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V. 1

CONTRACTOR'S CLASSROOM PLAYBOOK

**A Blueprint for Contractors to Connect
with Alaska's Schools**



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ACKNOWLEDGEMENTS & DEDICATION

Acknowledgments

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We would also like to acknowledge the Associated General Contractors of Alaska (AGC), the Construction Industry Progress Fund (CIPF), the WeBuildAlaska Campaign, and Wheelhouse 20/20 for their valuable feedback, collaboration, and financial support in developing this Playbook.

Dedication

This playbook is dedicated to Jim Fergusson, whose unwavering commitment to advancing Alaska's construction industry has made initiatives like this playbook possible. Your belief in the power of learning will resonate in the lives of many, ensuring your legacy lives on through the knowledge we share and the skills we develop. Thank you for encouraging us to step off the job site and into the classroom, where education fuels innovation.





LET'S WORK TOGETHER

Our Purpose

Our purpose is to advocate for education, training, and scholarships while highlighting opportunities for industry to connect with educators and students. The ultimate goal is to build and promote a strong and sustainable skilled construction workforce.

In addition to this playbook, web links, and other resources, AGC of Alaska is available to help if you are looking to collaborate with schools to promote the construction industry.

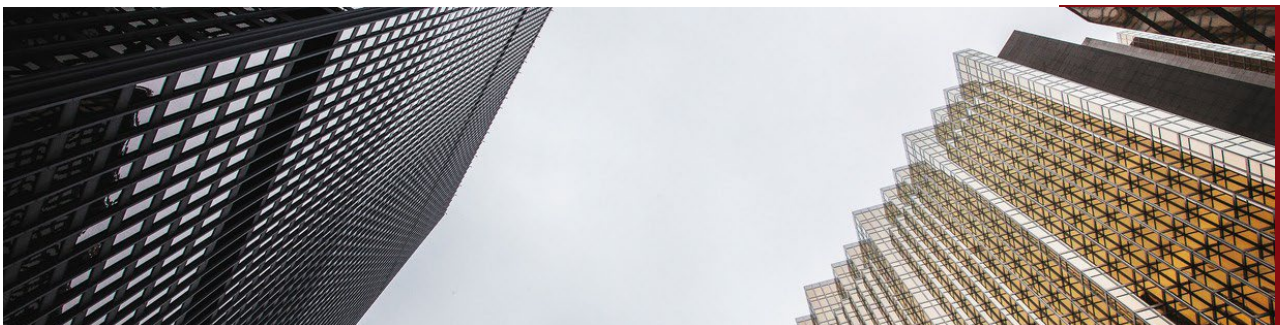
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INDUSTRY ENGAGEMENT

Alaska is experiencing a critical shortage of construction workers, a challenge intensified by our state's size and relatively small population. This shortage is part of a national trend, with workforce deficits affecting all industries, not just construction. As a result, competition for skilled labor is fierce across the state and throughout the country.

To address this challenge, it's crucial for the construction industry in Alaska to work together to show young people the opportunities and benefits of working in Alaska's construction sector. Introducing high school students to these career paths helps them make informed decisions about their future careers while helping grow Alaska's construction industry.

This Playbook, developed by the Associated General Contractors of Alaska's (AGC) Workforce Development Committee, was created to provide contractors with the resources and information needed to connect with Alaska's schools, highlight the opportunities within our industry, and to identify & attract homegrown talent.





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PLAYBOOK INTRODUCTION



Introducing students to the construction industry is the initial step toward expanding our construction workforce. For contractors who are not currently active in schools, navigating the starting points can seem daunting.

This Playbook aims to provide guidance, insight, and practical resources on effective strategies for engaging with educators and students to share information and opportunities available within Alaska's construction industry.

BENEFITS TO STUDENTS & INDUSTRY



**Explore the
Trades**



**Industry
Insights**



**Career
Pathways**



**Job
Opportunities**



**Community
Involvement**



**Sharing
Knowledge**



**Building
Relationships**



**Future
Employees**

Need some inspiration?
Check out this article!





GETTING STARTED

CTE Fact Sheet



Navigating the initial steps can be challenging due to the diverse nature of Alaska's school districts. A practical starting point is to visit the website of the school you're interested in engaging with, review the staff contact information, and call or email the school directly.

Many school districts offer Career and Technical Education (CTE) programs. CTE programs are designed to equip students with industry-specific technical skills, academic knowledge, and essential workplace competencies upon graduation.

If your school has a CTE program, that teacher is your ideal contact. If the school doesn't have a CTE program, contact the school counselor, career advisor, vocational or STEM teacher (science, technology, engineering, and mathematics), or principal instead.

CTE Program Advantages

CTE students gain motivation and develop critical understanding of the work environment.

High school CTE students are more likely to be employed full time and have higher median annual earnings after graduation.

CTE enables students to master STEM skills and competencies that have value in the construction industry.

Work-based learning helps students apply and extend classroom learning.

Advance CTE: Employer Engagement Toolkit





ALASKA SCHOOL DISTRICT CTE PROGRAMS

- Anchorage
- Bering Strait
- Bristol Bay Borough
- Copper River
- Cordova City
- Delta Greely
- Dillingham
- Galena City
- Haines Borough
- Hoonah City
- Juneau
- Kashunamuit
- Ketchikan Gateway
- Kodiak
- Kuspuk
- Lake & Peninsula Borough
- Lower Yukon
- Matanuska-Susitna Borough
- Nenana City
- Nome
- North Slope Borough
- Northwest Arctic Borough
- Petersburg
- Pribilof
- Sitka
- Skagway
- Southwest Region
- Unalaska
- Valdez
- Wrangell
- Yupiit

State of Alaska CTE Website



Consider the school calendar and schedule to maximize attendance when planning events



WAYS TO ENGAGE

There are several channels through which the construction industry can interact with students and educators. Depending on a company's size, some channels of engagement may work better than others.

You should begin by identifying your company's goals, available resources, and desired level of engagement. From there, you can start to develop your school engagement activities. For larger construction companies, consider starting with a job fair; for smaller companies, consider starting with a classroom presentation.

Below are several additional ideas for engaging with schools to connect with students about careers in construction:



**Connecting
with Educators**



Guest Speaking



**Leading a
Lesson**



Job Site Visit



**Job
Shadowing**



Internships



**Teacher
Externships**



Donate



**Hiring High School
Students**

Menu for Engagement





QUESTIONS TO ASK



Introduce yourself and your company, then give a brief overview of your request.

Share your thoughts on how you can engage with students, the project you have in mind, or the topic you would like to discuss. This is an opportunity to help educators in guiding students toward exploring careers in construction.



Confirm you are talking to the right person.

Getting the right answer to the question can be key to ensuring your success. If the answer is "yes," you've completed this step. Otherwise, ask who might be a more suitable match.



Are there any approvals or permission slips needed?

Educators are available to assist you in obtaining any required parent permission or school approvals.



Are in-classroom visits welcome? How about virtual options?

Typically, teachers welcome having guests in their classrooms. In rural areas, a virtual visit might be more practical. Alternatively, a recorded presentation can be provided to the teacher for classroom viewing if scheduling becomes difficult.



CTE WEBSITES

The resources linked below offer a range of information and tools designed to help you explore various career paths and technical fields, providing a solid foundation for your educational and professional development. By engaging with these resources, you can gain valuable insights into specific industries, understand the skills and qualifications needed, and discover opportunities for hands-on learning and certification. Additionally, these platforms often provide further avenues for self-directed exploration, allowing you to deepen your knowledge and tailor your education to your individual interests and career goals. Use these links as a starting point to navigate your CTE journey and build a pathway to a successful and fulfilling career.

Ways to Engage Resources



- [Menu for Engagement](#)
- [Cheat Sheet: Employer Involvement in CTE](#)
- [Advance CTE website](#)
- [State of Alaska-Career and Technical Education](#)
- [Association of Career & Technical Education Online](#)



HOSTING MIXERS

Networking events, like mixers, can be valuable for fostering connections between industry professionals and educators. Mixers bringing together contractors and teachers, offer an opportunity to share information, explore potential collaborations within schools, and identify the requirements of both teachers and schools.

If you are interested in hosting a mixer, your initial step should be to contact the Associated General Contractors of Alaska (AGC). AGC is happy to help contractors facilitate and host Industry and Educator Mixers throughout the state.

Steps for Hosting Mixers

- Contact the Associated General Contractors of Alaska. They will help with each of the steps below.
- Establish a location for the mixer.
- Invite contractors and educators to RSVP and confirm their attendance a couple of days prior to the event.
- Set up a clear agenda to improve communication by including a warm welcome, introductions, and outlining expectations.



Contact AGC for help hosting a mixer anywhere in Alaska!





Consider pairing your event with a school in-service day to maximize attendance.



Prepare questions that can be used by both contractors and educators. Share these questions in advance to allow them time to think about their answers.



Share the responses to questions from the event with the group and use them to generate action items for future activities.

Resources for Hosting Mixers



Enhance networking opportunities by considering the room layout.



LUNCH WITH AN EDUCATOR

Inviting an educator to lunch presents an opportunity to cultivate a collaborative relationship that can enhance the educational experience for students. This informal gesture can yield significant benefits when put into action.

By collaborating, you can share insights on industry-relevant topics or concepts, encompassing technical, trade, and soft skills. Strengthening the bond initiated during lunch can lead to an invitation for you to share your knowledge in the classroom, as well as providing opportunities to recruit, hire, or offer internships to students. In summary, lunch with an educator could contribute to the growth of your workforce.



 Consider bringing lunch to an educator in their classroom to maximize your time.



QUESTIONS FOR EDUCATORS

Below are some icebreaker questions that can be used to involve educators in conversations about collaboration between the construction industry and schools:



If you had the opportunity for industry to provide financial support to your program, what would be your top 3 financial needs?



When I'm developing an effective and engaging classroom presentation, what are some specific components and ways to engage students that I should consider?



What are some of the biggest challenges you face in getting students excited about construction-related education and future industry opportunities?



ENTERING THE CLASSROOM

Being a guest speaker in the classroom is a great way to teach students about the construction industry. The key challenge is to cover your content effectively within the given time frame. Here are some suggestions for creating a memorable presentation:

- Discuss your presentation with the classroom teacher and write an introduction they can give to the class before you begin speaking.
- Ensure your message is well-defined, rehearse your presentation to emphasize key points, and stick to the allocated time.
- Opt for telling memorable stories instead of giving a lecture and remember to explain any technical terms or acronyms.



Consider handing out swag items or treats and be mindful of allergies like peanuts.



I would like to thank you for providing excellent information about construction and what I could do if I am interested in construction or carpentry after high school. I enjoyed getting to meet you and learning about the construction workforce.

– Akia | Kusilvak Career Academy



- Encourage audience engagement by asking questions to foster participation.
- Create an introductory handout for the audience, featuring a personal bio, a headshot, and details about your company, including a link to the “careers” page on your website.
- Distributing small, related items, such as small tools or photos, during the presentation can reinforce your message and enhance the overall experience.
- Include hands-on activities that require students to participate actively and engage in an interactive learning session.



Tips for Middle & High School Classrooms



Offer hands-on activities to keep students engaged



LEADING A LESSON

Creating a project to showcase in a classroom is a fantastic method to apply theoretical knowledge to real-world scenarios. This approach promotes active learning, enhances technical skills, and helps students explore potential career paths.

Process for a Successful Encounter



Arrange meetings with educators to talk about their availability and explore how practical lessons can be integrated with the theories being taught.



Discuss the timing, technical concerns, and facility layout to ensure that it meets the needs of the lesson.



Ensure coordination to have all essential supplies and tools ready for the lesson.



Use various ways to present your subject, such as PowerPoint presentations, hands-on activities, and storytelling. Handouts and giveaways are also effective for illustrating your lesson.



Following the event, request feedback from the teacher to enhance your next presentation.





CLASSROOM TIPS

➤ Support

Collaborate with the teachers beforehand for additional support during the presentation.

➤ Stories

Share with students a personal experience where you encountered challenges or achieved success in connection to the topic.

➤ Visual

Bring in visuals, models, tools, and other tangible items for students to see, touch, and interact with.

➤ Vocabulary

Keep in mind that you should explain the industry-specific terms and abbreviations.

➤ Interaction

Pose questions to the students and be sure to compliment them for their contributions and ideas.

➤ Activity

Encourage students to engage in group activities, collaborate, and participate in hands-on tasks.

➤ Timing

Keep your communication concise and focused. Limit your speaking time to 10 minutes per session.

I liked that the activity was very hands-on and also incorporated our math knowledge.

– Noah | Geometry in Construction - Service High School





CLASSROOM VISIT WEBSITES

The resources linked below will help you understand how to engage with high school students during classroom visits. These links provide detailed information about how these educational visits can be structured, what contractors can share about their experiences, and how such interactions can inspire and inform students about potential career paths. By utilizing these resources, contractors can learn how to effectively communicate the benefits and requirements of careers in construction, offer real-world insights, and motivate students to consider careers in this essential industry.

Entering the Classroom Resources



- [Employers Handbook for Classroom Visits](#)
- [Tips for Middle & High School Classroom Visits](#)
- [Guest Speaking Tips Sheet](#)
- [Guest Speaker Guide](#)
- [Career & Employability Skills- Presentation Guide](#)
- [Lesson Plan: Earth Work Presentation & Activity Guide](#)
- [Lesson Plan: Sieve Analysis Outline & Activity Guide](#)
- [Alaska Resource Education](#)
- [Classroom Visit How To Guide](#)



JOB SITE VISITS



When educators visit job sites, they can gain inspiration on integrating real-world applications into their classroom curriculum.

Students can also gain from these visits and might be motivated to explore a career in construction from what they see.

Tips for a Successful Site Visit

- Safety first! Make sure all necessary protective equipment is assigned.
- Conduct a safety briefing before entering the work site to set behavioral expectations.
- Show job tasks that complement what the students are learning in the classroom.
- Discuss different trades and their roles on the site.
- Talk about any distinctive features or logistical challenges of the job site and how they affect the project.
- Point out the materials in use and offer basic installation instructions.
- Encourage visitors to ask about anything. Consider having a few prepared questions to ask students to inspire their participation.
- Show enthusiasm for your work and share anecdotes about this project or others you have worked on.





JOB SITE VISIT WEBSITES

The resources linked below are designed to help you organize and execute effective job site visits for high school students interested in Alaska's construction industry. By leveraging these resources, you can learn how to facilitate engaging and educational site tours, showcase the various roles within construction, and illustrate the day-to-day realities of working on a job site. These links offer strategies for maximizing the impact of these visits, helping students understand the practical aspects of the industry and inspiring them to explore career opportunities.

Job Site Visit Resources



- [Guide to Organizing a Job Site Visit](#)
- [Job Site Visit Checklist](#)
- [Workplace Tour Activity Guide](#)
- [Creating a Site Tour to Engage Students](#)
- [Go Construct Website](#)



JOB SHADOWING

Job shadowing presents a valuable opportunity for both students and educators to explore various professions. The host company should assign a skilled employee to guide them through daily tasks, schedules, and the work environment, providing a hands-on learning experience either individually or in a group setting.

The effectiveness of job shadowing depends on selecting a welcoming host who is knowledgeable, friendly, and communicates well. Having a structured agenda for the host to follow during the shadowing experience is essential. Incorporating some hands-on work can enhance understanding of the job's responsibilities. Safety protocols should be a top priority.

Host	Plan	Follow-Up
Outgoing	Safety First	Open-Ended Questions
Communicator	Outline Key Tasks	Analyze Results
Knowledgeable	Hands-On Opportunities	Enhance Job Shadowing Experience



JOB SHADOWING (CONT'D)

Work with schools to identify the right educator to discuss and plan the job shadowing experience; they may integrate it into other class assignments. To enhance the overall experience, prepare a reflection questionnaire and gather feedback from participants after their job shadowing experience.

Thank you so much for spending the day with our educators from Service High School. It was an eye opening experience seeing the process of starting the day with a safety briefing, group flex & stretch, to the daily cost analysis. It was very educational to see the differences in soil compositions and how it effects construction. Once again, I want to thank you for organizing this event and putting in so much effort into our partnership so that we can help train a new generation of potential workforce.

– Keith Hodson | Anchorage CTE Director

Hosting a Job Shadow
(Template)





JOB SHADOWING WEBSITES

The resources linked below offer essential information for setting up and managing job shadowing opportunities. These materials provide guidance on organizing job shadowing experiences, including how to connect students with industry professionals and structure these visits for maximum educational benefit. By utilizing these resources, you can learn how to facilitate meaningful shadowing experiences that allow students to observe and engage with daily tasks and responsibilities in the construction field.

Job Shadowing Resources



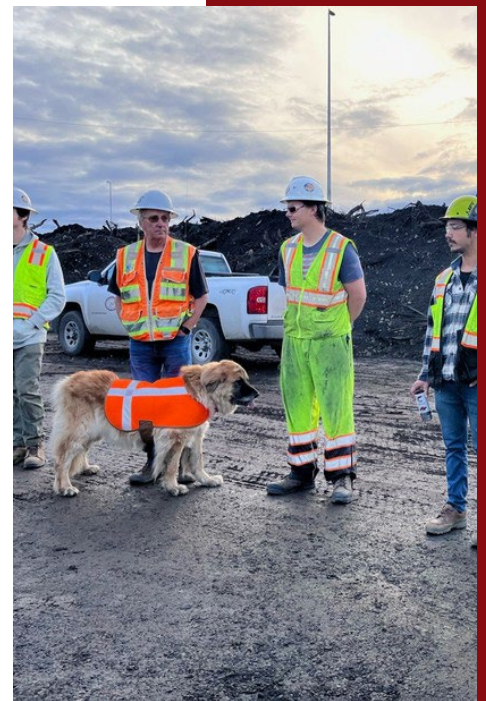
- [Hosting a Job Shadow \(Template\)](#)
- [Job Shadowing Fact Sheet](#)
- [How to Create an Effective Job Shadowing Program](#)
- [Job Shadowing Handbook](#)
- [Job Shadowing Toolkit for Contractors](#)
- [PHCA Job Shadowing Website](#)
- [Job Shadowing Checklist](#)
- [Job Shadowing for High School Students](#)



TEACHER EXTERNSHIPS

Hosting externships provides educators with professional development opportunities to engage in hands-on, career-focused learning about current industry practices. Acquiring these insights offers teachers valuable resources to share with their students that will equip them with skills essential for their future careers.

- Evaluate the company's readiness for externships.
- Set objectives for both internal staff and externs.
- Confirm alignment with school district and company guidelines.
- Host the extern.
- Touch base with the extern about their learning journey.
- Consider visiting a classroom to introduce your company to students.





EXTERNSHIP WEBSITES

The resources linked below offer guidance on creating effective externship opportunities. By exploring these resources, you can gain insights into how to connect with industry professionals, set clear objectives for externship placements, and implement strategies that enhance both the educational and professional aspects of these programs. These links will help you understand the specific needs and opportunities within Alaska's construction sector, enabling you to tailor externship experiences that align with regional industry standards and trends.

Educator Externships Resources

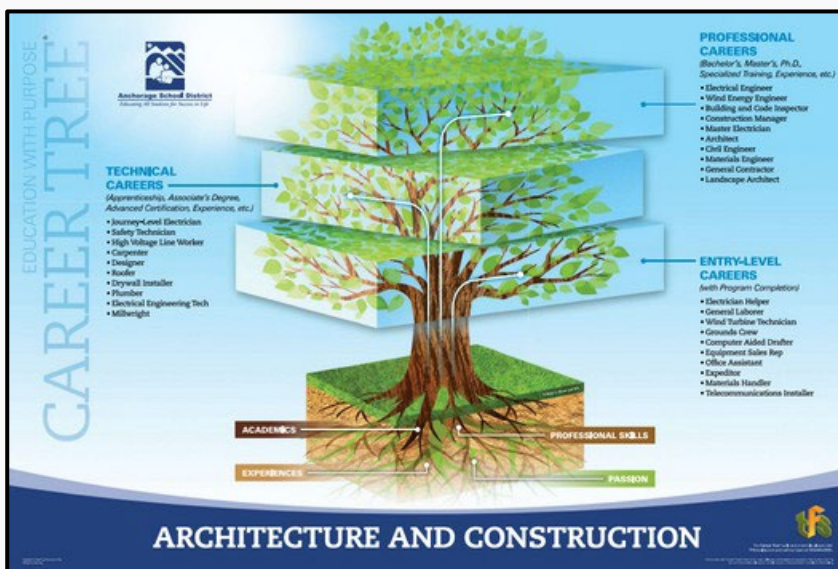


- [Basic Guidelines for Planning an Externship Program](#)
- [Industry Planning Guide: Teacher Externships](#)
- [Employer Handbook for Teacher Externships](#)
- [SD Department of Education](#)
- [TX Teacher Externship Program](#)
- [OK Teacher Externship Toolkit](#)



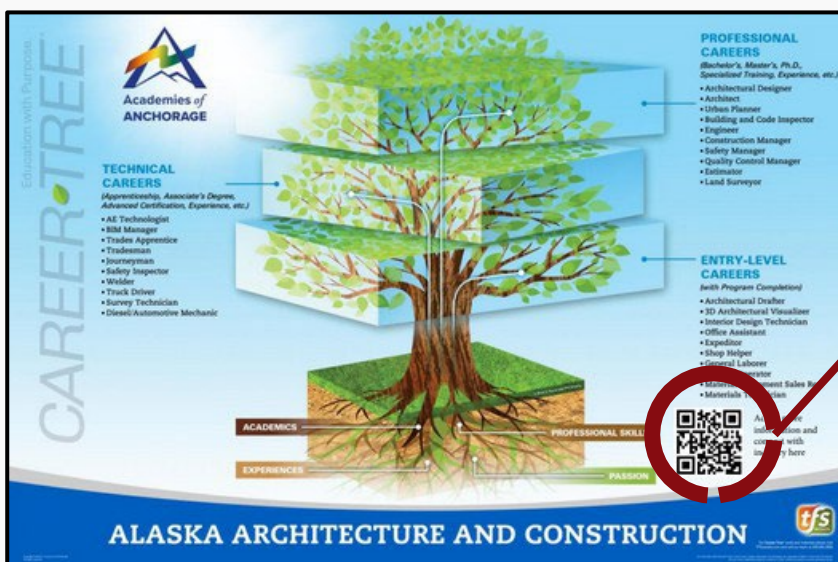
MAKING AN IMPACT

The example below shows the impact of getting in front of schools and working together to represent the trades. The poster below shows before and after our involvement with the school district. Now, because of our work, the We Build Alaska website QR code is shown on every poster across the school district to provide information and resources about the trades.



Before:

- Job title irrelevant to Alaska
- Not highlighting high-need areas
- No clear resources or information pointing students to Alaska's construction industry



After:

- Job titles relevant to Alaska's construction industry
- Highlight high-need jobs
- Added a QR code, directs students to We Build Alaska website for local resources and info on Alaska's construction industry career pathways



HIRING INTERNS

An internship is a temporary position designed for students and recent graduates. Interns usually work for school credit or a basic salary, and the duration can vary from a few months to a year. For students who are undecided about their career path, internships provide an opportunity to gain temporary work experience in a specific role or industry.

Personally, I like hiring younger individuals because they come with a clean slate; you can teach them from the ground up, without having to unlearn any bad habits.

- Matt Ketchum
K&H Civil Constructors

Tips for a successful internship program

- Identify and designate an employee who will mentor and develop interns along the way.
- Think of desirable outcomes and compile a list of tasks you want to assign to interns.
- Give interns real work assignments, not just busy work.
- Hold orientation meetings with managers, mentors, and interns so expectations are clear.
- Like any new hire, provide interns with a company handbook and other important company policies.
- Conduct weekly check-ins (formal or informal), evaluations, and exit interviews with interns.

Click Here for Hiring an
Intern Resources





HIRING HIGH SCHOOL STUDENTS

In Alaska, like many other states, the construction sector is facing a shortage of skilled workers. Hiring 16-17 year old workers presents a chance to tap into a fresh talent pool, and yes, it's possible! While it may require additional time and resources to train and mentor these employees, it also provides an opportunity to shape them according to your company's needs.

Things to Consider



Choose the appropriate trainer from your company to mentor the new recruit.



Take into account any generational gaps and diverse learning preferences when conducting training sessions.



Allocate extra resources to enhance training on safety protocols for the protection of young workers.

Companies are managing risk all the time. While there are some risks with hiring someone under the age of 18, the benefits outweigh the risk.

- Matt Ketchum
K&H Civil Constructors

Free Child Labor Webinar from
Alaska DOL





HIRING HIGH SCHOOL STUDENTS



Federal laws may also apply to minors in the workspace

Hiring a 16 or 17 year old comes with some limitations. Discuss the risk with your insurance company and review Alaska Statutes and Regulations Pamphlet 200 prior to hiring a minor.

Insurance

- There are no exemptions for workers' compensation for minor workers.
- Ensure a detailed job description that specifies the tasks, tools, and activities the minor will undertake.
- Share the job description with your insurance provider to declare potential risks.

Alaska Statutes

- Pamphlet 200 outlines state laws specific to minors.
- All minor employees must have their work permits submitted to the state.
- Adhere to the specified restrictions on minors' work hours and ensure that mandatory breaks are taken.





HIRING MINORS WEBSITES

Click the links below to find more information and resources on hiring minors in the state of Alaska.

Hiring Minors Resources



- [State of Alaska Child Labor Law Webinar](#)
- [State of Alaska Employment Practices & Working Conditions \(Pamphlet 100\)](#)
- [State of Alaska Child Labor Laws \(Pamphlet 200\)](#)
- [State of Alaska Work Permit](#)
- [Minors at the Jobsite-Insurance & Risk Management \(MMA PPT\)](#)
- [Unlocking the Benefits of the Multigenerational Workplace](#)
- [What Contractors Stand to Gain From Mentorship Programs](#)
- [Minor Work Permit](#)
- [Student Learner Permit](#)
- [Field Operations Handbook Chapter 33](#)



WAYS TO DONATE

Securing funding remains a constant challenge for teachers, especially those engaged in CTE programs. Regular donations usually go into the school's general funds, allowing flexibility in addressing various needs as they arise. For backing a particular CTE pathway, educators can provide specific donation avenues to ensure funds are channeled to make the most impact.

Monetary donations
are always welcome to support special projects and enrich the learning experience.

In-Kind donations
where you contribute materials or equipment to help enhance the classroom project.



PLAYBOOK

APPENDICES

Scan QR code to access the resources
referenced in this Playbook.



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