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I Build America – Ohio: Industry Launches Campaign to Change Future of Construction
Construction Leaders Unite to Encourage Recruitment and Retention of Skilled Workforce

Columbus, OH – Despite being one of the nation's largest industries, construction continues to struggle due to quality workforce shortages. Leaders in the construction sector have come together to launch I Build America – Ohio, a new educational and awareness campaign to support the growing demand for skilled labor. I Build America – Ohio is a multi-platform campaign designed to encourage students, parents, influencers, and employers to reconsider the industry as a valuable, respectable career with vast potential for career development.

“What we do in construction and anything related to construction is of lasting value and so rewarding for a working person,” said Ken Taylor, President and Owner of Ohio CAT, Ohio's authorized dealer for Caterpillar equipment and engines. “There is so much value created by construction that one can be connected to, contribute to and find complete satisfaction in every day.”

The workforce shortage is hitting new levels, and statistics from the state of Ohio show that by 2024, the construction industry will have to fill 23,820 positions. Centered on pride in the construction industry, the I Build America – Ohio website and image campaign is dedicated to showing Ohio's future workforce that careers in the construction industry – ranging from skilled trade workers to designers to management positions – are purposeful and rewarding. I Build America – Ohio houses resources for employers, families, influencers (such as educators), job seekers and students about careers in construction, including:

- Education pathways to those careers,
- Learning and development options, including:
 - Career Technical Centers
 - Career Technical Education
 - Certificate and 2-Year Programs
 - Ohio Technical Centers
 - 4-Year Colleges and Universities
 - Apprenticeship Programs
 - Scholarships

“The construction industry produces many of Ohio's in-demand jobs,” said Ryan Burgess, director of the Governor's Office of Workforce Transformation. “We're excited to see construction employers working together to develop a resource that will help build a future workforce for the industry.”



Many construction careers can be launched through apprenticeship programs, which allow individuals to earn while they learn. The Ohio Department of Job and Family Services (ODJFS) manages ApprenticeOhio, which works with employers to create and promote apprenticeship opportunities throughout the state, and OhioMeansJobs.com, the state's online employment and career center.

"I encourage anyone interested in learning more about construction opportunities to visit ibuildamericaohio.com, OhioMeansJobs.com, their local OhioMeansJobs center, or Apprentice.Ohio.gov," said ODJFS Director Cynthia Dungey. "The best way to get your foot in the door to a good-paying construction job with a promising future is to enroll in ApprenticeOhio. In many cases, you can learn the skills you need without taking on student loan debt."

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About I Build America – Ohio: *I Build America – Ohio is a movement to generate pride and respect for the construction industry and to recruit young people into the industry as a rewarding and valuable career. I Build America – Ohio's website provides career descriptions and pathways for students, outreach tools for employers, resources for educators and influencers, and information for parents. Learn more by visiting www.ibuildamerica-ohio.org.*