



**BUILD A BETTER MICHIGAN – YOUR FUTURE AWAITS**



**MICHIGAN  
CONSTRUCTION**

## STATE OF THE WORKFORCE

Table 1. Employment by major industry sector, 2012 and projected 2022

| Industry Super-Sector                         | Employment       |                  | Employment Change  |                    |                          |
|---|------------------|------------------|--------------------|--------------------|--------------------------|
|   | 2012             | 2022             | 10-Year<br>Numeric | 10-Year<br>Percent | Annual<br>Growth<br>Rate |
| <b>Total, All Industries</b>                  | <b>4,285,470</b> | <b>4,656,930</b> | <b>371,460</b>     | <b>8.7%</b>        | <b>0.8%</b>              |
| Total Self-Employed and Unpaid Family Workers | 200,740          | 217,460          | 16,720             | 8.3%               | 0.8%                     |
| Natural Resources and Mining                  | 59,340           | 62,270           | 2,930              | 4.9%               | 0.5%                     |
| <b>Construction</b>                           | <b>127,790</b>   | <b>152,980</b>   | <b>25,190</b>      | <b>19.7%</b>       | <b>1.8%</b>              |
| Manufacturing                                 | 535,980          | 569,430          | 33,450             | 6.2%               | 0.6%                     |
| Trade, Transportation, and Utilities          | 727,440          | 764,750          | 37,310             | 5.1%               | 0.5%                     |
| Information                                   | 53,170           | 54,260           | 1,090              | 2.1%               | 0.2%                     |
| Financial Activities                          | 195,390          | 210,320          | 14,930             | 7.6%               | 0.7%                     |
| Professional and Business Services            | 578,600          | 675,940          | 97,340             | 16.8%              | 1.6%                     |
| Educational and Health Services               | 982,630          | 1,085,570        | 102,940            | 10.5%              | 1.0%                     |
| Leisure and Hospitality                       | 387,450          | 419,070          | 31,620             | 8.2%               | 0.8%                     |
| Other Services (Except Government)            | 179,060          | 195,190          | 16,130             | 9.0%               | 0.9%                     |
| Government                                    | 257,900          | 249,680          | -8,220             | -3.2%              | -0.3%                    |

Source: Industry Long-Term Employment Projections 2012-2022

## SOLUTION

*In order to survive and compete for the best and the brightest.*

*The construction industry in it's entirety  
(commercial, industrial, infrastructure, etc.)*

- *Must attract a larger pool of workers.*
- *Must promote a positive image.*
- *Must unify and simplify the way individuals find and connect to opportunities in the construction industry*

## STRATEGY

### **UNITE**

*Establish a new hub website - [www.MichiganConstruction.com](http://www.MichiganConstruction.com)*

- *Resource website that connects individuals to life long careers and a future in the construction industry*
- *Centralized site that links construction career information, training, education & job opportunities all in one easy to find location.*

### **INSPIRE**

*Promote a positive image of the Construction Industry utilizing an aggressive image branding campaign (both internally & externally)*

- *Develop powerful videos and a creative message that casts a positive light on the construction industry through artful storytelling*
- *Push the message to individuals using an aggressive advertising campaign*

## UNITE: THE BRAND



## website

The screenshot shows the top portion of a website. At the top left is the Michigan Construction logo. To its right is a red and white football icon with the text "SAW US DURING THE GAME?" and "#MichiganConstruction" below it, followed by a yellow button with the text "CLICK FOR MORE INFO". Below these elements is a dark navigation bar with white text: "WHO WE ARE", "CAREERS", "PARTNERS", "JOB OPENINGS", and "CONTACT". The main content area features a background image of a construction site with a yellow excavator and a white truck. Overlaid on the right side of the image is the text "BUILD YOUR FUTURE" in large, bold, white, sans-serif capital letters, with the tagline "Find your place in the construction industry. The Possibilities are endless." below it. At the bottom right of the image is a yellow button with the text "EXPLORE" and a white arrow pointing right.

### GET STARTED

What will you build? Who will you be? Michigan Construction will help match your interests and skills with available careers, education and training opportunities. To begin your journey, click on the big word **EXPLORE** above.

# STRATEGY

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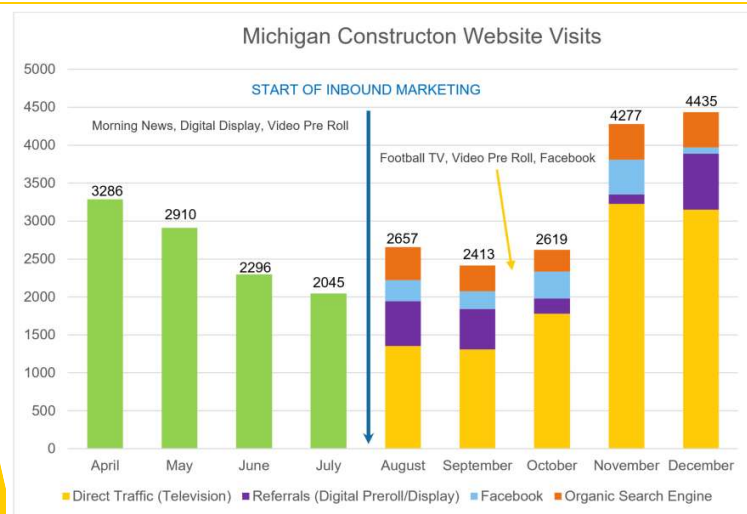
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# RESULTS



## NEXT STEPS

### ENGAGE

*The industry must take an active role in engaging and interacting with individuals that are interested in becoming a part of our industry:*

- *Students (all ages)*
- *Parents*
- *Educators*
- *Counselors*
- *Trade Schools*
- *Community Colleges*

## FUTURE

**To do this right = \$1,000,000**

**100 x \$10,000 partners**

**Or**

**200 x \$5,000 partners**

# Dynamic Video

