



**Construction Industry
Round Table**



**Awareness of Skilled Crafts Careers
Among High School Students Interested in ACE**



Origins of Study

- Many CIRT companies face a shortage of skilled crafts workers.
- CIRT leaders believe stimulating more high school students to pursue careers in the skilled crafts may be an important strategy for dealing with the workforce shortage.
- At its spring 2015 meeting, the CIRT Board of Directors proposed commissioning ACE to survey students who initially registered for the program but did not either start or just participated in a few sessions.
- Purpose of study was to ascertain students' level of awareness about key aspects of a career in the skilled crafts.



Dimensions of Survey

- In August, an email survey was sent to 4,664 students who registered for ACE in two program years – 2013-14 and 2014-15 – but who according to the ACE database had not completed the program or even started it.
- 645 respondents. Response rate of 13.8%.
Margin of error +/- 3.5%, at a 95% confidence level.

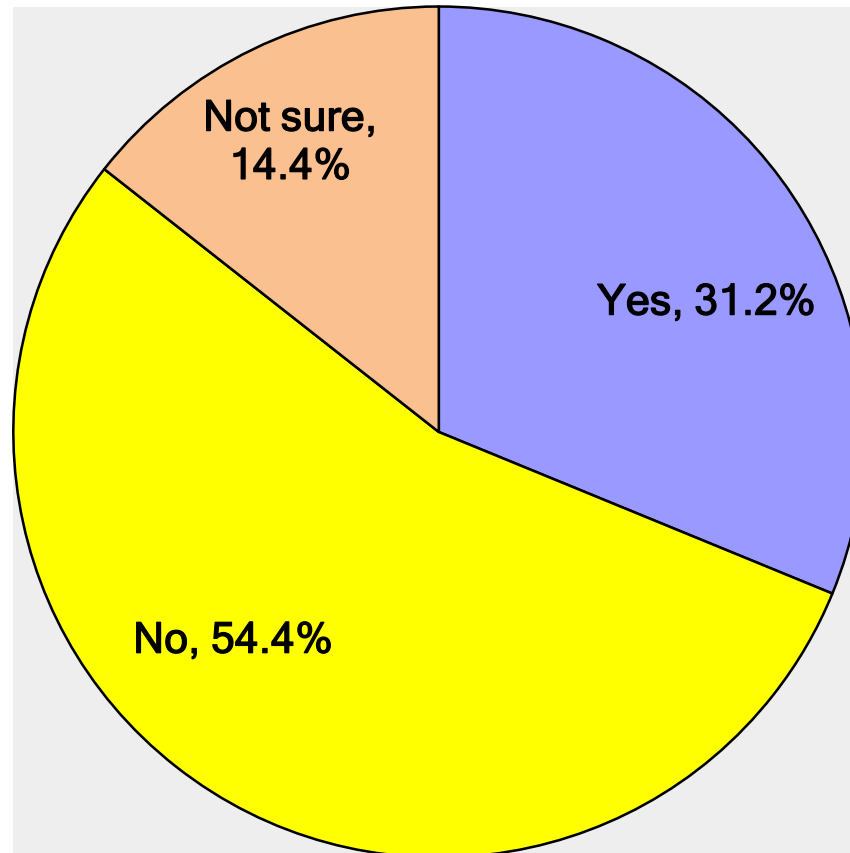


Profile of Respondents

- The gender breakdown of respondents is typical of ACE students – just over one-third female, two-thirds male.
- The racial and ethnic mix of respondents is overwhelmingly minority. Only 28% of respondents are white. The proportion of minorities is somewhat higher for this survey's respondents than for respondents to previous ACE surveys.
- Most respondents (43%) will still be in high school this fall. 40% will study at a 2- or 4-year college. The remainder either have not defined their plans for the fall or expect to work or enter a skilled trades training program (2%).
- One-third of students registered for ACE but never started the program. One-third participated in just a few sessions. One-quarter completed the program.

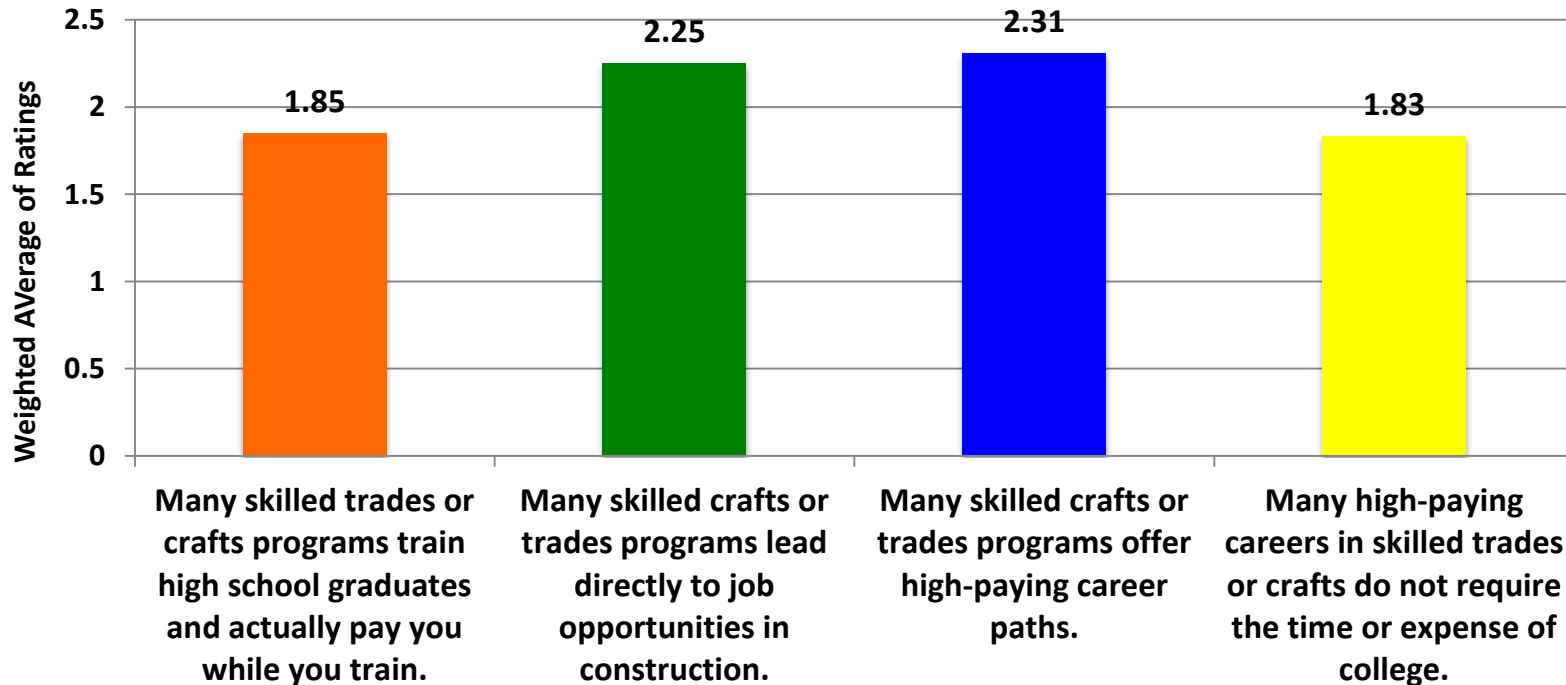


Family Connections to Skilled Crafts

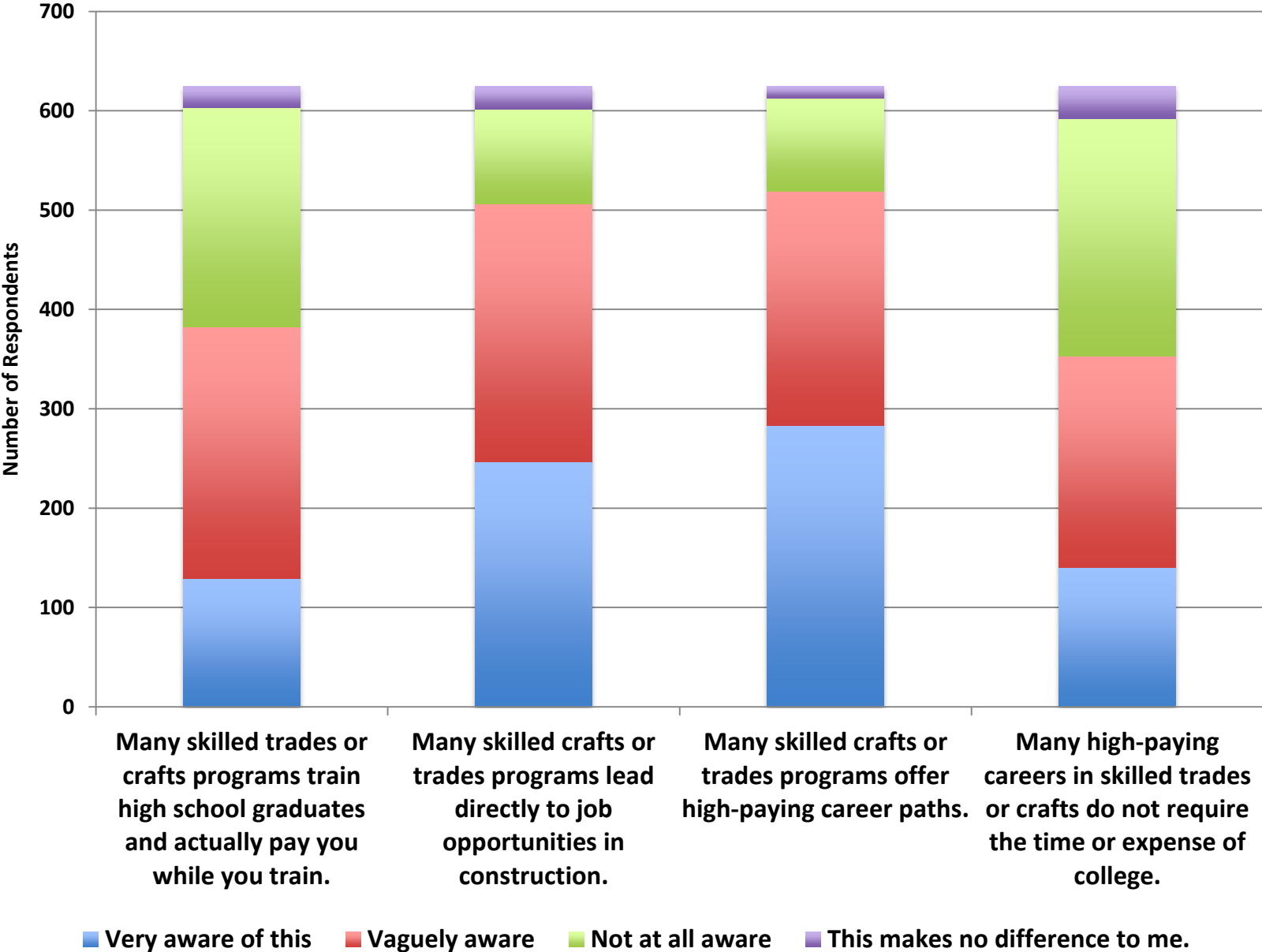




Comparative Awareness of Features of Skilled Crafts Careers Weighted Averages of 3 Different Levels of Awareness

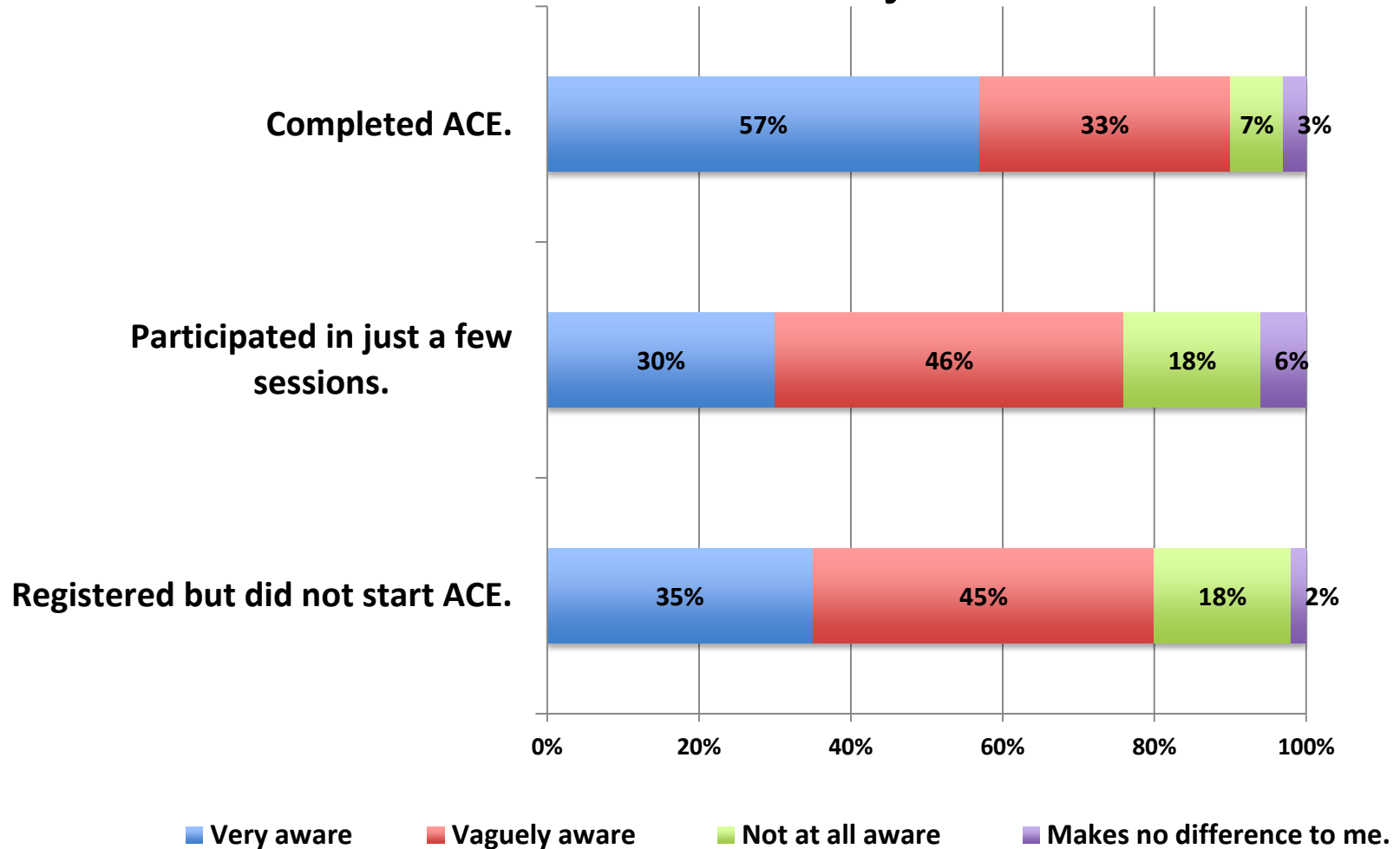


Degrees of Awareness of Aspects of Skilled Crafts Careers



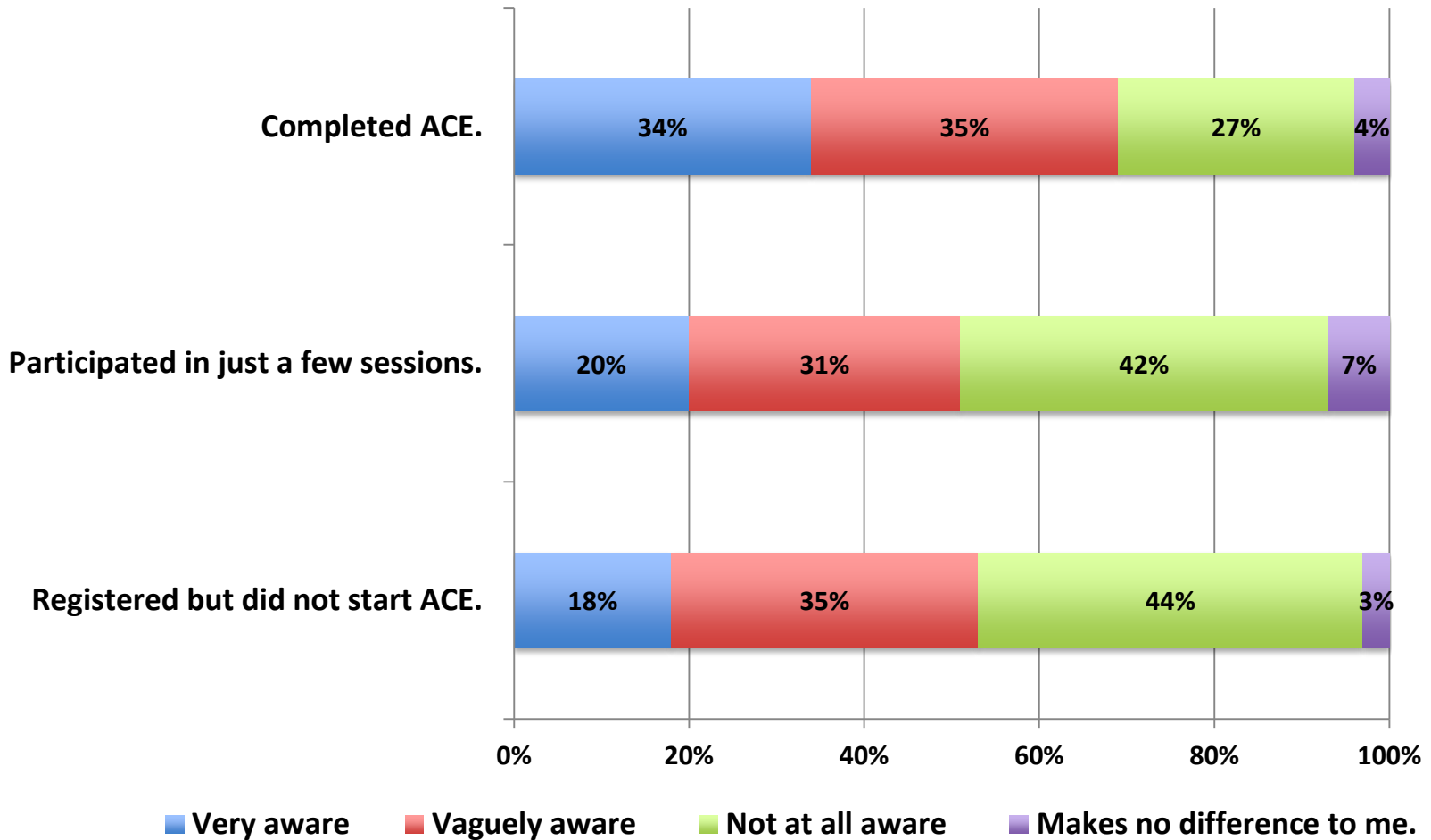


Many skilled crafts training programs lead directly to construction jobs.



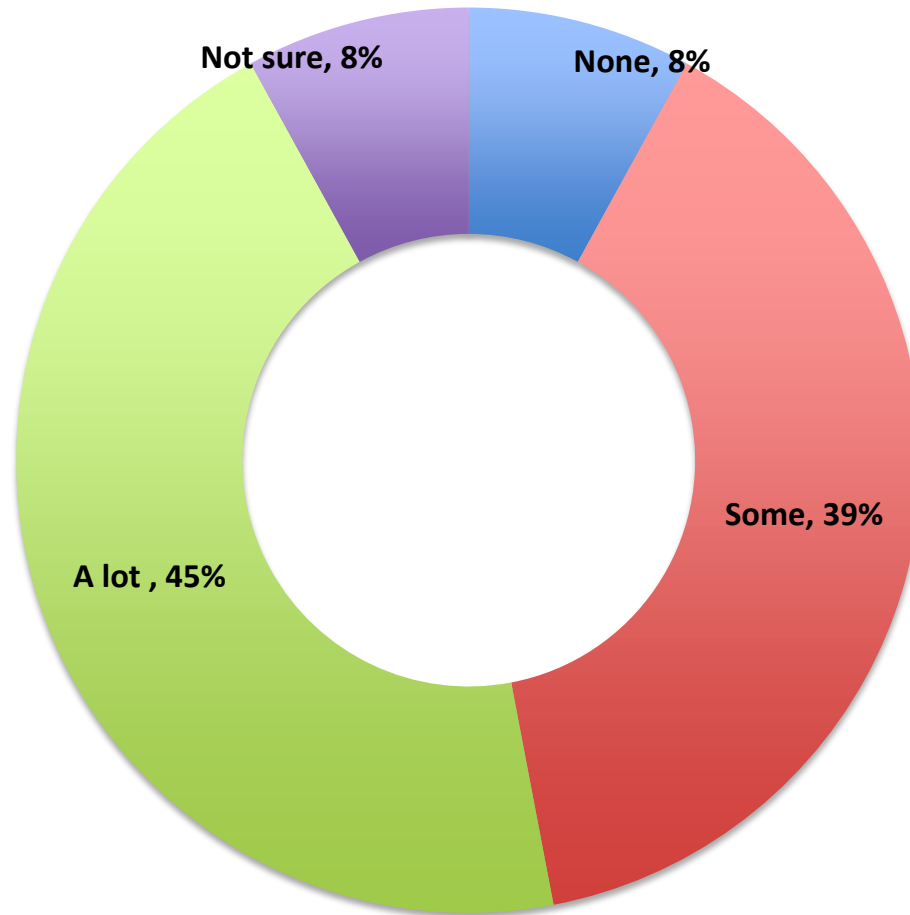


Many high-paying skilled crafts careers do not require time/expense of college.





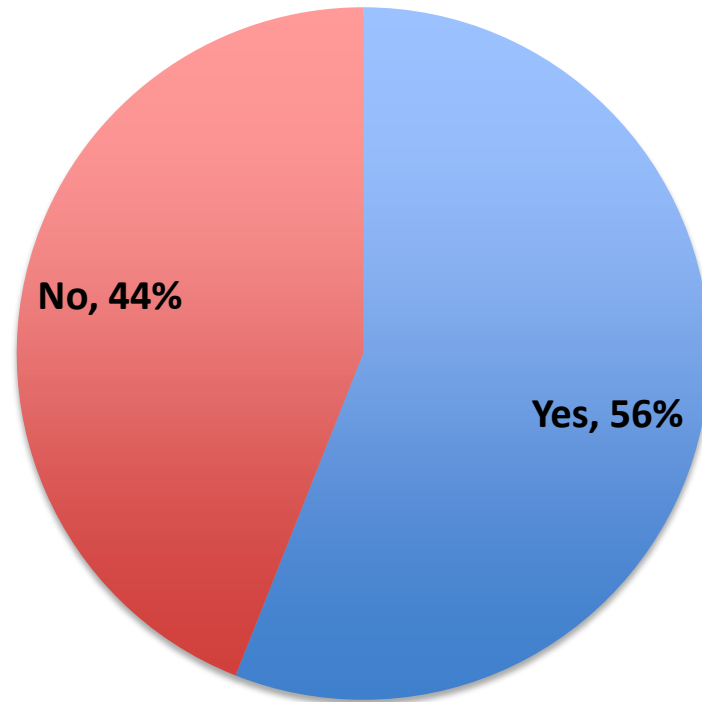
Level of Interest in Design/Construction Industry (Students Not Starting or Completing ACE)





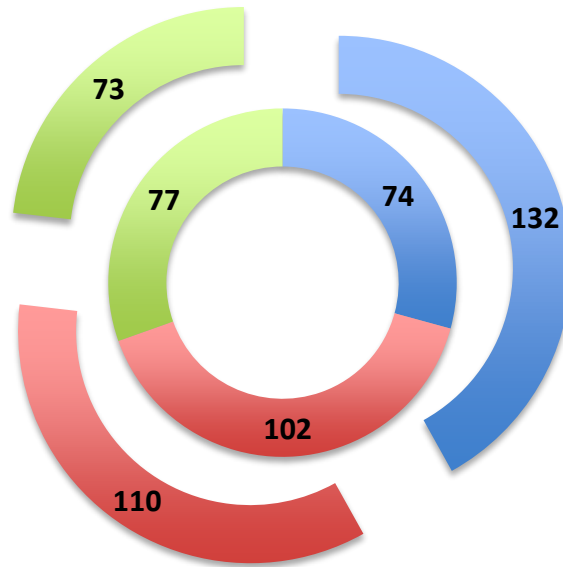
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Interest in Learning More about Skilled Crafts Jobs





Interest in Learning More about Skilled Crafts Jobs Outer Ring Yes, Inner Ring No



■ Registered for ACE but did not start.

■ Participated in few sessions.

■ Completed ACE.



Tentative Conclusions and Questions

1. A significant segment of students wants to learn more about a career in the skilled crafts. More so among students who did not complete ACE , and much less so among students who completed the program.

Question: How to convey this information to students with very loose connections to ACE?



Tentative Conclusions and Questions

2. Through the ACE experience, students apparently do acquire a degree of awareness about careers in the skilled crafts.

Questions: a) Should additional information about the skilled crafts be provided? If so, what and how much?

b) Will more hands-on exposure to the skilled trades or factual information convince more ACE participants to enter the trades?



Tentative Conclusions and Questions

3. Survey results do not answer the ultimate question of HOW to best provide a *path forward* or place for interested students to go for more information to pursue a skilled crafts opportunity/alternative.

CIRT is gathering information to provide some possible answers, *without* re-inventing the wheel.