

CIW 2025

CIW 2025 CREATIVE IDEAS





CONSTRUCTION INCLUSION WEEK

CREATIVE

IDEAS

2025

Construction
Inclusion Week



This year's theme, "Opening Doors through Workforce Development," highlights the crucial role of training and skill-building in creating opportunities for a diverse talent pool.

This guide provides creative ideas and actionable strategies for companies to celebrate **Construction Inclusion Week** by focusing on initiatives that empower individuals through skill enhancement, career pathways, and professional growth within the construction sector.



CREATIVE IDEA #1

Simulation Bus

Mobile training unit to provide hands on training skill development. By taking training on the road, this vehicle can reach remote rural areas and even urban neighborhoods where traditional training centers may be limited or unavailable.

The mobile training center travels from one location to another, providing hands on knowledge and exposing learners from diverse backgrounds to construction careers.



COMPANY SIZE: LARGE
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: **HIGH**
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #2

Best in Practice Workshops (Specific Trades)



One example is to host a workshop on: **The Future of Construction Robotics: Opportunities and Challenges.** This workshop explores the current state of construction robotics and its future potential to transform the industry.

Guest speakers discuss the latest developments in construction robotics, including autonomous construction equipment, drones, and exoskeletons, and discuss the challenges and opportunities associated with their widespread adoption. Find speakers through your local trade association.

COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: MEDIUM
PILLAR TIE-IN: COMMUNITY

CREATIVE IDEA #3



Career Exploration

Host or sponsor career exploration activities by:

- Hosting field trips to job sites
- Providing guest speakers for a student club, class, or general student assembly
- Welcoming students on short-term (unpaid) job shadowing
- Participating in career fairs at the school
- Participating in competitions or demonstrations of construction skills, including national events such as SkillsUSA



COMPANY SIZE: LARGE
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: HIGH
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #4

Lunch & Learns

30 to 45 minute presentations on construction management project topics that will provide valuable insights for your staff.

Topics span many areas, including project planning, risk management, sustainable construction, BIM, green building practices, workforce development and Lean construction. Presented by internal subject matter experts and guest speakers. May be presented as virtual meeting or in person.



COMPANY SIZE: LARGE
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: HIGH
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #5

Enhance Apprenticeship Curriculums

Contact your local apprenticeship training center and **offer to host field trips to job sites, provide guest speakers for a class, or host short-term (unpaid) job shadowing.**



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #6

In Kind Donations

In-kind donations of materials to apprenticeship programs - **provide support by donating time, expertise, building materials, equipment, travel money or scholarship funding.**



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #7

Transportation Services

Find solutions to transport construction workers to remote job sites. Consider these options:

- Rent a fleet of commuter shuttle buses with customizable routes and schedules.
- Use construction project shuttle services to enhance productivity and safety.
- Book shuttle services with coach buses, mini buses, school buses, or sprinter vans.
- Partner with a local church or non-profit that has a van and pay for the driver and fuel to provide shuttle services.

Note: Consider challenges such as accommodating the entire team and managing last-minute booking changes.



COMPANY SIZE: MEDIUM
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: MEDIUM
PILLAR TIE-IN: ECONOMIC IMPACT



CREATIVE IDEA #8

Build Industry WFD Marketing Campaign

This campaign explores the challenges and opportunities associated with construction workforce development and retention. The campaign aims to identify effective strategies for attracting, training, and retaining skilled workers in the construction industry.

Another area of focus is on the occupational health and well-being of construction workers, focusing on strategies for reducing stress and improving overall job satisfaction.



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #9

Apprenticeship Test Prep

Host Saturday morning test prep workshops for students preparing for apprenticeship test. An apprenticeship test (or pre-apprenticeship test) is designed to assess candidates applying for an apprenticeship in one of the labor unions across the U.S. and Canada.

Common examples are the IBEW Test (electricians), the EIAT (elevator mechanics), and the Sheet Metal Apprenticeship Test.

Depending on your trade, choose Your Apprenticeship Test:

- | | |
|--|---|
| 1) Electrical Apprenticeship Test (IBEW) | 8) Elevator Industry Aptitude Test (EIAT) |
| 2) Pipefitter Apprentice Exam | 9) Carpenter Apprenticeship Test |
| 3) Ironworker Apprentice Exam | 10) Millwright Apprentice Exam |
| 4) Sheet Metal Apprentice Exam | 11) Heavy Equipment Operator Exam |
| 5) Boilermaker Apprentice Exam | 12) Plumber Apprentice Exam |
| 6) Machinist Apprentice Exam | 13) Welder Apprentice Exam |
| 7) Mechanic Apprentice Exam | |

COMPANY SIZE: MEDIUM
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #10

Vocational / Technical Summer Camps

Day Camps provide fun and creative activities for middle school youth to explore construction. At the camp, students will practice using tools or skills associated with the various trades. Camps held on Saturday mornings.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #11

Industry Retirees Give Back

Take part in a “real-world” public service project such as building park benches, a picnic shelter, handicap ramp or community garden shed to enhance a student’s understanding of and interest in a construction career.



Retirees would volunteer to sponsor or work with a student learning project by contacting the high school administrative office or the college construction department.

COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: BELONGING



CREATIVE IDEA #12

Educational Partnerships & Training

Develop partnerships with K-12 schools. Each state has a director of CTE, and local school districts maintain staff to connect students and employers.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #13

Internship & Apprenticeship Programs

The internship plan should provide for the student to be exposed to a variety of meaningful experiences, including both field and office functions, in keeping with the age, level of schooling and legal limitations on activities of the student.

Employers can directly contact the college faculty or administrator in the construction program to find interns, arrange interviews, or participate in career fairs.

Example training plan activities for college interns might include:

- Perform quality control tasks to verify work performed is in accordance with plans and specs.
- Monitor work in place and compare against budget labor production for tracking purposes.
- Attend and document planning and coordination meetings.
- Establish and/or maintain a field submittal filing system.
- Post/draft as-built conditions on record drawings.
- Perform quantity take-offs for material ordering purposes.
- Assist with preparation of purchase orders for material and equipment.
- Assist with preparation of billing/pay applications process.
- Prepare, log, and distribute requests for information (RFI's). Procure RFI answers from designer and distribute to relevant parties.
- Review submittals ensuring compliance with contract documents.
- Log submittals from subcontractors in accordance with anticipate submittal log.
- Log change requests in document tracking system, procure subcontract pricing, and assist with preparation of contractor change order requests.
- Analyze subcontractor scopes; prepare bid tabulation for comparison purposes.
- Participate in sales and marketing activities.
- Shadow management during owner contract negotiations.

COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #14

Industry Certifications & Credentials

To promote professional development and advanced skills training, sponsor certifications such as **OSHA 30, Quality Control, Safety, LEED, Project Management, and more.**



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: ACCOUNTABILITY



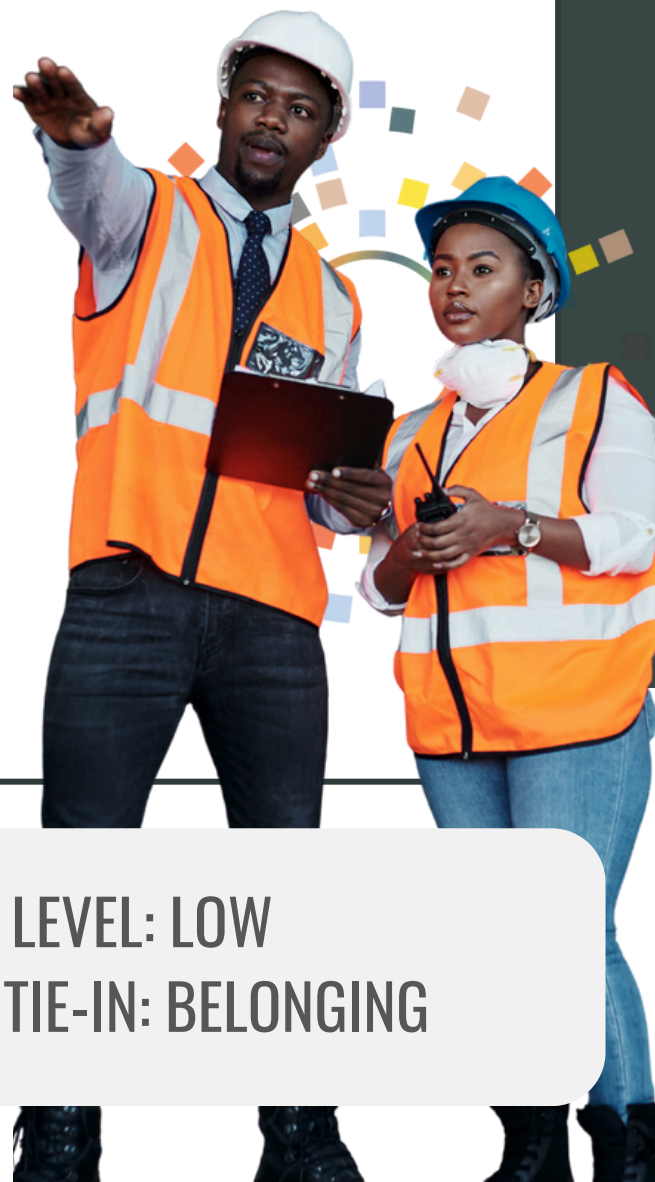
CREATIVE IDEA #15

Mentorship & Networking

Act as a career mentor for high school or college students, particularly those from under-represented groups. Assistance on becoming a good mentor is available through organizations such as **ACE Mentors, Big Brothers Big Sisters of America, or simply as an individual.**

A mentoring relationship might involve:

- Holding regular face-to-face or virtual meetings between the mentor and protégé
- Allowing student job shadowing
- Introducing the student to industry professionals on the jobsite or at industry meetings
- Recommending or sponsoring the student's membership in industry associations
- Helping students understand the expected work ethic, academic knowledge, technical skills, professional ethics, career opportunities and rewards of a career in the building industry



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: BELONGING



CREATIVE IDEA #16

Job Placement Services

Identify programs that help youth and young adults with job placement in construction. These resources include the federal YouthBuild program and Job Corps Centers, in addition to state and local (public and private) job training programs.

Conduct a web search using key words "construction skills training" for programs in your local area.



COMPANY SIZE: SMALL

AUDIENCE TYPE: WORKFORCE

EFFORT LEVEL: LOW

PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #17

Industry Awareness & Advocacy

Participate in local career fair or college fair to **showcase career opportunities at your company.**



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #18

Continuous Learning & Upskilling

Whether you are already a construction professional or just getting started in your construction career, earning a construction certificate can offer many benefits to your career.

Here are some reasons to consider getting one or more construction certificates:

- Distinguish yourself from other construction professionals.
- Advance to higher or specialty positions.
- Improve your company's branding.
- Increase your value.

Read the next pages for list of 17 certificates that could help advance your career in the construction industry.



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY

Here are 17 certificates that could help advance your career in the construction industry:

1. Associate Constructor

Recent graduates from a four-year construction management program or those transitioning from a relevant industry might consider receiving the Associate Constructor (AC) certification from the American Institute of Constructors (AIC). Clients often request Associate Constructors because they possess comprehensive knowledge of all aspects of the construction process. Candidates must pass an exam with 300 multiple-choice questions. Those with more experience in construction management might consider getting a Certified Professional Contractor certification instead, which is the AIC's more advanced program in construction management.

2. Leadership in Energy and Environmental Design certification

The Leadership in Energy and Environmental Design (LEED) system certifies green building projects, and offers several professional certifications to demonstrate that an individual is proficient with sustainability ideas and practices in the construction industry. Offered by the U.S. Green Building Council (USGBC), these certificate programs teach candidates how to minimize the environmental impact of various construction projects. LEED certification programs emphasize creating buildings that are cost efficient, use fewer resources and reduce waste levels.

3. Project Management Professional

A Project Management Professional (PMP) Certification is for construction project managers with experience in the field. Successful construction project management involves knowledge of both project management techniques and the construction process from design to completion. This certificate from the Project Management Institute can help to increase the earning potential of construction project managers.

4. Certified Construction Manager

Getting a Certified Construction Manager (CCM) certificate shows that you have significant experience with construction management. Certified construction managers oversee and guide multiple aspects of a construction project such as design and control time. Interested candidates must have four years of construction management experience.

5. Outreach Training Program

The Occupational Safety and Health Administration (OSHA) offers an Outreach Training Program about workplace safety. Although participants do not earn any certificate for completing this program, some hiring managers look for construction professionals with Department of Labor training cards, which professionals can earn through the OSHA training program. The Outreach Training Program offers both a 10-hour and a 30-hour course option. During Outreach Training, participants learn about how to notice, minimize and prevent potential workplace hazards. They also learn about an employee's individual workplace rights.

6. Crane Operation Certification

To operate a construction crane, you first need a certificate for that specific type of crane. The National Commission for the Certification of Crane Operators (NCCCO) offers certifications for multiple types of cranes, including service truck, mobile, overhead and tower cranes. You can also earn a certificate related to overseeing crane operations, such as a lift director or a crane inspector. NCCCO crane operation certificates verify that construction professionals can safely and effectively handle both operating and caring for their specific type of crane.

7. Highway Construction Inspection

Current or prospective engineering technicians may be interested in completing the Highway Construction Inspection certification program. Run by the National Institute for Certification in Engineering Technologies, this certificate program teaches candidates about topics related to inspecting highway construction, such as field inspection procedures, work zone operations and interpretations of contract plans. Candidates can earn one of four certificate levels based on their knowledge and experience as an engineering technician and in the construction industry.

8. Certified Safety Manager - Construction

The National Association of Safety Professionals (NASP) offers multiple certificates related to workplace safety. The Certified Safety Manager Construction (CSMC) certificate is for construction professionals looking to oversee safety programs or strengthen internal safety policies. Topics covered by the course included interpreting national and local regulations, minimizing construction site risks and improving employee morale.

9. Concrete certification

The American Concrete Institute (ACI) offers many certification programs related to construction projects involving concrete. You can choose to specialize in concrete foundation, testing, finishing, quality management and other specialties. An ACI certification can help start or advance your construction career because many organizations and regions require an ACI professional to be on site during construction projects with concrete.

10. Pipeline certification

Construction professionals interested in learning about or further honing their skills with pipelines should consider a certification from the NACE Institute. The NACE Institute offers multiple pipeline certifications, including Pipeline Corrosion Integrity Management and Internal Corrosion. Specific requirements vary depending on the certificate, but candidates must typically already have a couple years of experience working with pipelines.

11. Rigger certification

In addition to crane certifications, the NCCCO also offers rigger certifications for varying skill and experience levels. Construction professionals certified in rigging understand how to safely and effectively perform rigging tasks such as knots, signal operations, recognizing hazards or estimating load weights. A variety of construction professionals can benefit from a rigging certificate including carpenters, masons, pipefitters and construction managers.

12. Code enforcement

The International Code Council (ICC) offers a variety of certifications in code enforcement that demonstrate that you thoroughly understand building codes. Building code laws and regulations vary based on the type of construction project and geographic region, but usually include provisions about fire safety, structural stability and sanitation systems. Code enforcement certification can benefit a variety of construction professionals including building inspectors, plan reviewer and mechanical inspector.

13. Certified Fire Protection Specialist

Professionals interested in learning more about safety management on construction sites might be interested in earning a Certified Fire Protection Specialist (CFPS) certificate. Offered by the National Fire Protection Association, the CFPS recognizes professionals who understand how to minimize and prevent fires. A CFPS certification

could benefit construction professionals who either handle or oversee materials that could cause fires, such as electricians, pipefitters, civil engineers, technicians or construction managers.

14. Flagger certification

Flagger certification from the American Traffic Safety Services Association (ATSSA) demonstrates that you understand flagger safety and protocols. The ATSSA's training program covers topics such as using flagger control references and offering courteous directions to passing traffic. The course takes approximately four hours and all students receive a certificate if they pass the final exam.

15. Lead Abatement Certification

The Environmental Protection Agency (EPA) offers a Lead Abatement training and certification program. Lead abatement is the process of minimizing the amount of lead inside of buildings, typically residential ones, to reduce lead-related health risks. Construction professionals who work on or are interested in working on building inspections, risk assessments or project designs for older buildings need to be familiar with lead-based paint regulations.

16. Building Analyst

The Building Performance Institute (BPI) offers a range of training programs and certifications for construction professionals who specialize in renovating older homes. Their Building Analyst certificate program teaches students how to perform comprehensive assessments of existing structures such as measuring airflow, practicing combustion safety and assessing ventilation.

17. PV Certification

The North American Board of Certified Energy Practitioners (NABCEP) offers many certifications related to photovoltaics (PV). Also called solar panels, PV technologies convert sunlight into energy. You can earn a PV certificate from the NABCEP in multiple areas including design, installation, inspection and maintenance.



CREATIVE IDEA #19

ACE Mentoring

Average teams are composed of 15-25 students and led by their volunteer mentors who are professionals from the build industry. Each team is set up to emulate an actual design team, with students guided through a mock design project by their architect, engineer, construction management, and tradesperson mentors.

Mentors assist the students as they work towards a final project, introducing them to the careers, industry vocabulary, and various roles companies play in the construction industry.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #20

YouthBuild

No two YouthBuild programs are exactly alike. Locally, programs may vary in scope, focus and duration, according to local community contexts and needs, funding, and partnerships.

At the core, students learn job skills in construction and in other high-demand employment sectors such as manufacturing, healthcare, tourism and hospitality, retail, and information technology. They also learn and refine durable skills such as teamwork, problem solving, communication, and adaptability.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #21

Program Partnerships

Partner with national workforce development organizations like Goodwill, Building Futures, SkillsUSA, and OIC of America or with local organizations like Construction Ready in Georgia which was created for construction companies, by construction companies.



In 2013, Construction Ready responded to a shrinking labor pool for skilled construction workers by building a program dedicated to finding and training the best.

Since then, the program has matched 1,200+ credentialed workers with 200+ employers. 97% of those graduates start off in a full-time position. Its intensive 20-day training program prepares students for a career in the construction industry.

COMPANY SIZE: SMALL

AUDIENCE TYPE: WORKFORCE

EFFORT LEVEL: LOW

PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #22

Building Skills Across All Ages

Hands-on construction projects tailored for different age groups, from middle school to college offer a great way to pique their interest.

The following ideas present projects designed to introduce fundamental building concepts, foster practical skills, and spark an interest in the diverse world of construction.

These projects not only teach the basics of design and construction but also encourage problem-solving, creativity, and the satisfaction of seeing an idea come to life.

These activities provide valuable, real-world experience, helping participants gain skills in areas like measurement, electrical circuits, and modern construction techniques, preparing them for future academic or career pursuits.

Read the next pages for list of age-appropriate construction projects



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY

For Middleschoolers:

Middle schoolers are learning how to navigate becoming teenagers and with that change in body and education, they can start learning advanced concepts.

- **Design a Home Online:** Various websites and applications allow kids to build in a three-dimensional world. Middle schoolers can design and build homes, offices, parks and roads using these software this software. Today's kids are more technologically-savvy than previous generations and can use computers to create virtual worlds. Encourage them to pay close attention to what makes their buildings structurally sound and aesthetically pleasing. Once complete, have them explain their creation and discuss how they could do something similar in the real world.
- **Make a Shoe Rack:** A great woodworking project for middle school is to create a shoe rack. This is a fantastic introduction to using a saw to cut precise measurements. Once they cut their wood planks, they can assemble them as a shelf with a barrier to store shoes. Use wood glue, hammer and nails, sandpaper and a stain to make a nice rack for their own shoes or a loved one's.
- **Build Circuit Blocks:** Circuit blocks are an excellent way to introduce electricity to middle schoolers. With a few basic items, kids can learn about polarity and how to connect wires to power a device safely. Ensure adults supervise during this activity, as there are some safety risks. Short-circuiting the battery could cause injury, and some of the wires could poke kids or get caught in their hair.

For Highschoolers:

Some kids will continue their education after high school — others will go straight to the workforce. These projects are excellent for students with either motivation.

- **Make a Lamp:** High schoolers can make a lamp as their construction project. It's a great outlet for them to practice designing, constructing and wiring a customized project. Provide blueprints for the lamp's base with wood or metal and provide them with materials to add wiring for a lightbulb. This is an excellent way to introduce older kids to a life skill and potential career options. They gain experience they can take to art, architecture, building and electrical jobs.
- **Create Bricks:** When students learn to make bricks, they can make almost anything. One idea is to get students to create a project for their school or community, whether it's a display, fire pit, walkway or even a wall for a house. Brick molds are available online, and they can use mud, sand and straw to fill the molds. After that, the possibilities are endless.
- **Welding:** High school is an excellent time to introduce welding concepts to students. Picture frames, pencil holders and doorbells are all great projects for beginner welders. Setting up a classroom workshop provides opportunities for students to explore new skills they can carry for the rest of their lives.

For College Students:

Whether working on their major or expanding their skill set, these three construction exploration projects provide advanced learning opportunities.

- **Building A Drone:** Video drones are common among construction workers, journalists, government officials and videographers. Building one takes mechanical and design skills useful in the construction industry. College students can assemble a frame, add propellers, install an antenna and flight controller, and attach a camera for excellent flying and video functionality.
- **Utilizing Virtual Reality:** More work sites use virtual reality to examine efficiency and potential dangers before a project begins. Students wanting careers in the construction industry can gain experience using these programs to learn about safely working at a site. With various smartphone and tablet applications, they can explore numerous scenarios, giving them an advantage by using the newly-popular technology.
- **Build Homes:** A noble thing that gives college students real-world experience is building homes for people who need them. There are myriad organizations throughout the country that utilize volunteers to create functional, sustainable homes. They can gain experience building a frame, pouring a foundation, constructing a roof, installing windows and floors, and painting.



CREATIVE IDEA #23

Classroom Presentations

Construction Career exploration presentations feature guest speakers from the industry who have various construction-related experience. Speakers will explain the vast career opportunities and pathways in construction, the wages, benefits, and how to prepare for a career in construction.

Speakers will also weave in their own personal story, sharing what a day in the life looks like for someone who works in the field.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #24

Accredited Trade Schools and Community College Partnerships

One means of finding community college programs that offer a construction emphasis is to search for accredited construction programs.

Accrediting organizations such as the **Association of Technology, Management and Applied Engineering (ATMAE)**, **Accreditation Board for Engineering and Technology (ABET)**, or **American Council for Construction Education (ACCE)** are independent, non-governmental bodies that produce and enforce quality standards for their member programs.



Accreditation
Board for
Engineering and
Technology



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CREATIVE IDEA #25

High School Voc Tech Programs Sponsorship/Partnership

High schools prepare students for work, not just for college, through “career and technical education,” or CTE. It is difficult to obtain a complete listing of high schools or CTE centers that offer construction-related courses, but each state has a director of CTE, and local school districts also maintain staff to connect students and employers.

Public high schools that offer construction training in a specific state, region or city can be found using the National Center for Education Statistics (NCES) database, using the search criteria **“vocational.”** Public charter and magnet schools may also provide construction-related programs.

Finally, employers should not overlook area private and parochial schools.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



CONSTRUCTION INCLUSION WEEK

Engagement & Interactivity



IDEAS

The following ideas offer dynamic, activity-oriented programs designed to engage your team and community in a meaningful way.

From interactive workshops and collaborative projects to hands-on demonstrations, these ideas aim to spark conversations, build connections, and showcase the roles and talents that drive the construction industry forward, aligning with the **"Opening Doors through Workforce Development"** theme.





ENGAGEMENT & INTERACTIVITY IDEA #1

“Build Your Future” Digital Badge Challenge

A gamified badge system where students and employees earn virtual badges by participating in CIW events (e.g., Mentor Match, Site Safety Star, Career Explorer)

Participants collect badges by completing activities tied to CIW themes (e.g., watching safety demos, engaging with hands-on stations, participating in Q&A sessions).

A lead board or digital certificate could boost participation and shareability.



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



ENGAGEMENT & INTERACTIVITY IDEA #2

Pop-Up Build Labs

Bring the trades to life through mobile build labs hosted at schools or community centers to help create pre-CIW excitement.

(Think “Junior Achievement” but construction)

Simple, safe hands-on projects (like tool demos or mini builds such as birdhouses) let students experience the trades up close.

Can be coordinated with STEM teachers or community youth groups to boost attendance.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



ENGAGEMENT & INTERACTIVITY IDEA #3

“Pass the Hard Hat” Social Media Challenge

A TikTok/IG-style video campaign similar to “pass the paintbrush”

A collaborative video series where students or tradespeople film themselves symbolically “passing” a hard hat to others across job sites or regions—showcasing unity, pride, and reach.

Highlights diversity in trades, builds excitement online, and showcases wide CIW participation.



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: BELONGING

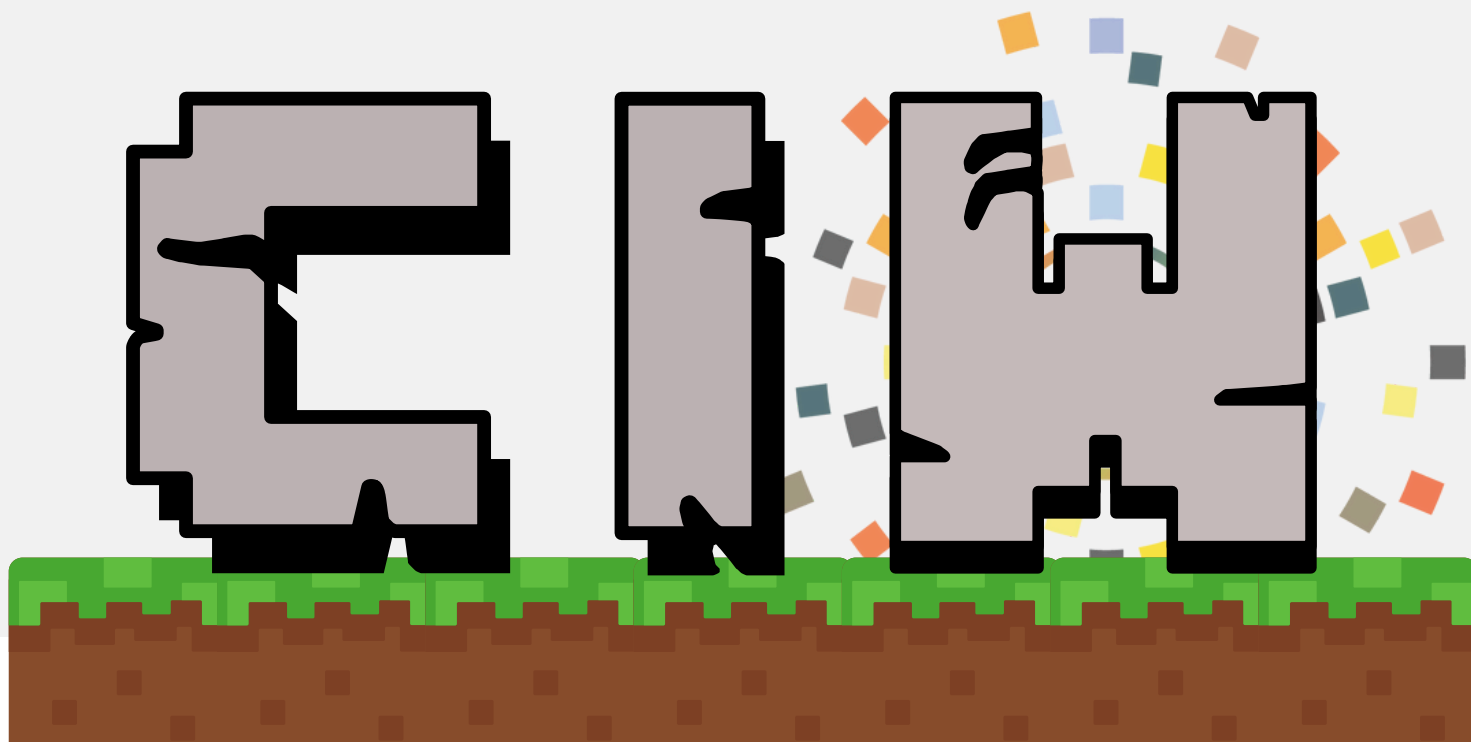


ENGAGEMENT & INTERACTIVITY IDEA #4

Youth + Community Connection

Minecraft Education Build Contest:

Students design a **“Trade School of the Future”** using Minecraft Education Edition. Submissions judged by industry pros, with recognition shared on social and during CIW.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



ENGAGEMENT & INTERACTIVITY IDEA #5

Parent Night à “Why Trades Matter”

A parent-focused session (virtual or in-person) highlighting the **value, salary potential, and stability of careers in the trades**, featuring live testimonials.



COMPANY SIZE: SMALL

AUDIENCE TYPE: WORKFORCE

EFFORT LEVEL: LOW

PILLAR TIE-IN: COMMUNITY

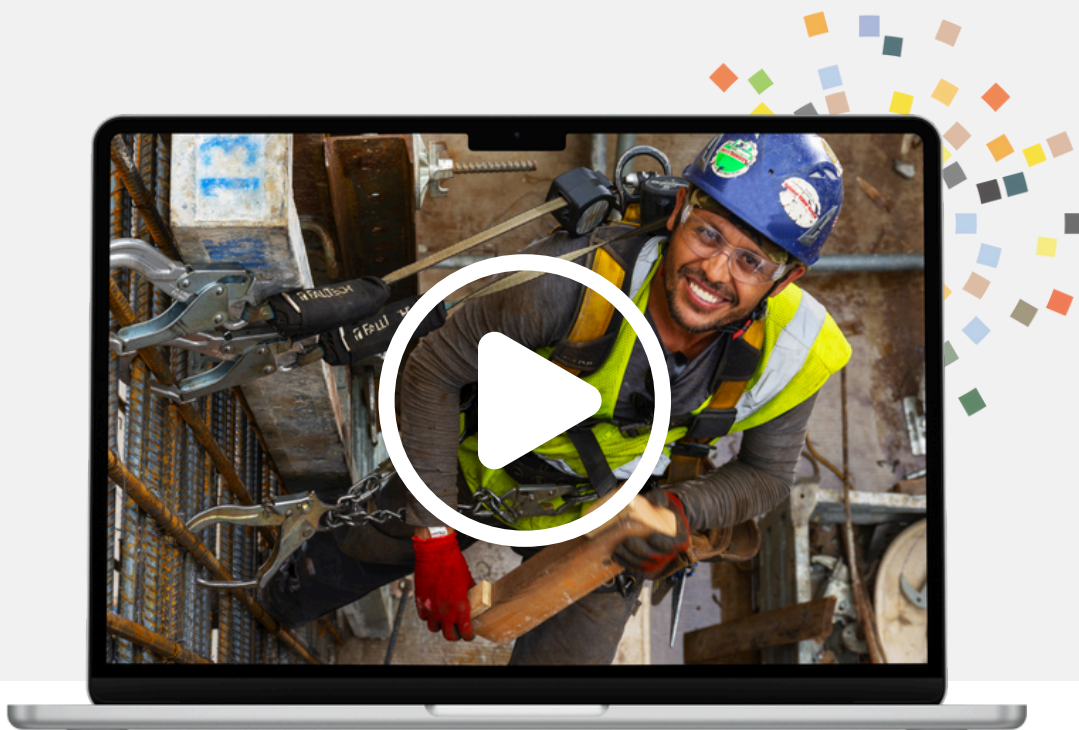


ENGAGEMENT & INTERACTIVITY IDEA #6

Pre-CIW “Intro to Trades” Video Series

**Short (>2 min) explainer videos
introducing each trade, paired with a
one-pager for classroom use.**

A great way to spark curiosity before CIW begins.



**COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS**

**EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY**



ENGAGEMENT & INTERACTIVITY IDEA #7

Video/Podcast Storytelling

“Trade Talk Tuesdays” with IG Reels/Stories
Quick IG/LinkedIn clips featuring tradespeople
sharing their **“why,” challenges, and
proudest builds.**



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



ENGAGEMENT & INTERACTIVITY IDEA #8

“Before the Build” Mini-Series (or Behind the scenes looks)

Capture the **energy and collaboration** behind upcoming projects with short interviews of the teams involved.



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: BELONGING



ENGAGEMENT & INTERACTIVITY IDEA #9

Podcast Crossovers

Partner with popular trade and workforce development podcasts (e.g., Toolbox Talk for the Trades) to feature CIW segments and expand reach.

Some potential podcast names that align with the construction theme:

Crossbeams: A play on structural beams and crossover collaborations
The Hard Hat Handoff: Symbolizing the exchange of ideas between podcast hosts

Concrete Connections: Highlighting strong, lasting collaborations

Under Construction – The Crossover Series: Emphasizing growth, building, and collaboration

Blueprint Blends: A fusion of voices and visions, like blending two podcast "blueprints."



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: BELONGING



ENGAGEMENT & INTERACTIVITY IDEA #10

“Adopt-a-School” Sponsor Campaign

Allow sponsors to fund “**Discovery Day**” **toolkits or field trips** in exchange for name recognition and thank-you videos from students.



COMPANY SIZE: SMALL
AUDIENCE TYPE: STUDENTS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



ENGAGEMENT & INTERACTIVITY IDEA #11

Post-CIW Momentum

CIW+ Quarterly Virtual Events

Extend engagement year-round with seasonal virtual events (e.g., **“Women in Trades Mentorship Day” in May**) and other similar concepts found here and there.



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY



ENGAGEMENT & INTERACTIVITY IDEA #12

“Where Are They Now?” Series

Share follow-up stories on students or career changers who participated in CIW and later entered training programs or jobs.

Series Titles ideas:

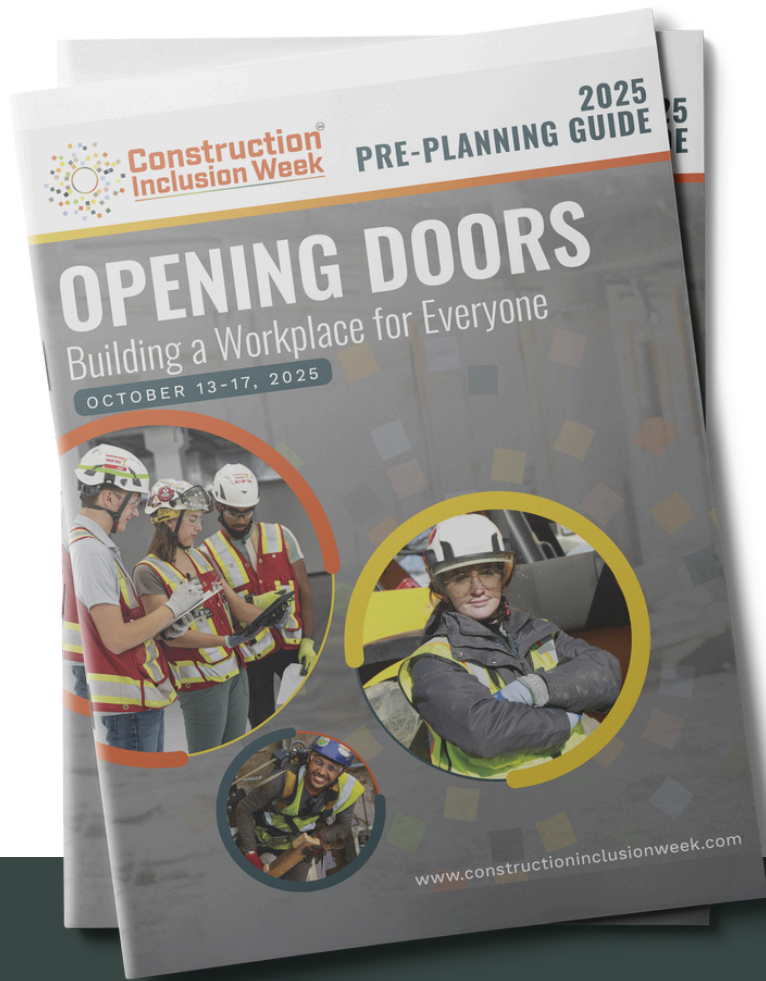
- Restoration Road
- **Under Construction:** Pathway to success
- **Rebuilt:** Stories from the Ground Up
- Not Built to Break!



COMPANY SIZE: SMALL
AUDIENCE TYPE: PARTNERS

EFFORT LEVEL: LOW
PILLAR TIE-IN: COMMUNITY

Need more planning inspiration for CIW?



CHECK OUT THE CONSTRUCTION INCLUSION WEEK 2025 PRE-PLANNING GUIDE!

Start planning your organization's Construction Inclusion Week journey with our **Pre-Planning Guide**! This guide provides essential insights and strategies to help you lay the groundwork for impactful initiatives, ensuring that your organization is prepared to engage and inspire meaningful conversations for Construction Inclusion Week 2025.

DOWNLOAD NOW



PLUS MORE RESOURCES COMING YOUR WAY!



- ✓ Nationwide Workforce Development Directory
- ✓ Construction Inclusion Week Webinar
- ✓ Planning Recommendations Calendar
- ✓ Toolbox Talk Library

Sponsoring Construction Inclusion Week positions your firm as a champion of progress and a builder of workplaces where people are respected, supported, and empowered to succeed. Align your brand with industry-wide momentum and demonstrate your commitment to a culture that welcomes talent, innovation, and opportunity for all.

SPONSORSHIP

			
Access to participate in CIW executive roundtable	✓		
Access to invite- only dinner with CIW founding firm leadership	✓		
Access to participate in CIW advisory planning committee	✓		
Recognition at CIW sponsored events	✓		
Link from CIW site to firm created content speaking to why you support CIW	✓	✓	
Logo included in CIW wrap-up piece	✓	✓	
Link from CIW site to firm created content speaking to why you support CIW	✓	✓	
Individual sponsor spotlight on social media	✓	✓	
Website, social media, and email badge for 2025	CO-BRANDED	CO-BRANDED	✓
Access to order hardhat stickers from CIW	UP TO 500	UP TO 500	ARTWORK ONLY
Company name listed included on sponsor feature page on CIW site	LINKED LOGO	LOGO ONLY	NAME ONLY
Access to all content	✓	✓	✓

GEAR THAT OPENS DOORS

Our **official CIW Swag Store** is managed by a certified diverse-supplier partner. From budget-friendly stickers to premium tech gifts, every purchase supports inclusive sourcing while amplifying the Opening Doors message on-site and in the office. Lock In Prices, Avoid Volatility

WHAT YOU CAN ORDER

Categories:

drinkware · tech & gadgets · office supplies · apparel · tools · safety gear

Co-branding:

many items can carry your company logo alongside the CIW mark

HOW YOU CAN SHOP

Filters: price range · order minimums · lead-time

MARKET-SMART PRICING:

lock in current rates by ordering early as prices may adjust later in the season

