

Future Road Builders

Program

To provide for an accessible and engaging approach to understanding highway construction careers, the Constructors Association of Western Pennsylvania (CAWP), an Associated General Contractors of America, Inc. (AGC) affiliate, created the Future Road Builders (FRB) gaming app. The app is free and consists of videos, images, and mini-assessment challenges that provide participants with information about the skills needed for a career in highway construction. Participants explore various trades within the game and receive a “Get to Work” badge that can be used when applying for apprenticeship programs in highway construction. Highway construction pay scale information is also available and at least 50 percent of the 18 avatars represent minority and female populations.

The FRB website is at <https://www.futureroadbuilders.com>.

Partners

FRB is a key emphasis program for the Pittsburgh HCWP Program. The HCWP Working Group included representatives from CAWP, the Federal Highway Administration’s Pennsylvania Division, the Pennsylvania Department of Transportation, Pittsburgh Job Corps, Allegheny Community College, and the U.S. Department of Labor’s Employment and Training Administration.

Results

More than 25,000 individuals have downloaded the FRB app. In the first year, 23 percent of 1,000 construction apprenticeship participants who took an apprenticeship test became aware of the apprenticeship program through FRB. Thirty-seven individuals, or 22 percent of those who were accepted into the apprenticeship, played FRB.

Funding

The FRB app was developed in 2017 with an FHWA Ladders of Opportunity On-the-Job Training Supportive Services (OJT/SS) grant. Additional State grants have been used over the past two years to update and enhance the app and for marketing.

Future

CAWP would like to expand the program’s reach through increased outreach and marketing; assist teachers with incorporating FRB in STEM-related applications in the classroom; and provide additional student support via the apprenticeship testing process and a stronger connection to career opportunities and job placement. Additional funding would accelerate FRB program expansion and enhancement.

Contact

Jason Koss, Constructors Association of Western Pennsylvania, jasonk@cawp.org