

AGC Workforce Initiatives

Our goals? Convene, facilitate, and connect.

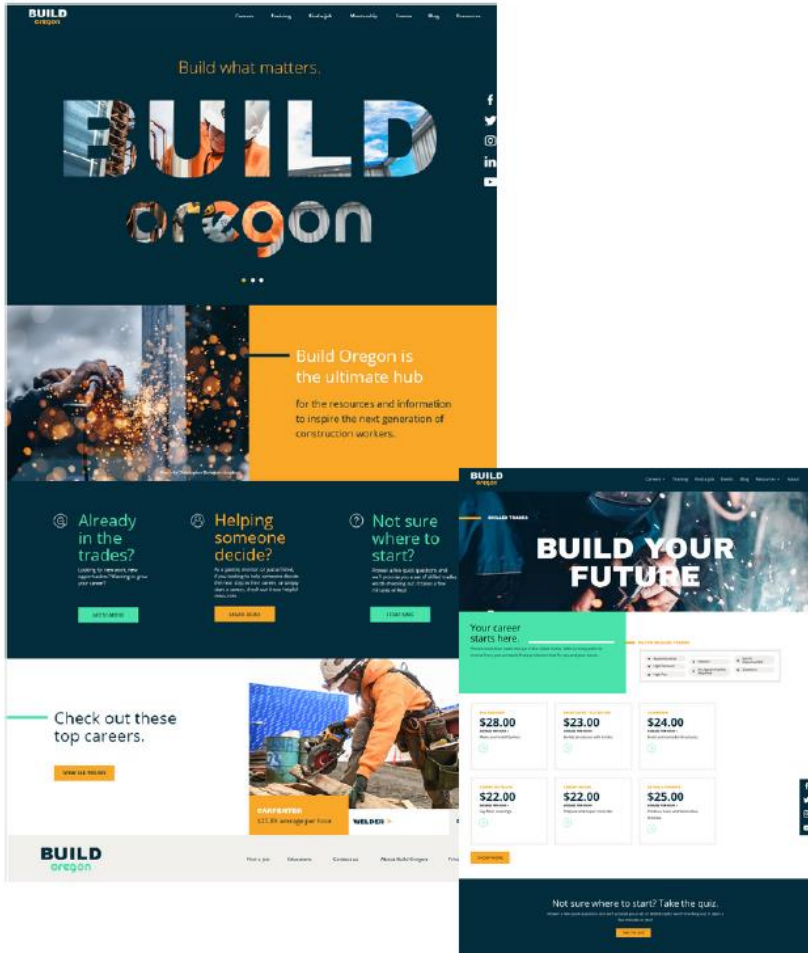
Educator Externships
AGC Workforce Coalition
Workforce Grants
Build Oregon

AGC Workforce Initiatives – Recruitment and Retention

Where did we start?

2019 Eco Northwest Study
2019 Quinn Thomas Survey

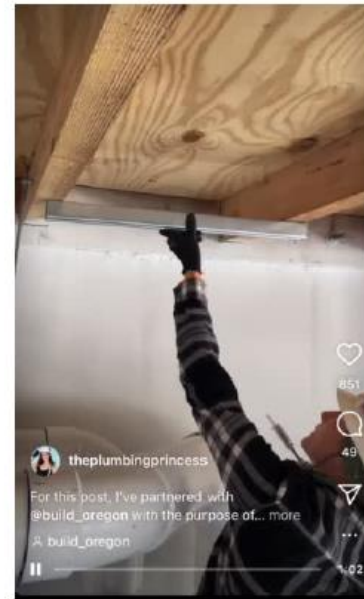
Grounded in our new brand platform, the website serves as the nucleus of all communications efforts to recruit skilled workers.



BUILD OREGON

INFLUENCER ACTIVATION

The next generation is heavily influenced by their peers. They trust recommendations from influencers more than any other form of advertising. To capitalize on this authenticity, we partnered with influencers to generate positive awareness for career opportunities in construction and drive traffic to Build-Oregon.com.



15,976 impressions
856 likes
49 comments



277 engagements
251 likes
22 comments

The Fun Part

Influencer activation

Highlight:

Jacob – “Biggie Clean” on TikTok

- 360k video plays
- 50k likes
- 170 comments
- 489 shares
- 400k reached audience between all three social media platforms (TikTok, Instagram, YouTube)
- Drove 10,000+ people to BuildOregon.com



JOBSEEKERS
SEE OUR ADS
AND SOCIAL
CONTENT



6.7M

ad campaign views



2.1M

social media views

JOBSEEKERS
VISIT SITE,
EXPLORE
CAREER
OPTIONS



104K

Build Oregon
website views



13,217

Build Oregon
quiz completes

JOBSEEKERS
REFERRED TO
TRAINING
AND JOBS



3,440

training program
referrals



1,721

job board views



Thank You!

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