MICHIGAN CONSTRUCTION CAREER DAYS
2010

SUMMARY REPORT

Issued by: Brindley Byrd
Executive Director
Michigan Construction Career Council Organizer
Michigan Construction Career Days

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MichiganCCD.org
INTRODUCTION

The Michigan Construction Career Days Advisory Board is very pleased to present this summary report of Michigan Construction Career Days 2010 (MICCD). Held on April 27 & 28, 2010 at Springfield Oaks County Park in Davisburg, MI, MICCD hosted 1378 middle and high school students from 46 schools across the state.

The theme of MICCD 2010 was “Change Your World. Choose Construction!” Young people these days are choosing careers that have a positive impact on the world in which they live. When it comes to making such an impact and truly changing the world, what industry does it bigger or better than construction?

At MICCD 2010, hundreds of construction professionals from over 60 companies, industry organizations, skilled trade unions, institutions of higher education and units of local, county and state government showed these young people the world of construction. Given the duration and scale of economic decline in Michigan, the show of support from Michigan’s construction industry is even more profound than in our 2 previous years.

Typical to all MICCD events there was plenty of heavy equipment for students to operate. In addition, this year saw the launch of “Girls Can Too!” Members from the Detroit and Lansing chapters of the National Association of Women In Construction created a program emphasizing construction careers for women. Dubbed the “Rosie the Renovator Girls Can Too Exploration” female MICCD attendees were invited on an information scavenger hunt embedded in MICCD where they needed to seek answers to industry questions from participating exhibitors.

The goal of MICCD and all Construction Career Days events is to positively influence a young person’s decision to consider a career in construction. We asked students if MICCD had such an impact. An overwhelming 90 percent of students indicated MICCD increased their interest in construction careers! Knowing that many of the students had an interest before attending MICCD, we filtered out those who indicated they were not considering a career in construction before attending MICCD and know that 68 percent of them now indicate they are somewhat or very interested in pursuing a career in construction.

So how do you show young people how they can change the world? Read on and see what the MICCD Advisory Board and Michigan’s construction industry did at Michigan Construction Careers Days 2010.

And, to all MICCD 2010 sponsors, exhibitors, operators and equipment providers...THANK YOU for showing Michigan’s young people how they can change the world with a career in construction!

-- MICCD Advisory Board
Dates of Event: April 27 & 28 2010
Location: Springfield Oaks County Park
12451 Andersonville Road
Davisburg
Oakland County, MI

Total Number of Students: 1378
Minority Representation: 25%
Female Representation: 15%
Number of School Districts: 34
Number of Schools: 46
Pieces of Heavy Equipment Available:
53 Total
45 Active
7 Static

Exhibitors:
24 Information Booths
7 Hands On
6 Outdoor Displays

Most Popular Display or Activity other than Equipment:

Three way tie between:

1. Building wood tool boxes provided by the Detroit Carpentry Apprenticeship School,
2. The crane and grader simulators provided by the Operating Engineers Local 324 and Michigan CAT, and
3. Driving a brand new 10yd snowplow dump truck provided by the Wayne County Road Commission.
SPONSORS, EXHIBITORS and EQUIPMENT PROVIDERS

Platinum ($5001 and up)
Capital Area Michigan Works!
Michigan Construction Career Council
Michigan Department of Transportation
Michigan Tech University – University
Transportation Center for Materials in
Sustainable Transportation Infrastructure
Oakland Community College
Oakland County Parks
Operating Engineers Local 324

Gold ($3001-$5000)
Ferris State University
Federal Highway Administration

Silver ($1501-$3000)
Associated General Contractors of Michigan
Barton Malow
Clark Construction Company
Michigan CAT
Michigan Concrete Association

Bronze ($500-$1500)
Building Science Academy
Detroit Electrical JATC
DTE Energy
Washtenaw Community College
Woods Construction, Inc.
Poco, Inc.

INFORMATION BOOTHS

1. Oakland Community College
2. Lawrence Technological University
3. Skanska
4. Michigan State University
5. Construction Association of Michigan
6. MIOSHA
7. Guardian Environmental Services, Inc.
8. University of Michigan, Taubman College
   of Architecture & Urban Planning
9. Associated General Contractors of
   Michigan
10. National Association of Women In
    Construction
11. Albererici
12. Dunn Blue Reprographics/Detroit
    Drafting
13. Oakland County Parks
14. Building Science Academy
15. DTE Energy
16. Angelo Iafrate Construction
17. Soils and Materials Engineers, Inc.
18. Federal Highway Administration
19. Michigan Department of
    Transportation
20. Ferris State University
21. Michigan Tech University – University
    Transportation Center for Materials in
    Sustainable Transportation
    Infrastructure
22. Michigan Concrete Association
23. SPM Windpower, LLC
24. United States Army

HANDS ON ACTIVITIES

1. Ironworkers Local 25
2. Detroit Carpentry Apprenticeship School
3. Barton Malow
4. Washtenaw Community College
5. Bricklayers & Allied Craftworkers Local 1
   & Local 9
6. Detroit Electrical Joint Apprenticeship
   Training Committee
7. The Home Depot
OUTDOOR ACTIVITIES

1. Michigan Concrete Association: Concrete Pour
2. Barton Malow: Rebar Challenge
3. Laborers Training Institute: Air Hammer
4. Operating Engineers: Crane Simulator
5. Michigan CAT: Grader Simulator
6. Wayne County Road Commission: 10yd Dump Truck Snow Plow Driving

EQUIPMENT PROVIDERS

1. Adamo Demolition
2. AIS Construction Equipment
3. Ajax Paving
4. Alta Equipment
5. Barton Malow
6. C.A. Hull
7. Dan’s Excavating, Inc.
8. Fisher Companies
9. Hertz Equipment Rental
10. Hi-Ball Company, Inc.
11. J. J. Curran Crane Company
12. Kaltz Excavating
13. Klochko Equipment Rental Company
14. Laramie Equipment
15. MCM Management Corp.
16. Michigan CAT
17. Minnesota Limited, Inc.
18. NES Detroit
19. Operating Engineers Local 324
20. R. L. Coolsaet Construction
21. Road Commission for Oakland County
22. Springfield Township Fire Department
23. Sunbelt Rentals
24. The Jonna Companies
25. Titan Equipment
26. United Rental
27. Wacker Neuson
28. Wayne County Road Commission
1. Academy for Design and Construction
2. Anchor Bay High School
3. Bullock Creek High School
4. Calhoun County Career Center
5. Career Prep Center
6. Caro Middle School
7. Clare-Gladwin RESD Career Tech Center
8. Comstock High School
9. Corunna High School
10. Dakota High School
11. Dunkel Middle School
12. East Kentwood High School
13. East Middle School
14. GASC Technology Center
15. Heartlands Institute of Technology
16. Holly High School
17. Huron Area Technical Center
18. Jefferson High School
19. Lapeer Education and Technology Center
20. Lincoln Park High School
21. Lincoln Schools
22. Linden High School
23. Madison High School
24. Mason Middle School
25. McKinley Foundation Academy
26. McKinley Foundation Academy
27. MDOT Summer Youth Mentoring
28. Midland High School
29. Oak Park High School -- Building Trades
30. Oakland Schools Technical Campus NE
31. Oakland Schools Technical Campus SE
32. Oakland Schools Technical Campus SW
33. Oakland Schools Technical Campus NW
34. Ogemaw Heights High School
35. Paw Paw High School
36. Plymouth High School
37. Power Middle School
38. Randolph Career & Technical Center
39. Romeo Engineering and Technology Center
40. Sanilac Career Center
41. Schoolcraft High School
42. Swartz Creek High School
43. The Pankow Center
44. Warner Middle School
45. Waterford Mott High School
46. William Ford Career Technical Center
## Statement of Cash

<table>
<thead>
<tr>
<th>CASH REVENUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Booths</td>
<td>$2,750</td>
</tr>
<tr>
<td>Activity Booths</td>
<td>$1,400</td>
</tr>
<tr>
<td>Outdoor Activities</td>
<td>$700</td>
</tr>
<tr>
<td>Restricted Cash Contributions</td>
<td>$15,370</td>
</tr>
<tr>
<td>Unrestricted Cash Contributions</td>
<td>$13,125</td>
</tr>
</tbody>
</table>

Cash Revenue Subtotal                  $33,345

<table>
<thead>
<tr>
<th>CASH EXPENSES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Items</td>
<td></td>
</tr>
<tr>
<td>Industry Brochure</td>
<td></td>
</tr>
<tr>
<td>Industry Mailing</td>
<td></td>
</tr>
<tr>
<td>Industry Letter</td>
<td></td>
</tr>
<tr>
<td>Industry Registration Form</td>
<td></td>
</tr>
<tr>
<td>School Mailing</td>
<td></td>
</tr>
<tr>
<td>School Letter</td>
<td></td>
</tr>
<tr>
<td>School Info Sheet</td>
<td></td>
</tr>
<tr>
<td>School Registration Form</td>
<td></td>
</tr>
<tr>
<td>Envelopes</td>
<td></td>
</tr>
<tr>
<td>Printing Subtotal                     $1,633</td>
<td></td>
</tr>
<tr>
<td>School Mailing Labels</td>
<td>$134</td>
</tr>
<tr>
<td>Postage</td>
<td>$908</td>
</tr>
</tbody>
</table>

Meals/Beverages                        |                      |
| Student Lunches                       $7,189               |
| Exhibitor/Volunteer Lunches           $1,745               |
| Chaperones                            $1,959               |
| Ice Cream Social & Open House         $700                 |

Equipment Purchases/Rentals            |                      |
| Porta-Johns                           $775                 |

Miscellaneous                          |                      |
| Umbrella Liability                    $1,040               |
| Student Transportation                $5,000               |
| PayPal Fees                           $160                 |

Admin/Operations                       |                      |
| Administration                        $5,000               |
| Travel                                $1,116               |
| Misc.                                 $200                 |
| Website Hosting                       $110                 |

Cash Expense Subtotal                  $27,669               

TOTAL CASH SURPLUS                      $5,676
## IN KIND CONTRIBUTIONS

<table>
<thead>
<tr>
<th>IN KIND CONTRIBUTIONS</th>
<th>Contributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility Fee</td>
<td>Barton Malow &amp; Michigan Concrete Association</td>
</tr>
<tr>
<td>Event Program</td>
<td>Oakland Community College</td>
</tr>
<tr>
<td>Hardhats</td>
<td>Michigan Dept. of Transportation</td>
</tr>
<tr>
<td>CCD Stickers</td>
<td>Ferris State University</td>
</tr>
<tr>
<td>Student Bags</td>
<td>Oakland Community College</td>
</tr>
<tr>
<td>Radios</td>
<td>Michigan Dept. of Transportation</td>
</tr>
<tr>
<td>On Site Security</td>
<td>Oakland County Sheriff</td>
</tr>
<tr>
<td>Event Video</td>
<td>Michigan Dept. of Transportation</td>
</tr>
<tr>
<td>Safety Supplies</td>
<td>Woods Construction, Inc.</td>
</tr>
<tr>
<td>Traffic Barrels</td>
<td>Poco, Inc.</td>
</tr>
</tbody>
</table>

**TOTAL IN KIND $22,385**

## EVENT PROGRAM MAP

- **Location**: Event venue map with various areas labeled.
- **Features**: Indoor Activity Center, Operating Engineers Equipment Field, Upper Arena, Horse Barn, etc.
- **Contributors**:
  - MICCD 2010 Summary Report
  - Change Your World. Choose Construction!
• **Dedication to the Future Construction Workforce:** Given the duration and scale of economic decline in Michigan, the show of support from Michigan’s construction industry for MICCD 2010 is even more profound than in our 2 previous years. Hundreds of construction professionals from over 60 companies, industry organizations, skilled trade unions, units of government and institutions of higher education showed middle and high school students how they can change the world with a career in construction.

• **FREE LUNCH!** The support provided by our sponsors this year was such that not only was MICCD 2010 a no cost event for students, everybody ate lunch for free! All students, chaperones, exhibitors, operators and volunteers enjoyed lunch on both days with exemplary financial support provided by Oakland Community College, the Operating Engineers Local 324 and Ferris State University.

• **The Launch of Girls Can Too!** Lead by Melanie Myers, NAWIC Region IV director, members from the Detroit and Lansing NAWIC chapters created a program emphasizing construction careers for women. Dubbed the “Rosie the Renovator Girls Can Too Exploration” female MICCD attendees were invited on an information scavenger hunt embedded in MICCD where they needed to seek answers to industry questions. After recording the answers to questions on a card, the girls were then entered in a drawing with prizes provided by the NAWIC members.

• **Driving that Dump Truck:** The students repeatedly indicated enjoyment of being able to drive the 10yd snowplow dump truck provided by Wayne County Road Commission. This was a brand new vehicle that students could drive on a dedicated course sequestered from the rest of the event. This was a real Construction Career Days hands on opportunity that will last with each student for the rest of their lives.

• **Concrete Placement:** Under the direct supervision of Barton Malow, MICCD students dunned yellow duck boots, work gloves, grabbed trowels and screed boards and worked side by side with some of the world’s best concrete finishers placing 30 yards of concrete provided by the Michigan Concrete Association.

• **What is a windsmith?** A second year exhibitor brought not one wind turbine to MICCD 2010, but three! One of the turbines SPM Windpower, LLC located in Hastings, MI, brought was a vertical turbine. This 3 blade unit stood 12 feet high, was 8 feet in diameter with 6 foot tall blades that the students could take off and reinstall. This experience gave students a chance to see what it would be like to be a wind turbine technician or a windsmith.
• **Attendance Drop:** This year’s MICCD event saw a 30 percent drop in student attendance from our two previous years. We relocated our event to a new venue with the goal of actually increasing attendance. Davisburg is very close to the epicenter of Michigan’s major population concentration in the southeastern region. This being the first year there does explain some potential drop due to unfamiliarity. Eight schools bringing half of the students they pre-registered add to it. Schools burdened with budget cuts play a factor inhibiting participation. However, a larger concern of the MICCD Advisory Board is that demise of construction jobs due to the economy is adding to the lack of student interest and educator support to enter the Architecture & Construction Pathway. Starting statewide promotion of MICCD earlier, bolstered with continued promotion will raise the attendance numbers to the level we had hoped.

• **Needed More Volunteers:** The economy affected MICCD’s ability to place more than a minimal number of volunteers as crowd control. This shortage of people to guide students through the event upon their initial arrival left the students and their chaperones with a sense that the event was less structured than it could have been. Thus, comments from the chaperones reflected their desire to have a better sense of the event layout and how to navigate it efficiently. The MICCD Advisory Board will need to look to alternatives for crowd control volunteers to create the sense of structure the chaperones called for. This structure will then create better student flow which is something the exhibitors called for.

• **Public Open House:** The MICCD Advisory Board recognizes the substantial resources expended to deliver the equipment, set up exhibits and accommodate schedules to show young people the construction industry. As MICCD is a 2 day event, we see this investment of resources should not just sit idle on the evening between the days when students are on site. At all 3 MICCD events, a public open house has been scheduled. Again, this year the participation of exhibitors to staff their exhibits was less than desired. Additionally, efforts to attract the public – being students whose school did not attend, community leaders and others interested in learning more about construction – did not yield a sizeable turnout. We will either need to discontinue a public open house or create a more intense focus for the event and identify a more defined target audience.
MICCD 2010 circulated 3 surveys on the days of the event, one each for Educators & Chaperones: Exhibitors & Volunteers; and Students. The results of each are as follows:

**Educators & Chaperones:**

1. What is your relationship to the students you were with?

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Administrator</td>
<td>2%</td>
</tr>
<tr>
<td>Construction Trades Teacher</td>
<td>38%</td>
</tr>
<tr>
<td>Other Teacher</td>
<td>25%</td>
</tr>
<tr>
<td>Other School Staff</td>
<td>27%</td>
</tr>
<tr>
<td>Parent</td>
<td>8%</td>
</tr>
</tbody>
</table>

2. Please rate the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility</td>
<td>80%</td>
<td>20%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Food and beverages</td>
<td>47%</td>
<td>36%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Pre-event communication</td>
<td>66%</td>
<td>31%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Arrival and event kick-off</td>
<td>61%</td>
<td>30%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Layout and logistics of event</td>
<td>67%</td>
<td>28%</td>
<td>3%</td>
<td>NA</td>
</tr>
<tr>
<td>Number of booths/activities/displays</td>
<td>75%</td>
<td>3%</td>
<td>17%</td>
<td>NA</td>
</tr>
<tr>
<td>Number of operational machines</td>
<td>69%</td>
<td>3%</td>
<td>28%</td>
<td>NA</td>
</tr>
<tr>
<td>Length of time in each area</td>
<td>77%</td>
<td>13%</td>
<td>6%</td>
<td>NA</td>
</tr>
<tr>
<td>Number of students</td>
<td>88%</td>
<td>6%</td>
<td>2%</td>
<td>NA</td>
</tr>
<tr>
<td>Overall event</td>
<td>75%</td>
<td>14%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Additional Educator Comments:**

“One of my students was not too excited about it but I got him to try the excavator. When he moved the claw filled with soil, he got hooked. The power!! He said this is what I want to do. That is a major life changing event for him. Wow!!!”

“No matter how much we tell them how industry will support them, wants them to enter careers in the Construction trades or other skilled trades, they don’t believe us. They don’t see themselves as capable, or believe they will ever be able to get a job they dream about. The students who attended the Career Day now believe, they now know they can…”
Exhibitor & Volunteer:

1. Please circle to rate the following:

<table>
<thead>
<tr>
<th>Facility</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-event communication</td>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
</tr>
<tr>
<td>Arrival and event setup</td>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
</tr>
<tr>
<td>Layout and logistics of event</td>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
</tr>
<tr>
<td>Length of time with students</td>
<td>Perfect</td>
<td>Too long</td>
<td>Not long enough</td>
<td>NA</td>
</tr>
<tr>
<td>Number of students</td>
<td>Perfect</td>
<td>Too many</td>
<td>Not enough</td>
<td>NA</td>
</tr>
<tr>
<td>Overall event</td>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
</tr>
</tbody>
</table>

Students:

1. Did you like MICCD 2010?

<table>
<thead>
<tr>
<th>Yes</th>
<th>83%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kind Of</td>
<td>14%</td>
</tr>
<tr>
<td>Not Really</td>
<td>2%</td>
</tr>
</tbody>
</table>

2. Were you interested in a career in construction before today?

<table>
<thead>
<tr>
<th>Yes</th>
<th>78%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>22%</td>
</tr>
</tbody>
</table>

3. Are you more interested in a construction career now?

<table>
<thead>
<tr>
<th>Very</th>
<th>44%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat</td>
<td>46%</td>
</tr>
<tr>
<td>Not Really</td>
<td>10%</td>
</tr>
</tbody>
</table>

4. What activity(s) did you enjoy the most?

<table>
<thead>
<tr>
<th>Concrete Pour</th>
<th>9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Dump Truck</td>
<td>16%</td>
</tr>
<tr>
<td>Heavy Equipment</td>
<td>46%</td>
</tr>
<tr>
<td>Simulators</td>
<td>15%</td>
</tr>
<tr>
<td>Carpentry</td>
<td>17%</td>
</tr>
<tr>
<td>Electrical</td>
<td>14%</td>
</tr>
<tr>
<td>Masonry</td>
<td>12%</td>
</tr>
<tr>
<td>Computer Design</td>
<td>6%</td>
</tr>
</tbody>
</table>
The goal of MICCD and all CCD events is to positively influence a young person’s decision to consider a career in construction. We asked students 2 questions specific to determining their interest in construction previous to attending MICCD 2010 and then asked if MICCD had a positive impact on their decision to do so.

Understanding that 55 percent of schools sending students were construction trades career and technical education programs, it should not be surprising that 78 percent of students indicated being interested in a construction career before attending MICCD.

Calculating the impact MICCD had on increasing interest in a construction career, 90 percent of all students indicated MICCD increased their interest somewhat or very much.

Of the 22 percent of students indicating they were not interested in a career in construction before attending MICCD, 68 percent now indicate they are somewhat or very interested in pursuing a career in construction.

**Things Students Learned:**

- The amount of training needed.
- There are many trades in construction.
- It’s a big industry.
- There are many opportunities for a career in construction.
- How to build a wind turbine.
- There are jobs out there today.
- It’s not as hard as people make it seem.
- They have jobs for women.

The inspiration for this year’s tag line, “Change Your World. Choose Construction!” came from this photograph taken outside Houghton, MI on the north shore of Michigan’s Upper Peninsula.
Michigan Construction Career Days Advisory Board

Brindley Byrd
Executive Director
Michigan Construction Career Council
Organizer
Michigan Construction Career Days

Melanie Myers
Construction Management Program Coordinator
Oakland Community College
Region IV Director
National Association of Women In Construction

Lee Graham
Training Director
Operating Engineers Local 324

Dr. John Schmidt
Director, School of Built Environment
Ferris State University

Mary Finch
Transportation Finance Manager
Federal Highway Administration

Barb Strachan
Workforce Development Director
Associated General Contractors of Michigan

Joe Villarreal, Recruiter &
Jan Pohl, Executive Assistant to the Director
Michigan Department of Transportation

Jim Dunleavy
Chief of Operations
Oakland County Parks

LC Scramlin
General Manager
Oakland County Fair
Association

Patrick Brown
Director of Safety & Workforce Development
Michigan Infrastructure and Transportation

Michigan Construction Career Days 2010
April 27 & 28, 2010
Springfield Oaks County Park
12451 Andersonville Road
Davisburg, MI

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