workshops, seminars etc.

Additional Outreach Resources



Student Outreach Program Resources

Websites:

- [Builders Exchange of Central Ohio](#)
- [Builders Exchange Job Board](#)
- [I Build America \[Ohio\]](#)
- [Apprenticeships in Central Ohio](#)
- [Columbus Building Trades Council Building Futures Program](#)

Documents:

- [Construction: A Guide for Counselors](#)
- [BX Career Exploration Professional Career Profiles](#)
- [BX Career Exploration Skilled Trade Career Profiles](#)
- [Build Your Future: Ohio's Construction Industry](#)

BX Staff:

Pam Austin
Director of Outreach and Special Events
p: 614.486.9521, ext. 233
e: paustin@bx.org

Beverly King
Asst. Director of Education, Outreach and Special Events
p: 614.486.9521, ext. 222
e: bking@bx.org

Contact Info

Dennis Franks

Director of Workforce Development

Dfranks@bx.org

(614) 486-9521 x237

1175 Dublin Rd, Columbus OH 43215