



**STATEWIDE
WORKFORCE
DEVELOPMENT** 

FISCAL YEAR 2022 SUMMARY REPORT

FLORIDA DEPARTMENT OF TRANSPORTATION
STATEWIDE WORKFORCE DEVELOPMENT PROGRAM



TABLE OF CONTENTS

CONTENTS

- Introduction 3
- Program Summary 4
- Program Results and Key Metrics..... 6
- Bridging the Gap – Adult-Targeted Initiatives..... 7
 - Group Recruitment, Training and Hiring 8
 - Contractor Job-Readiness Hiring and Training..... 8
 - Correctional Transition Academy10
 - Military Veterans Recruitment..... 11
 - OnBoard4Jobs Construction Careers13
- Paving the Way – Student-Targeted Initiatives15
 - Student Construction Internship15
 - Construction Career Days Participation17
- Building Program Communications and Outreach18
- Program Partners Engaged.....21

PROGRAM INTRODUCTION



The Statewide Workforce Development Program, instituted and operated by the Florida Department of Transportation since late 2019, is a culmination of key initiatives with the goal of providing opportunities for experienced and entry-level workers - to build successful careers in Florida's road and bridge construction industry.

The Florida Department of Transportation created and implemented a road and bridge workforce development construction program that was accompanied with an appropriation of \$2.5 million for Fiscal Years 2020 and 2021 as set forth in Chapter 2019-43, Laws of Florida. The FDOT was given the responsibility to oversee and deliver the program, which involves working with community partners to identify and connect qualified workers with contractors for gainful employment on road and bridge construction designated in the Department's work program.

The Florida Department of Transportation is dedicated to continuing to implement the Statewide Workforce Development Program authorized by the Florida Legislature and signed into law by Gov. Ron DeSantis in 2019.

The focus of the Statewide Workforce Development Program is to ensure the successful delivery of the Department's work program by providing pathways to successful careers in road and bridge construction.

The objectives of the program are:

- Attracting adult workers and students to a career in road and bridge construction
- Recruiting workforce to meet the current and future needs of the transportation construction industry
- Training the construction workforce in traditional and emerging construction methods and techniques
- Providing support services to remove barriers for workers to be successful in pursuing a career in road and bridge construction

A photograph of construction workers at night. They are wearing high-visibility vests and hard hats, working on a large structure, possibly a bridge or highway overpass. The scene is illuminated by artificial lights, creating a blue and white color palette. The workers are positioned in the foreground and middle ground, with the structure extending into the background.

PROGRAM SUMMARY

BUILD MORE THAN A JOB... BUILD A LIFE.

CAREER PATHS IN FLORIDA'S ROAD AND BRIDGE CONSTRUCTION INDUSTRY

Changing the trajectory of hundreds of Floridians' lives, the Florida Department of Transportation Statewide Workforce Development Program has shined a light on pathways to potential careers in road and bridge construction for thousands of others.

Key to the mounting success of the program is the collaboration with an expanding network of state and local agencies, contractors, non-profit and community groups and schools. Agency and community partners have enthusiastically embraced introducing careers in the road and bridge construction industry to their constituents. The Statewide Workforce Development Program team was there to work shoulder-to-shoulder with Florida's roadbuilders to help meet their skilled and entry-level labor needs.

The Florida Department of Transportation (FDOT) continues to build upon critical enhancements and innovations for Florida's multimodal transportation system. Governor DeSantis' Freedom First Budget includes \$12.6 billion for transportation investments, with funding allocations for highway construction to include 180 new lane miles, resurfacing to include 2,690 lane miles, and bridge maintenance repairs and replacements.

With such increased production needs, this program is expected to be even more critical in finding and securing talented skilled and entry-level workers to fill the workforce for transportation projects – planned and underway – around the state. Connecting Floridians with jobs in roadway construction goes beyond just benefiting individuals. Opening job opportunities within communities around the state – in urban and rural areas – creates a ripple effect of economic development and prosperity – including for businesses that serve the construction industry and its workers. From concrete plants and fueling depots, to restaurants near work zones and department stores where

workers shop on their time off – roadway construction is good business on many levels.

The continued impact of the global pandemic in the last year was unprecedented. Program staff continued to be nimble in pivoting to virtual and other innovative approaches to continuing this all-important mission – to recruit, interview, hire, and train workers for the road construction industry. That included actively engaging high school students to see the possibilities for a future career in this industry.

Program elements including the Student Construction Internship provide a real-life gateway for young adults into the transportation industry – with demonstrated results. Building a pipeline of students as potential future workers in road and bridge construction is crucial, as many longtime employees reach retirement and succession plans become more critical.

- 23 contractors hired a total of 178 construction interns, providing the opportunity to gain work experience in the road and bridge industry. This initiative exceeded its target of placing 75 interns into hands-on experiences.

This multi-faceted career training and employment program has completed its second full year and the statistics are noteworthy programwide:

- 227 people were hired in 2022 through Contractor Job-readiness Hiring and Training initiative alone. That brings the total number of people getting a chance to work in the industry to 1,564 since this program began.
- The OnBoard4Jobs Construction Careers component pre-screened 1,716 job candidates and referred them to 135 participating contractors throughout the state.
- Program staff connected with transitioning military service members and Veterans, with 8 Veterans hired by participating FDOT contractors.



FUTURE PROGRAM REFINEMENTS: THE 2023 FOCUS

The Statewide Workforce Development Program in 2023 will leverage successes and build on its foundation by seeking even more effective ways to continue connecting road and bridge builders with a diverse and qualified workforce. Program staff will employ additional tools to offer Floridians employment and career development training that paves the way to a sustainable and financially rewarding long-term career.

We will continue to broaden the network of complementary agencies and community partners to bring economic prosperity to many. Future program refinements include:

- Contractor-Led Job Readiness Hiring & Training: This initiative will be enhanced to focus on incentivizing “retention” of employees who are hired and trained. Program training will provide 320 hours of hands-on experience, with FDOT funding half and the contractor funding half of the training cost.
 - Implementation of Group Recruiting, Training, Hiring, and Retaining initiative involves working collaboratively with community partners to deploy week-long workshop training with joint participation by multiple contractors on a mobile basis statewide where candidates could receive road and bridge construction pre-apprenticeship endorsement.
 - Advancement of a more robust Correctional Transition Academy through more specific engagement, collaboration and pre-planning with hiring contractors and reputable community-based agencies, focusing on those Districts that have active FDOT projects.
 - Facilitation of a roundtable including the Florida Department of Corrections, the Florida Department of Transportation, and the Florida Transportation Builders’ Association to discuss potential for a Correctional Transition Academy Pre-Release program that would provide the inmate population with information, instruction, and certifications to support their transition into the road and bridge construction Industry.
- Military Veterans Recruitment Initiative team will expand working with Florida Department of Veterans’ Affairs employment specialists and Veterans fraternal and non-profit organizations statewide to increase candidate recruitment.
 - Through OnBoard4Jobs Construction Careers, collaborate with more contractors to conduct demonstration-styled job fairs statewide and maximize community partnerships to ensure greater attendance by jobseekers, as well as provide program information at pre-construction meetings for projects with On-the-Job Training commitments.
 - Enhance Florida Construction Career Days participation by returning statewide to in-person events, as well as maintaining the virtual experience to broaden participation by students and schools that do not have reasonable access due to distance from the regional events.
 - Program staff also will explore opportunities for additional outreach to grades K-8 on CCD initiatives.
 - For Student Construction Internships, program staff will endeavor to work with contractors on 1-day immersive exposure to the industry to increase awareness of the industry. Staff will work with industry partners to incorporate road and bridge curriculum into current programs that will segue into opportunities for employment with contractors. This may include strategies such as collaborating with construction-related STEM programs to bring awareness to youth at an earlier stage.
 - For communication strategies, program staff anticipates being able to engage in more in-person events, while seeking out new digital concepts and other methods to connect with those who could benefit from program initiatives. Program staff in the next fiscal year will seek to cast a wider net with activities to provide jobs and paths to future careers to a greater number of Floridians seeking to provide a better life for their families.



FloridaRoadJobs.com
Info@FloridaRoadJobs.com
833-ROADJOB (762-3562)

PROGRAM RESULTS AND KEY METRICS FY 2022

This program involves targeted activities to connect adult jobseekers with contractors that are hiring, as well as initiatives that inform students about pathways to transportation industry careers:

Adult-targeted Activities:

- Group Recruitment, Training and Hiring
- Contractors Job-Readiness Hiring and Training
- Correctional Transition Fast Track
- Military Veterans Recruitment
- OnBoard4Jobs Construction Careers

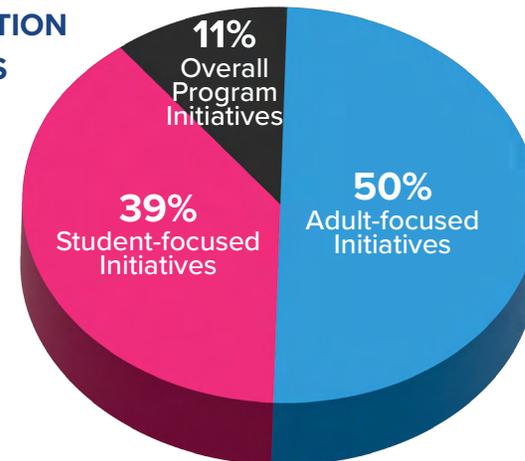
Student-targeted Activities:

- Construction Career Days Participation
- Student Construction Internship

Community and industry partnerships are, and will remain, key components for this program’s success. The department appreciates the collaboration and support of contractors, Florida Transportation Builders’ Association, Florida Department of Corrections, Florida Department of Economic Opportunity, CareerSource Florida, Florida Commission for the Transportation Disadvantaged, local CareerSource offices, school districts and other community partners. A complete list of partners begins on page 22.

PROGRAM PARTNERS ENGAGED		144
▶	AGENCY PARTNERS	5
▶	COMMUNITY PARTNERS	45
▶	INDUSTRY PARTNERS	67
▶	SCHOOL DISTRICTS	27

DISTRIBUTION OF FUNDS



July 2019 through June 2022

BRIDGING THE GAP FOR ADULT PROGRAMS

RECRUIT. HIRE. TRAIN. RETAIN.

Through the Statewide Workforce Development Training Program, FDOT supports contractors in recruiting, hiring, training, and retaining employees. The program enhances current workforce development efforts – and establishes new ones – to create a pipeline of workers to meet the construction industry’s needs today and for the future, and provides a robust career path for interested individuals.

The program featured two types of job-readiness training and hiring for construction workers:

- Instructor-led group recruitment, training, and hiring
- Contractor-led job-readiness hiring and training

“*During the current job market the country is currently dealing with, retaining top talent has been a challenge. Thanks to the Workforce Development Contractor Job-Readiness Training program, Superior Construction has been able to retain employees at a higher rate than our competitors. We are a strong partner with the program and have had significant impacts on projects that qualify for the program compared to projects that do not qualify for the program.***”**

**– Rory Carlson, Corporate Controller
Superior Construction**

INSTRUCTOR-LED GROUP RECRUITMENT, TRAINING AND HIRING

This initiative was placed on pause March 2020 - 2021 due to the COVID-19 social distancing protocols for public health protection. As conditions surrounding the pandemic improved, this important initiative included the hosting of two instructor-led group recruitment, training and hiring events. The initiative was re-activated in September 2021. Three classes were held FY22. The Statewide Workforce Development team collaborated with the contractors to re-activate this intensive classroom and field training.

CONTRACTOR-LED JOB-READINESS HIRING AND TRAINING

Under the Contractor Job-Readiness Hiring and Training Initiative, contractors receive reimbursement for recruiting, hiring, training, and retaining new employees to work on FDOT-bid construction projects. This initiative was created for contractors to hire employees and to provide tailored job-readiness training to those employees to meet their multi-faceted, entry-level labor needs. This program element is versatile to adapt to changes in the road and bridge industry workforce needs. Key elements of the Contractor Job-Readiness Hiring and Training program include:

- **Recruiting** – Contractors directly recruit, or partner with program staff or local community entities, to recruit program candidates.
- **Hiring** – Contractors hire candidates that meet their basic employment criteria.
- **Training** – Contractors provide up to 160 hours of individual job-readiness training to prepare their new employee for a career in construction.
- **Retaining** – Contractors to provide career path opportunities for entry-level employees hired under this initiative.
- **Reporting** – Contractors are required to submit monthly program reports tracking the progress of employees' training and retention record.



Progressions: 227 people were hired through Contractor Job-readiness Hiring and Training initiative in FY 2022. That brings the total number of people getting a chance to work in the industry to 1,066 through this initiative since this program started.



“ *Coordinating with the various Community Partners has opened valuable new hiring avenues for our industry. The de Moya Group has used these previously untapped resources to build our workforce and continue our proud tradition.* **”**

*– Alex Lawrence, Project Manager
The de Moya Group*

FUTURE PROGRAM OPPORTUNITIES

Group Recruitment, Hiring, Training, and Retaining Initiative

A potential refined approach for collaborating with Florida contractors to develop a talent pipeline would include working collaboratively with community partners to recruit committed entry level employees with some construction experience or training, to participate in a week-long training workshop initiative, where candidates could receive road and bridge construction pre-apprenticeship endorsement. A universal or “standard” training curriculum will be developed for entry-level employees. The training workshop structure includes class-room instruction with exhibit displays of equipment and site field tours. Training will be deployed on a mobile-basis statewide for the FDOT-bid projects.

A standardized road and bridge construction training curriculum would include professional responsibility behavior skills and be developed collaboratively with participation by contractors working on FDOT-bid projects, to be conducted by experts in the field of employment training or job readiness training.

“ *The FDOT Statewide Workforce Development Program enhances the development of under-experienced candidates into skilled team members. Although this program benefits The Middlesex Corporation, it also benefits the heavy civil construction industry as a whole. The Middlesex Corporation is proud to participate in this program and will continue to provide learning and development opportunities to our team members. We are thankful for the support and resources FDOT provides to our Recruitment Department.* **”**

– Taylor Ducote, Recruitment Manager,
Middlesex Corporation



CORRECTIONAL TRANSITION ACADEMY

Providing Second Chances While Filling Industry Workforce Need

The Florida Department of Transportation's Statewide Workforce Development program piloted the first Correctional Transition Academy (CTA) in May 2022. With the primary goal of providing the Re-Entry population with a three-day introduction to the road and bridge construction industry. This introduction includes face to face time with actively hiring FDOT contractors who facilitate hands on learning lab demonstrations, detailed construction site visits, and share with participants their own personal pathway into this growing industry. After three days of industry related instruction, as well as workshops to guide individuals on how to best take advantage of the many roles within the Florida road and bridge industry, the hiring opportunities are an obvious result of this labor force initiative.

Academy Workshop Fosters Partnerships

To ensure the CTA is meeting the needs of active FDOT projects, the Statewide Workforce Development Team identifies community-based agencies that are local to the construction project and are capable of recruiting from the Re-Entry community. These local neighborhood partners are the hosting agency for the CTA, focused on identifying top tier candidates, who have a strong desire to work in and learn more about the road and bridge Industry. These individuals are looking for second chance opportunities to build a career with an industry that is actively recruiting a labor force to build Florida roads and bridges.

Outside of the impactful contractor interactions and learning lab demonstrations, the curriculum of the CTA program focuses on an overview of the industry and opportunities, followed by a workshop focused on helping probationers/parolees to identify various barriers to obtaining and maintaining gainful employment. After identifying these barriers, the group will be tasked with creating solutions to their specific presenting barriers. The Florida Department of Corrections is a partner in the growing of Florida's labor force. During each CTA, the Department of Corrections circuit office closest to the active FDOT construction project, will be asked to provide potential candidates. The Department of Corrections engages an Employment Specialist tasked with creating a resource packet to provide CTA participants with a wide range of services to support their transition back to work.



FUTURE INITIATIVE OPPORTUNITIES

As the Statewide Workforce Development program moves into fiscal year 2023, we envision more robust versions of the Correctional Transition Academy being facilitated, that will incorporate more engagement and participation from our community hosts, local hiring contractors and the Florida Department of Corrections, who will support the community hosts recruitment efforts. This planning process will involve all participating stakeholders, to make sure that the CTA highlights the strengths of these organizations, which leads to a specific type of recruitment that speaks to the hiring needs of the local ongoing construction projects, as well as future projects that will be looking to hire within several weeks of the conclusion of that CTA.

Introducing the possibility of expanding the capacity of the program to serve more candidates per each three-day Academy, each CTA class would focus on regions with active FDOT projects that have a significant labor force need.

“*The FDOT Statewide Workforce Development has enabled me to find a new career path that is much more than a job. The quality of the program fed my desire to grow within the construction industry and set me on the road to become a Project Superintendent.*”

– Jonathon Morris, Equipment Operator
The de Moya Group

MILITARY VETERANS RECRUITMENT INITIATIVE

The FDOT Statewide Workforce Development Program strives to remain nimble in addressing the evolving needs and direction of the road and bridge building industry. In 2022, Florida’s road builders expressed interest in proactively targeting military veterans to help meet the growing labor needs of the industry.

The program also works with organizations that can help Veterans lower barriers, which will allow them to seize career opportunities in the road and bridge building industry.

The Military Veterans Recruitment Initiative serves to identify service members before they separate or transition out of the service, introduce them to the employment initiative, determine transferrable skills, and help skilled former service members find work in road and bridge construction. This mutually beneficial initiative seeks to draw from Veterans having served in armed forces infrastructure and civil engineering divisions such as the United States Naval Construction Battalions (better known as the Navy Seabees) and the U.S. Army Corps of Engineers.

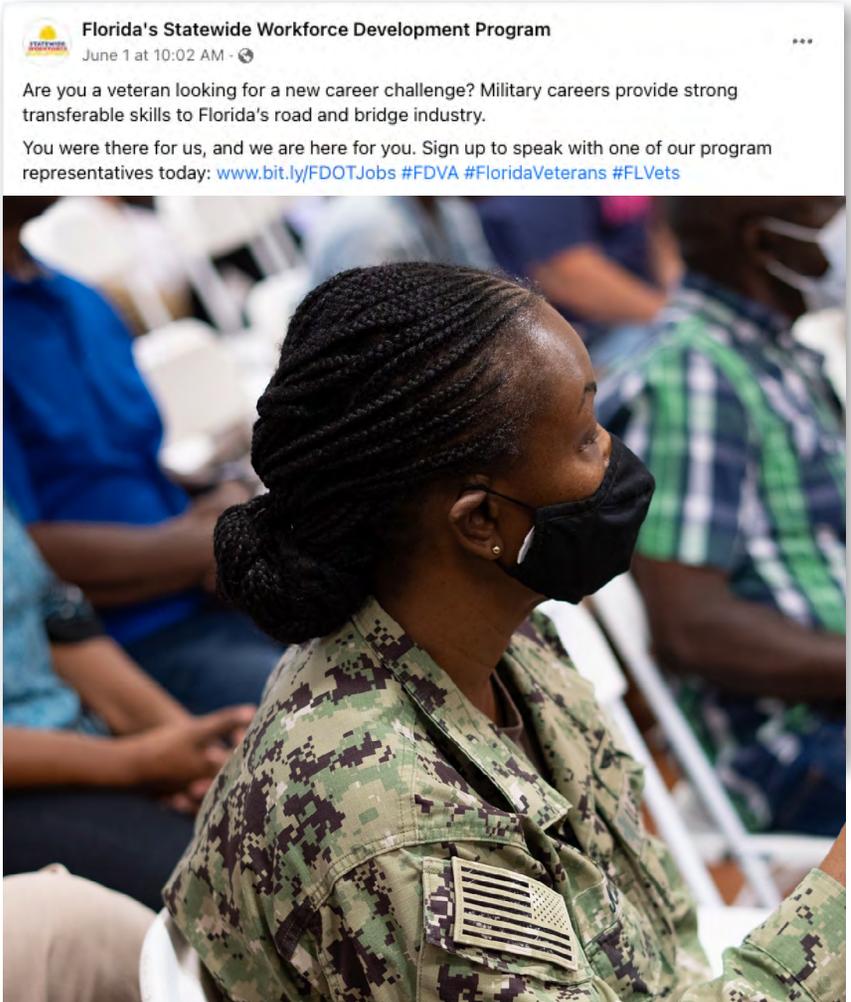


Statewide Workforce Development Program team members worked closely with contractors to fill much needed jobs on active projects.

Staff conduct in-person and virtual meetings with non-profits, contractors, and community agencies to introduce them to the program and work together to help veteran candidates find work on FDOT projects. This collaboration has included working with such entities as CareerSource Tampa Bay, Amvets, Disabled American Veterans, and the MacDill Airforce Base Transition group to help employ Veteran candidates in road and bridge construction. Activities also included participating in such events as Veterans Florida Expo Employment Fair.

FUTURE PROGRAM OPPORTUNITIES

In 2023, the Military Veterans Recruitment Initiative team will seek additional opportunities for more in- person engagements to assist Veteran candidates with job placements. Staff also will expand working with Florida Department of Veterans’ Affairs employment specialists statewide to increase candidate recruitment.



Progressions: Program staff connected with transitioning military service members and Veterans, with 8 Veterans hired by participating FDOT contractors.

ON-THE-JOB TRAINING FEDERAL AND STATE PROGRAM

OnBoard4Jobs Construction Careers is one of the Statewide Workforce Development initiatives that helps jobseekers gain entry-level employment with local contractors on road and bridge construction projects. Managed by FDOT's Equal Opportunity Office and funded through the Federal Highway Administration, the program includes hiring workers for On-the-Job Training opportunities. The program provides opportunities to unemployed adults, as well as graduating high school seniors and technical school graduates, to secure jobs with the leading road construction contractors.



Since its inception in 2014, OnBoard4Jobs Construction Careers focuses on recruiting a construction workforce and increasing the number of minorities, females, and veterans on federal and state-funded road and bridge construction contracts. The program provides opportunities to unemployed adults, as well as graduating high school seniors, to secure jobs with industry leading construction contractors.

The focus for 2022 has been on working directly with FDOT contractors to host several project-specific hiring fairs – both virtually and in person. The OnBoard4Jobs Construction Careers program has tailored recruitment events to meet the specific candidate needs for On-the-Job Training commitments.

Accomplishments under the OnBoard4Jobs Construction Careers Programs in 2022 include:

- 858 jobseeker referrals have been provided to contractors seeking to hire
- 135 contractors are enrolled in this On-the-Job Training supportive services program
- 42 people placed into jobs in road and bridge construction
- Represented the industry at events to enhance awareness of careers in road construction, including the Construction Career Days
- Continued use of Facetime and Microsoft Teams to interview candidates for contractors, expediting the hiring process
- Planned and participated in multiple hiring fairs statewide, both virtually and in person, in support of expedited construction schedules



“The Statewide Workforce Development Program has been a lifeline for reaching interested candidates for construction trade positions during these trying times post COVID.”

– Bernie Conway, Project Director
Walsh Group

Peer Discussions with TxDOT – Hosted FHWA and TxDOT on Tour of West Central Florida Construction Projects

Implementing new ways to improve the road and bridge industry is highly important to developing a successful workforce program. This past year we spent ample time exploring the initiatives and support services of other DOT agencies, in particular, Texas Department of Transportation. Like Florida Department of Transportation, most states receive funding from the Federal Highway Administration.

To showcase how our Florida programs have evolved, we hosted construction site tours of a few West Central Florida construction projects. This provided FHWA and TxDOT a deeper understanding of the key initiatives implemented through the OnBoard4Jobs Construction Careers program.

FUTURE PROGRAM OPPORTUNITIES

OnBoard4Jobs Construction Careers efforts in the next fiscal year will include enhancing and expanding opportunities for candidates to enter successful careers paths in road construction by:

- Strengthening follow-up communication with contractors and candidates
- Collaborating with more contractors to conduct demonstration-style job fairs statewide and maximize community partnerships to ensure greater attendance by jobseekers
- Expanding the number of community partnerships and collaborating on co-hosted job fairs
- Strengthening communication with District Construction Compliance Managers and Construction Compliance Specialists to assist in On-the-Job Training program initiatives
- Attending district contractor meetings to continue strengthening contractor relationships and support services
- Providing program information at pre-construction and training evaluation meetings for projects with On-the-Job Training commitments
- Working with the five Construction Career Days events statewide to provide hands-on experience about career paths in road and bridge construction
- Collaborating with technical colleges to present career opportunities in Florida's road and bridge industry



Statewide Workforce Development Program participation in student outreach activities reaches thousands of students to inform them of career pathways.



PAVING THE WAY FOR STUDENTS AND YOUNG ADULTS

STUDENT CONSTRUCTION INTERNSHIP

FDOT's Student Construction Internship Initiative made great gains in 2022, with 23 contractors hiring a total of 178 interns, providing the opportunity to gain work experience in the road and bridge industry. This initiative exceeded its target of placing 75 interns into hands-on experiences. Program staff continued working with such industry partners as the Florida Transportation Builders' Association (FTBA) and Florida Department of Education. Together, they provided robust outreach to additional roadbuilder contractors, increasing awareness about the student internship initiative for those contractors with projects in the area where student applications have been received.

Statewide Workforce Development Program team members also expanded communications with community partners to spread the word amongst their clients about the internship opportunities. The internship allows students and young adults, ages 16-24, to learn firsthand about entry-level and skilled trades as a possible career path into Florida's road building industry. Interns work a minimum of 24 hours each week and earn at least \$12 per hour during the internship. FDOT contractors receive reimbursement for up to eight weeks of mentoring interns that have an innate interest in FDOT road construction projects, with the goal of contractors recruiting participants for fulltime employment.

This program is one of the many ways FDOT is helping to develop a pipeline of future workers to address the labor shortage in Florida's high-demand, road-and-bridge building industry.





“I’ve learned so much so far and it’s been a great warm welcoming to construction. Right now I work on site in a project near home... The wonderful superintendent that I’m interning is so nice and she is always open to answer all my questions. And I appreciate you as well for believing in me.”

– Jasmin Reyes,
Florida Statewide Workforce Development
Student Internship Participant

FUTURE PROGRAM OPPORTUNITIES

In Fiscal Year 2023, the program goal is to use in-person and digital promotions to provide internship opportunities for paid work experiences in construction to more than 100 students and young adults. Strategies to achieve this goal include:

- Working with industry partners to incorporate road and bridge curriculum into current programs that will segue into opportunities for employment with contractors.
- Developing a contractor-driven internship that allows classroom instructional course work as well as onsite education.
- Working with contractors on 1-day immersive exposure to road and bridge careers to increase awareness of the industry.
- Building relationships and opportunities for sub-contractor participation in the internships.
- Increasing partnerships with community affiliates to broaden student opportunities.



EXPANSION OF AN EXISTING PROGRAM: FLORIDA CONSTRUCTION CAREER DAYS PARTICIPATION

FDOT's Statewide Workforce Development Program participates in outreach to Florida high school and technical school students to educate them about career pathways in the transportation construction industry.

As more people relocate to or visit Florida, the demand for qualified construction workers grows. The booming population calls for additional housing, business expansion, and improved roadways. Rapid population growth and expansion require skilled workers, so now is the time to join the construction industry.

Transportation industry officials responded in 1999 by creating Construction Career Days. The nationwide educational outreach program is designed to cultivate interest in high school students for a wide variety of skilled construction careers. The local events give students the chance to get a feel for the field by participating in activities like operating machinery and speaking to experienced industry veterans.

In 2022 three of five hands-on Florida Construction Career Days (CCD) events were hosted in person. FDOT's Statewide Workforce Development Program participated in these events to interact and engage with high school students throughout the state about current and future opportunities.

The CCD online portal allows students to log in for a customized experience, and to opt into future program communications about scholarships and future careers. Outreach is ongoing using website and social media platforms to open direct lines of communications with students, school counselors, and industry and community partners.

An event flyer developed to promote internship opportunities included a QR code that allowed interested students to register to receive regular updates, and to learn about how the road and bridge construction industry could pave the way to future careers.



In 2022, 23 contractors participated in hiring 178 interns, an increase over the previous year and a positive reflection on industry commitment to building the talent pipeline for future Florida projects.

STUDENT ENGAGEMENT AND INTERNSHIP OPPORTUNITIES



CONSTRUCTION CAREER DAYS

“ *Traffic Control Devices (TCD), American Lighting and Signalization (ALS), and our Talent Acquisition team are fortunate to have business associates like you. We appreciate the diligence with which you have handled all our support requests and being a liaison between our Construction teams and Florida's Department of Transportation* **”**

**– Denise Houser, Director, Talent Acquisition
Asplundh/Utilicon Solutions
Traffic Control Devices,
and American Lighting and Signalization**

COMMUNICATING ABOUT CAREER OPPORTUNITIES



Building awareness and participation in the Statewide Workforce Development Program requires strategically communicating the opportunities and benefits of a career in road and bridge building throughout Florida. FDOT has developed a strong and cohesive brand across the various program components, founded on the positioning statement: Build More Than a Job... Build a Life.

This phrase is at the core of the program, reinforcing its mission to change lives and create possibilities for brighter futures. In 2022 program staff continued to leverage proven and creative ways of communicating these potential opportunities to an array of target audiences like contractors, community partners, skilled veterans, members of the Re-Entry population, as well as students and adults who may not have worked in construction previously.

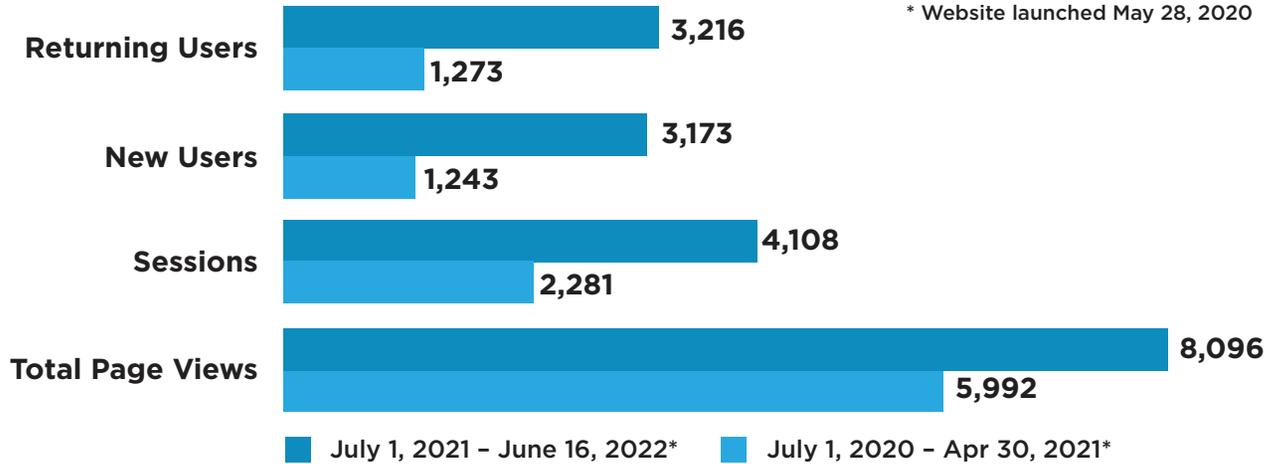
Making virtual connections and providing program information using various digital platforms was a necessity, especially while the COVID pandemic continued. To maintain program momentum, Facetime and Microsoft Teams were used to pre-screen candidates for contractors to expedite the hiring process.

Program staff expanded content on FloridaRoadJobs.com, the central hub for jobseekers and contractors to get into the pipeline to take advantage of the various initiatives. The number of ways to access participant applications was increased and made easier to find. Information for parents and school administration interested in learning about the program was made more prominent on the student webpages. A series of videos showing students the many pathways to careers in construction was added, as well as statistics on the number of students enjoying paid internships with contractors. Collaboration between Florida road and bridge industry partners, including the Florida Construction Career Days steering committee, led to the creation of a resource portal providing a tool for students and young adults to learn more about industry jobs.

To enhance awareness about the Statewide Workforce Development Program and promote a call to action – connecting job seekers with contractors that are hiring – a multi-disciplined work group was formed and collectively launched a Marketing Pilot initiative. The campaign includes digital programmed advertisements and outdoor billboards to promote career opportunities that build more than a road but build a life... in the road and bridge construction industry.

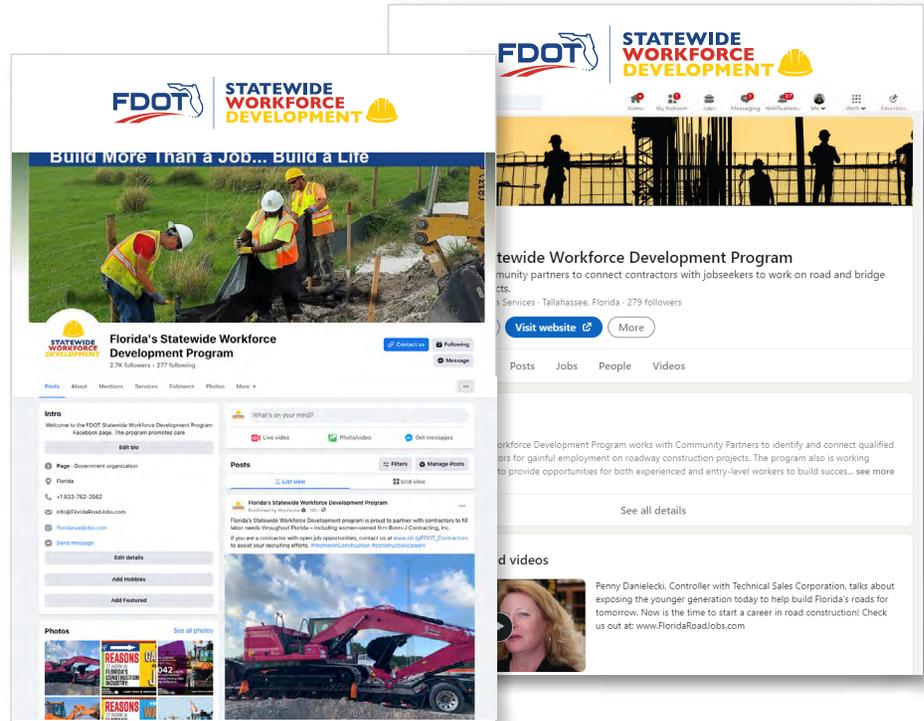
BUILDING PROGRAM COMMUNICATIONS AND OUTREACH

Traffic is building on the interactive site, which serves as a key portal to the various program components. In its second year of operation, the website saw:



Facebook and LinkedIn

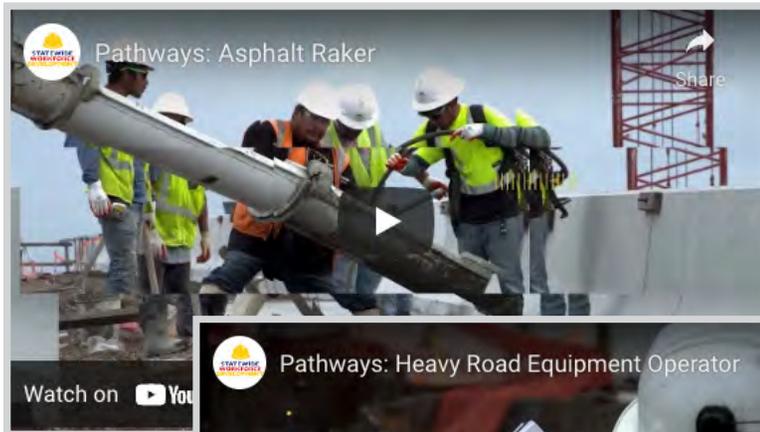
Program social media pages have been effective tools in widely broadcasting the potential opportunities offered by the various Statewide Workforce Development Program initiatives by targeting potential workforce candidates, the transportation industry and related associations, businesses, and community partners. The Facebook and LinkedIn pages highlight opportunities for skilled veterans, the student construction internship program, and ways that members of the Re-Entry population can productively re-enter the workforce.



Pathway Videos

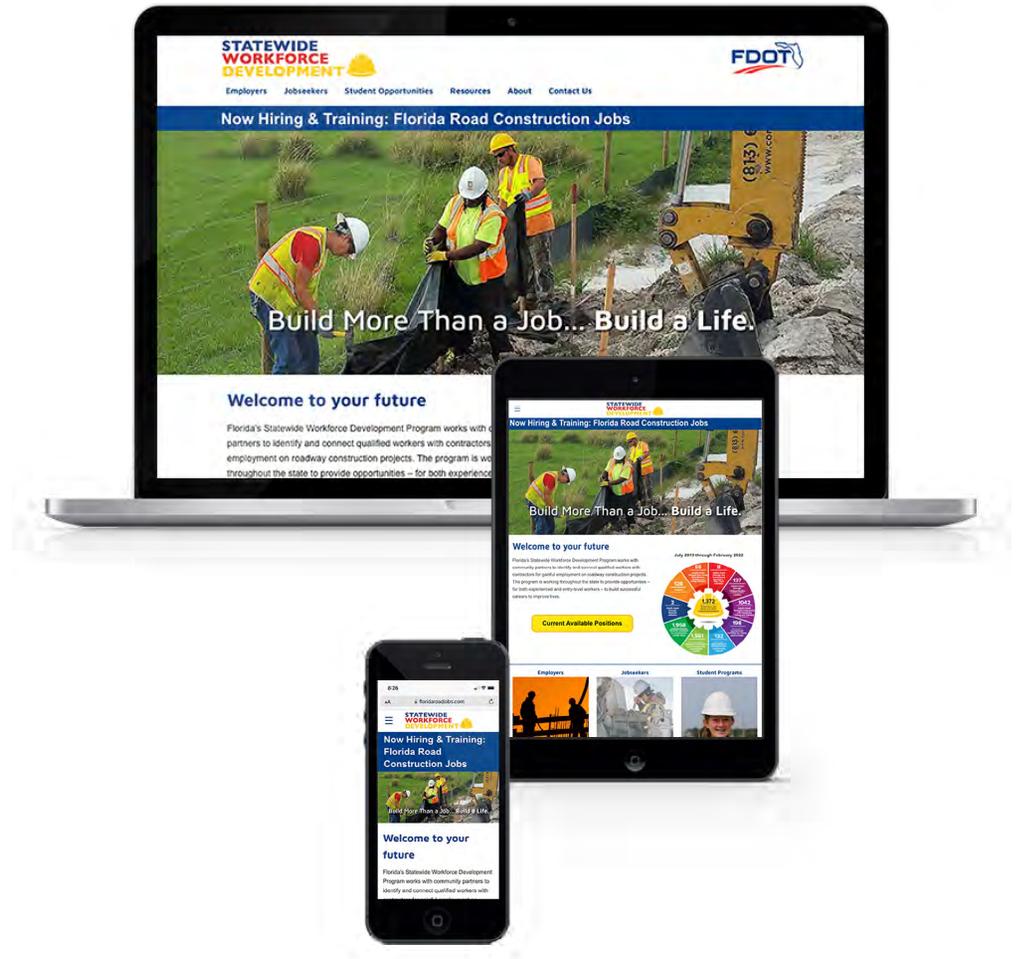
With a library of more than 24 pathway videos to show people what it could be like to work in Florida’s road and bridge building industry, the communications team documented examples of the many job opportunities available for entry level general laborers, to the most skilled, heavy equipment operators. Topics include pathways to such careers as crane operators, landscape irrigation installation, asphalt raker, safety managers project engineers, superintendents – and more.

The quick videos – most only about 30 seconds long – demonstrate specific jobs, skills and certifications that pave career pathways and lead to progressively higher wages. Working closely with contractors who generously provided access to their project sites, the program also features video testimonials from foremen and superintendents, general laborers, skilled tradesmen and women, and individuals that have built a life because of seizing opportunities in the road construction industry.



FUTURE PROGRAM OPPORTUNITIES

As the pandemic subsides, program staff is committed to increasing participation in and coordination of in-person engagements and events. Staff will continue to seek out new digital technologies and other ways to connect with those who could benefit from program initiatives.



PROGRAM PARTNERS

“ *It is a much-needed program especially in today’s world with a lack of trained trades personnel. We had some good employees come out of the program and look forward to working with them in the future.* **”**

*– Jeff Mayfield,
Project Manager,
Walsh Group*

PROGRAM PARTNERS ENGAGED

FDOT and Statewide Workforce Development Program staff are committed to strengthening and expanding program partnerships to benefit adult jobseekers and students exploring career opportunities in the road-building industry. The program's expansion in 2022 was fueled by leveraging valued agency, industry, and community partnerships:

AGENCY PARTNERS

CareerSource Florida
Florida Commission for the Transportation Disadvantaged
Florida Department of Corrections
Florida Department of Economic Opportunity
Florida Department of Education

INDUSTRY PARTNERS

ABHE & Svoboda
Acme Barricades
Ajax Paving Industries of Florida, LLC
Anderson Columbia
Archer Western
Archer Western-de Moya Joint Ventures
Arrive Alive Traffic Control, LLC
Asphalt Group, Inc.
Asplundh
Atlantic TNG, LLC
Blacktip Services
Bob's Barricades
Bonn-J Contracting, Inc. of Florida
C.W. Roberts Contracting, Inc.
Cone & Graham, Inc.
Condotte America, Inc.
Cornerstone Barricades
D.A.B. Constructors, Inc.
Dickerson Inc.
de Moya Group, Inc.
EHC Inc. Construction

Ferreira Construction
Ferrovial Services Infrastructure, Inc.
Florida Safety Contractors, Inc.
Florida Transportation Builders' Association
Gator Grading & Paving LLC
General Asphalt
Global Contracting Group LLC
Halley Engineering Contractors, Inc.
Highway Safety Devices, Inc.
Hormac
Hubbard Construction Company
InfraStripe LLC (AKCA)
Ingram Signalization
Johnson Bros. Corporation
Kimmins Contracting Corp.
Lane Construction Corporation
Lead Engineering
Middlesex Corporation
Miller Electric Co.
OHLA USA
Preferred Materials, Inc.
Panhandle Grading & Paving, Inc.
P&S Paving, Inc.
PCL Construction
PCS Heavy Civil, Inc.
Prince Contracting, LLC
Ranger Construction Industries
Redland Construction
RIPA & Associates, LLC
Russell Engineering

Sacyr Construction
Safety Contractors, Inc.
USA Safety Contracting
SEMA Construction
Scott Bridge Company, Inc.
Shelby Erectors, Inc.
Skanska
Southeast Highway Guardrail & Attenuators, LLC
Superior Asphalt, Inc.
Superior Construction Co.
The Stout Group
Tierra
Traffic Control Devices
United Signs & Signals
Vicellio & Grogan Construction, Inc.
Westra Construction Corp.

COMMUNITY PARTNERS

Abe Brown Ministries, Inc.
Boley Center
CareerSource Broward
CareerSource Central Florida
CareerSource North Florida
CareerSource Northeast Florida
CareerSource Heartland
CareerSource Palm Beach
CareerSource Pasco Hernando
Career Source Pinellas
CareerSource South Florida
CareerSource Suncoast

CareerSource Tampa Bay
The Centre for Women
Corporation to Develop Communities of Tampa, Inc.
End Recidivism Project Extreme
Emergency Care Help Organization
Feeding Tampa Bay
Florida Hires
Florida Department of Veterans' Affairs
Florida Youth ChalleNge Academy
Gadsden Correction Institution
Helen Gordon Davis Centre for Women, Inc.
Hillsborough County Sheriff's Office
Hillsborough Ex-Offenders Re-Entry Network
iBuild Central Florida
Impact Equitable Justice Incorporated
Jacksonville Urban League
Junior Achievement Inspire of Central Florida
Manatee Technical Institute
MacDill Airforce Base
Metropolitan Ministries
NAACP Empowerment Center

Noah House
OIC of South Florida
Operation New Hope
Pinellas Urban League
Pinellas Ex-Offender Re-Entry Coalition
Ready4Work-Hillsborough
Re-Entry Center of Brevard
Tampa Housing Authority
The Lord's Place
Soldiers Angels
University of South Florida
Police Department Veterans Florida

FLORIDA SCHOOL DISTRICTS

Brevard County Public Schools
Broward County Public Schools
Charlotte County Public Schools
Citrus County Public Schools
Collier County Public Schools
DeSoto County Public Schools
Duval County Public Schools

Glades County Public Schools
Jacksonville Area Public Schools
Hardee County Public Schools
Hendry County Public Schools
Hernando County Public Schools
Highlands County Public Schools
Hillsborough County Public Schools
Lake County Public Schools
Lee County Public Schools
Manatee County Public Schools
Miami-Dade County Public Schools
Okeechobee County Public Schools
Orange County Public Schools
Osceola County Public Schools
Pasco County Public Schools
Pinellas County Public Schools
Polk County Public Schools
Sarasota County Public Schools
Seminole County Public Schools
Volusia County Public Schools





**STATEWIDE
WORKFORCE
DEVELOPMENT** 

Presented under the authority of:

FLORIDA DEPARTMENT OF TRANSPORTATION

Jared W. Perdue, P.E., Secretary

Managed by:

Joseph B. Santos, P.E., Operations Program Supervisor