

CIW 2025

CIW 2025 PRE-PLANNING

CONSTRUCTION INCLUSION
WEEK GUIDING PILLARS





CONSTRUCTION INCLUSION WEEK GUIDING PILLARS

Your Week, Your Way:

Construction Inclusion Week's daily themes have become our **five guiding pillars** which all connect to one central purpose: Workforce Development. Whether you focus on one or all five, each pillar helps open doors, build pathways and retain talent across our industry. Construction Inclusion Week 2025 is designed so every firm, no matter its size or bandwidth, can take part. **The goal is action**, not adherence to a rigid calendar.



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COMMITMENT AND ACCOUNTABILITY



Companies and leadership commit to measurable actions that create clear pathways to fulfilling careers and foster workplaces where everyone can thrive.

What does this imply?

A single company can make significant progress; an entire industry can transform the future. When contractors, designers, suppliers, and owners are intentional about attraction, retention, and promotion, we assume collective responsibility for the talent pipeline. Through defined commitments and accountability measures, companies will make continuous progress towards building an industry that truly reflects and serves all communities.

Sample Planning Questions:

- What strategies can we implement to ensure that all team members take ownership of their roles in promoting a culture of accountability within our projects?
- How can we establish clear metrics to evaluate the success of our commitment to accountability in our construction practices and team interactions?
- In what ways can we facilitate open communication among team members to discuss accountability, and how can we encourage a culture of continuous improvement based on their feedback?



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ATTRACT AND RETAIN



Cultivate a construction industry that draws people in and motivates them to stay by offering meaningful work, accessible pathways to entry, and clear opportunities for advancement.

What does this imply?

As the demand for skilled team members continues to rise, we must expand how and where we look for talent, and ensure those who join our workforce see a future for themselves. Attracting workers requires broadening outreach and access, while retention depends on day-to-day experiences that foster trust, growth, and purpose. Organizations that invest in both sides of this equation build teams that are stronger, more stable, and better prepared for long-term success.

Sample Planning Questions:

- How can we expand our outreach and recruitment efforts to attract new talent from a wider range of backgrounds and communities?
- What steps can we take to ensure that every team member has access to clear pathways for growth and advancement within our organization?
- In what ways can we improve the daily work experience to foster trust, engagement, and a sense of purpose, so our employees are motivated to stay and build their careers with us?



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ECONOMIC OPPORTUNITY



Create an opportunity-rich supply chain that mirrors the communities we build in.

What does this imply?

Every subcontract or purchase order is a chance to expand economic opportunity. Broadening access to bidding lanes for a variety of contractors and service providers invites innovation, fosters competitive pricing, and supports economic growth that extends beyond a single jobsite. A well-rounded contractor ecosystem brings a mix of experiences and approaches that improve problem-solving, increase adaptability, and help keep projects on schedule.

Sample Planning Questions:

- What strategies can we implement to actively seek out and engage with a wider range of suppliers to enhance our bidding process and project outcomes?
- How can we create a framework for evaluating and selecting suppliers that encourages innovation and competition while ensuring quality and reliability?
- In what ways can we foster partnerships with a variety of suppliers to strengthen our project resilience and improve our overall operational efficiency?



BELONGING & WORKPLACE CULTURE



Creating an environment where each individual feels valued, respected, and connected, so that positive behaviors, strong relationships, and shared purpose drive both individual and organizational success.

What does this imply?

The most advanced fall-protection gear can't offset a culture where disrespect goes unchecked. A respectful culture turns compliance into care: people look out for one another because they belong to something bigger than a project number

Sample Planning Questions:

- If we were to identify one behavior that most undermines our team culture today, what would it be - and what's one practical step we could take tomorrow to address it?
- How might we redesign our toolbox talks to actively build a sense of belonging, camaraderie and mutual respect, while still covering critical safety protocols?
- What surprising benefit can we gain if our crews genuinely enjoyed working together, whether it's productivity, quality, retention, or something else unexpected - how would we measure that impact and how can we point workplace culture towards that?



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COMMUNITY ENGAGEMENT



Seek & activate partnerships that open construction career pathways for students, career changers, and re-entry talent wherever our projects are.

What does this imply?

Our industry faces a skills gap that can't be solved from inside the gate. By collaborating with schools, workforce organizations, and nonprofits, we can tap into overlooked talent pools and prove that high-wage, high-dignity jobs are available and attainable.

Community engagement earns public trust, diversifies the applicant pipeline, and demonstrates that our work delivers shared prosperity to every community: locally, regionally, and nationwide.

Sample Planning Questions:

- How can we turn our job sites into community classrooms that spark interest and excitement about careers in our industry?
- If we were to invite local talents to shadow our teams for a day, what insights could they gain, and what might we learn from them?
- How can we make our outreach efforts so engaging that the community can't help but want to join us in building a brighter future?



CONSTRUCTION INCLUSION WEEK GUIDING PILLARS

This Construction Inclusion Week, we emphasize the importance of our guiding pillars: **Commitment & Accountability, Attract & Retain, Economic Opportunity, Belonging & Workplace Culture, and Community Engagement.**

These pillars are not just concepts; they are essential frameworks that can drive meaningful change within our organizations. As your organization focuses on any of these areas (or all), we help the industry work towards building opportunities for growth through developing our workforces.

As decision-makers, it's crucial to recognize that these pillars can reshape our approach to business. Prioritizing these pillars, such as Economic Opportunity, can open doors to new partnerships and perspectives, while putting focus on Belonging & Workplace Culture can enhance employee satisfaction and retention. By integrating these pillars into our daily operations, we cultivate a workplace that values every individual's contribution, leading to improved project outcomes, community trust, and a stronger workforce.

As you embrace these guiding pillars during Construction Inclusion Week, you set the tone for a more engaged and resilient construction industry. It's an opportunity for you to reflect on your current practices and commit to actionable steps that will benefit not only your company but also the communities we serve. By taking this initiative seriously, we can pave the way for a stronger future in construction, where everyone has the opportunity to thrive.

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

