



**ConstructionSM
Inclusion Week**

**2025
PRE-PLANNING GUIDE**

OPENING DOORS

Building a Workplace for Everyone

OCTOBER 13-17, 2025



www.constructioninclusionweek.com

2025



Construction Inclusion WeekSM

Construction Inclusion Week is a nationwide initiative to attract, support, and retain talent across the construction industry.

Now in its fifth year, the focus is on opening more doors through a hands-on approach to workforce development.

Our goal for 2025, and beyond, is *Opening Doors through Workforce Development*, ensuring everyone at every stage of life or experience, has a place, a path, and a future in construction.

Instead of a prescribed daily schedule, every firm, large or small, every role, whether in the field or the office, will have the flexibility to select resources that match its capacity and culture.

Your participation helps the entire industry attract, develop, and retain the talent we all need.

Thank you for your support, participation, and commitment to build workplaces where everyone feels valued and respected.

THIS YEAR'S UPDATES: AT A GLANCE



Flexible Format

Your Week, Your Way structure: select the curriculum and resources that align with your company's goals, interests, and capacity.



Toolbox Talk Library

Small group discussions you can leverage during a project stand-down, team/crew huddle, or lunch and learn sessions.



Construction Inclusion Week Webinar

Real voices sharing how opened doors changed their careers; share on social media or watch as a company or a team.



Best-Practices Guide

A catalog of engagement ideas, installations, and conversation starters ready to replicate and customize for your culture.



Nationwide Workforce-Development Directory

Search programs for students, career-changing adults, and re-entry talent.



Planning recommendations calendar

Month-by-month reminders to aid in your planning efforts.



OPENING DOORS: WORKFORCE DEVELOPMENT

“Opening Doors” is more than a theme for Construction Inclusion Week; it’s an industry-wide call to action.

The Moment: The construction industry is at a crossroads, with an urgent need for hundreds of thousands of skilled workers.

The Opportunity:

Now is the time to rethink how we attract, welcome, and retain talent. To bridge the construction workforce gap, the *entire industry* must become a welcoming environment that attracts individuals from all backgrounds, ensuring they have the tools, support, and opportunities to grow.



OPENING DOORS Through Workforce Development:

AWARENESS

Increasing both attraction and visibility into the range of careers available in construction:

- Share stories that reflect our humanity
- Expose students and communities to the work we do
- Break down stereotypes and promote industry pride

ACCESS

Broadening entry points for individuals at every stage of life and career:

- Create intentional outreach to overlooked communities
- Host jobsite tours and career exploration events
- Partner with schools, nonprofits, and workforce centers

ADVANCEMENT

Ensuring all workers have the support and opportunities to succeed and lead:

- Build inclusive, respectful workplaces
- Offer mentoring, training, and leadership paths
- Recognize and retain existing talent



THE PILLARS THAT SUPPORT WORKFORCE DEVELOPMENT

To build a workplace for everyone, we must focus on what makes opportunity possible and sustainable. CIW pillars provide the structure for that work: each pillar addresses a key element in how we attract, support, and retain talent across our industry:



COMMITMENT & ACCOUNTABILITY



ATTRACT & RETAIN



ECONOMIC OPPORTUNITY



BELONGING & WORKPLACE CULTURE



COMMUNITY ENGAGEMENT

The CIW pillars provide structure for the shared initiative to build a more inclusive, resilient, and future-ready industry...

one door, one opportunity, and one person at a time.



UNDERSTANDING THE PILLARS



**Construction
Inclusion Week**

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.



COMMITMENT AND ACCOUNTABILITY

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

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.



ATTRACT & 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.

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.



ECONOMIC OPPORTUNITY

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

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.



BELONGING & WORKPLACE CULTURE

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

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.



COMMUNITY ENGAGEMENT

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

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.



CONTENT & CURRICULUM OVERVIEW

Construction Inclusion Week curriculum and resources will begin rolling out mid-summer, so you have plenty of runway before October.

TOOLBOX TALKS: CONTENT/SUBJECT MATTER

- Opening Doors through Mentorship
- Sparking Early Interest in Trades
- Respect and Inclusion on the Jobsite
- Second-Chance Pathways to Careers
- Every Role Counts: Building an Inclusive Site Culture
- Mental Health In Construction
- Small Actions, Big Impact
- Pivot & Build: Life After Athletics
- From Service to Site: Construction Careers for Veterans
- Different Minds, Same Mission: Embracing Disability and Neurodivergence
- Economic Opportunity: Leveraging a broad source of suppliers

BEST IDEAS GUIDE

The **Best Ideas Guide** is a curated collection of creative, practical, and impactful activities designed to inspire Construction Inclusion Week participants. Building on the foundation of previous Installations & Activities Guide, this updated resource supports our more flexible, organization-driven approach for 2025.

While we're not prescribing what to do each day, this guide offers a library of ideas that companies can explore, adapt, and launch in ways that fit their unique culture, structure, and goals. While not a step-by-step manual, this resource is intended to be a springboard for inspiration, designed to help you find ideas that resonate and then make them your own.

Whether you're planning for the jobsite, the office, or company-wide engagement, this guide helps spark creativity, encourage collaboration, and support meaningful participation throughout the week.

WORKFORCE DEVELOPMENT DIRECTORY

As part of our commitment to **Opening Doors: Building a Workplace for Everyone**, Construction Inclusion Week is proud to introduce the first-of-its-kind national directory focused on workforce development in the construction industry. This groundbreaking resource is designed to open doors for individuals seeking careers in construction, whether they're just starting out or looking to grow their skills and impact.

The directory brings together workforce development programs from across the country in one easy-to-navigate platform. Users will be able to search by geographic location, audience type, such as high school and college students, veterans, career changers, apprentices, and those looking to upskill, and filter by program offerings like apprenticeships, training, certifications, and more.

Each listing features a dedicated profile to help users explore opportunities and connect with the program organizers. A program submission form also ensures the directory continues to grow as new resources and organizations emerge.

This directory serves as a national entry point for anyone exploring a future in construction, expanding access, increasing visibility, and supporting a stronger, more inclusive industry.



CONTENT & CURRICULUM ROADMAP

Construction Inclusion Week curriculum and resources will begin rolling out mid-summer, so you have plenty of runway before October.

JULY 2025						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

	Confirm 2025 Registration
	Circulate this guide to leadership and project teams.
	Appoint an internal CIW point-person or committee.
	Confirm internal goals & budget.
	Decide whether to pursue Visionary, Ambassador, or Supporter sponsorship.
	Place swag orders to lock in current pricing.

AUGUST 2025						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30/31

1	Best Practices Idea Repository Release
15	Full Toolbox Talks released: assign facilitators and print/distribute handouts.
	Draft internal communications
	Finalize activity list (lunch-and-learns, site talks, tours).
	Begin staff sign-ups and room/tech reservations.
	Order swag

SEPTEMBER 2025						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1	Workforce Development Outreach Toolkit Release
12	Swag order deadline for best selection
15	CIW craft videos begin releasing
	Push teaser content externally (social, client newsletters). Confirm internal photo/video plan for CIW.
	Ship swag to sites/offices; stage banners.

OCTOBER 2025						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	CONSTRUCTION INCLUSION WEEK					
19	20	21	22	23	24	25
26	27	28	29	30		

	Send final reminders to crews and trade partners.
	Brief leadership on daily talking points.
	Execute your chosen activities.
	Post using #ConstructionInclusionWeek #OpenTheDoor.
	Track participation and outcome metrics in real time.
	Complete daily surveys (?)
	Debrief with teams
	Complete CIW impact survey.
	Compile lessons learned and photos for 2026 planning.
	Share success stories with CIW for next year's Best-Practices Guide.



PLANNING OPTIONS

PLAN THE PATH THAT FITS

Mix and match activities from the forthcoming Best-Practices Guide or design your own. Whatever path you choose, commit to measurable action and share your results. Construction Inclusion Week's five pillars are more of a compass than a checklist, so **use them to open doors in the way that best serves your people and your projects.**

One-and-Done?

PERFECT
document the impact and build from there next year.

All Five, All Week?

FANTASTIC
echo daily wins across your sites and channels.

Hybrid Approach?

ABSOLUTELY
focus on 2-3 pillars and save the rest for later.

OPTION A

Start Small – Quick Win Activities

Ideal for:

First-time participants or crews with tight schedules.

Example Roll-Out

- Pick one pillar that ties directly to a business priority: e.g., “Workplace Culture” to reinforce respectful-site expectations.
- Plan one signature activity (a Toolbox Talk, site walk, or lunch-and-learn) that fits a 15- to 60-minute window.
- Set one measurable objective: example: attendance target, feedback score, or action item logged on the JHA.
- Share the story internally and on social with #ConstructionInclusionWeek to inspire others.

More Planning Guidance in our next Planning Release – Summer 2025!

OPTION B (TRADITIONAL)

Go Deeper – Engaged Team Activation

Ideal for:

firms with existing CIW momentum and/or those who want to maintain daily touchpoints.

Example Roll-Out

DAY	PILLAR	SAMPLE ACTIVATION
Mon	Commitment & Accountability	Example: share hiring goals; post job-site dashboard.
Tue	Belonging & Workplace Culture	20-min guided Toolbox Talk on psychological safety.
Wed	Economic Opportunity	Virtual meet-and-greet with xBE vendors and suppliers.
Thu	Attract & Retain	Respectful worksite walk-through with leadership.
Fri	Community Engagement	Hard-hat tour for local students; promote workforce directory link

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 Construction Inclusion Week 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.

