



## Roads To Your Future - Fall 2022 e-Newsletter

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## Fall 2022 e-Newsletter

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**Get Tips To Start a Highway Construction  
Workforce Partnership Program**

In response to the North Dakota Department of Transportation's request for help advancing its Highway Construction Workforce Partnership (HCWP) program, the Every Day Counts-6 (EDC-6) Strategic Workforce Development (SWD) team recently hosted a virtual peer exchange. The SWD team brought together five States at different levels of implementation to share ideas, lessons learned, and resources. South Dakota, Idaho, Vermont, and Kentucky joined the open forum to discuss various challenges and successes to help North Dakota navigate through the early stages of an HCWP.

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Throughout the 3-day event, States presented information on forming and managing local partnerships, recruiting a diverse group of trainees, and providing supportive services. The SWD team and participating States also shared various tools, including:

- **Kentucky's Workforce Resources**: A robust contact list of HCWP members across the education and workforce industries.
- **Associated General Contractors—Vermont Construction Jobs**: A central resource for employers to post construction career opportunities and for job seekers to learn about available positions, salaries, benefits, and education requirements.
- **Hiring and Retaining a Diverse Workforce**: Proven recruiting strategies and advertising tips from Vermont construction firms and organizations to promote diversity.
- **Future Road Builders**: A free mobile app created by the Constructors Association of Western Pennsylvania that features games, videos, imagery, and assessment tools to help prospective heavy and highway construction apprentices uncover the skills needed for career success.
- **Pittsburgh Job Corps Center**: A tuition-free training and education program that provides eligible youth with skills and opportunities to establish highway construction careers.

For more information on how to launch a successful SWD program, contact Program Manager **Christina Currier**.

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## See Strategic Workforce Development in the News

The American Association of Community Colleges recently featured an article on the HCWP program. Read more about identifying, recruiting, training, supporting, and placing qualified individuals into needed highway construction roles in [Community College Daily](#).



The screenshot shows the homepage of the Community College Daily website. The header includes the logo 'COMMUNITY COLLEGE DAILY' and the tagline 'AMERICAN ASSOCIATION OF COMMUNITY COLLEGES'. Below the logo is a navigation menu with links for HOME, ALL ARTICLES, SUBSCRIBE, ADVERTISE, GOVERNMENT, WORKFORCE DEVELOPMENT, CAMPUS ISSUES, and ACADEMICS. A secondary menu includes DATAPPOINTS and COMMENTARY. The main content area features a featured article titled 'Building, maintaining tomorrow's highway construction workforce' with a sub-header 'TOPICS: Commentary'. The article includes a photograph of a highway overpass and a byline 'BY CHRISTINA CURRIER AND NIKKI DUGAN JULY 18, 2022'. A short summary of the article is provided below the byline. On the right side of the page, there is a 'QUICK LINKS' section with buttons for E-mail Alerts, Jobs, Advertise, Contact Us, and Home.

Source: American Association of Community Colleges

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## Join the Peer Exchange: Share Effective Communications

Has your State recently created materials to increase recruitment for your workforce development program? Share the marketing pieces that are working for your HCWP to help other States implement successful programs. Submit materials to [Christina Currier](#).

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## Alabama Partners with FHWA for Success

Through effective partnering with the Federal Highway Administration, Alabama Department of Transportation, Alabama Community College System, Auburn University, the Governor's Office for Alabama, Alabama General Contractors, Alabama Road Builders Association, the Alabama Workforce Council and many others, numerous training programs have been developed, with more to come. These trainings highlight exceptional opportunities for women to join the transportation industry and have long and life-changing careers. Training is current and becomes part of the effort with individual companies securing employment for trainees once they complete the trainings. A few of the success stories are below:

- [Jefferson State, Industry Partners Launch Heavy Equipment Program](#)
- [Women in Welding: Alana Willingham-Brown - YouTube](#)
- [NACC grad finds passion on the open road - YouTube](#)
- [Welding student earns career credentials with dual enrollment - YouTube](#)
- [Dual enrollment lands NACC grad a federal job - YouTube](#)

For more information about the [Alabama Community College System Program](#) or how [Alabama enhances its placement success rate](#), visit the [SWD Toolkit](#).

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## Stay Current With the SWD Toolkit

Don't miss out on the latest resources and strategies for filling needed construction jobs that support the country's highway system. The SWD Toolkit highlights best practices and success stories from the construction industry, government entities, and other partner organizations that have benefited from the HCWP.

See what's new

at [www.fhwa.dot.gov/innovativeprograms/centers/workforce\\_dev/hcwp/toolkit](http://www.fhwa.dot.gov/innovativeprograms/centers/workforce_dev/hcwp/toolkit).

# STRATEGIC WORKFORCE DEVELOPMENT TOOLKIT CONTENTS



Source: Getty Images

## SWD Introduction Tools:

- [Fact Sheet](#)
- [Playbook – Identify, Train, Place](#)
- [Speaking Points](#)
- [Videos](#)
- [Roads to Your Future](#)
- [EDC-6 Strategic Workforce Development Initiative White Paper](#)
- [EDC-6 Strategic Workforce Development Tribal Contacts and Resources](#)



Source: FHWA



Source: Getty Images

## Pilot Profiles:

- [Alabama](#)
- [Arizona](#)
- [Idaho](#)
- [Pittsburgh](#)
- [Denver](#)
- [Los Angeles](#)
- [Future Road Builders](#)



Source: Getty Images

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Visit the [Strategic Workforce Development Toolkit](#) for free resources and strategies.

For more information, contact [Christina Currier](#), Co-Chair, Strategic Workforce Development.

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