



# **I BUILD AMERICA - OHIO**

## **CHAMPION TOOLBOX**





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## **WELCOME TO I BUILD AMERICA - OHIO!**

Your company or organization has taken an important step in building the future of the construction industry. I Build America is a movement to generate pride and respect for the construction industry and to recruit people into the industry as a rewarding and valuable career. I Build America - Ohio is the regional partner in this mission, and we're engaging local companies, organizations, and individuals to work with us to build the future of construction.

The construction industry is one of the nation's largest industries, employing millions of people and contributing significantly to America's bottom line. And with the need for new schools, hospitals, housing, and other commercial buildings increasing, we are going to need more and more quality workers to get all of the work done. That's where you come in!

Your company's commitment to I Build America - Ohio signals to companies, organizations, lawmakers, current employees, and prospective employees that you are devoted to developing the workforce of tomorrow. We are joining together hundreds of employers who represent all aspects of skilled labor and construction work to form one unified voice to share a message: careers in construction offer great opportunities for great people.

The next step for you is to establish your company's support of, and involvement with, I Build America - Ohio. This Champion Toolbox will provide you with the resources, tools, tips, and information necessary to set you up for success.

We look forward to partnering with you on this endeavor, and we thank you for your time and commitment to our shared mission.

Sincerely,

I Build America - Ohio

## THE I BUILD AMERICA - OHIO CHAMPION

The I Build America - Ohio (IBAO) Champion is a designated individual within a company or organization who will serve as the point of contact for IBAO-related communications and updates. This individual will be responsible for communicating company updates to IBAO as well as serving as the designated person responsible for fielding requests from IBAO.

The Champion will be the primary person to ensure internal awareness of the IBAO mission and support the efforts of promoting IBAO on the company's website, emails, and social media accounts.

## WHO IS RIGHT FOR THIS POSITION?

There are many factors that determine a company's best selection for the IBAO Champion, including the business' size, number of employees, and an individual's capacity for work. Here are some of the roles that have proven to be good fits for the IBAO Champion role:

- Owner
- Marketing Manager
- Office Administrator
- Workforce Development Manager
- Communications Manager
- Events and/or Education Manager

## SHARE YOUR CHAMPION INFORMATION WITH US!

Once you have a Champion selected and in place, please email [info@ibuildamericaohio.com](mailto:info@ibuildamericaohio.com) to let us know! We will put you in our database to ensure you are receiving the right information to communicate out to your employees or members.





## HOW TO GET STARTED: IBAO CHAMPION

Here are the steps to take to establish your organization's I Build America - Ohio program. We recommend completing the items below to set your program up for success.

- **Email the following information to [info@ibuildamericaohio.com](mailto:info@ibuildamericaohio.com):**
  - IBAO Champion first and last name
  - Company or Organization name
  - IBAO Champion title/position
  - Preferred email for IBAO communications
  - Telephone number
  - Local school district
- **Follow I Build America Ohio online:**
  - Facebook: [IBuildAmericaOHIO](#)
  - Instagram: [IBuildAmerica OHIO](#)
  - Linked In: [I Build America OHIO](#)
- **Add the I Build America Ohio logo to your company website**
  - Link the image to [www.ibuildamerica-ohio.com](http://www.ibuildamerica-ohio.com)
  - OR: Work with your web team to create an I Build America Ohio page on your company website
- **Add the I Build America Ohio logo to your email footer**
  - Link the image to [www.ibuildamerica-ohio.com](http://www.ibuildamerica-ohio.com)
- **Begin co-branding your materials with the I Build America Ohio logo alongside your company logo. Consider adding the logo to the following materials (and more!):**
  - Brochures
  - One-pagers
  - Sales packets
  - Email newsletters
  - Business cards
  - Proposals
  - Job listings
  - Letterhead
  - Company vehicles



## **I BUILD AMERICA – OHIO: CHAMPION TALKING POINTS**

### **Vision**

To enhance the supply and diversification of Ohio's skilled workforce in support of the state's dynamic construction industry needs.

### **Mission**

Generate pride and respect for the construction industry and to recruit people into the industry as a rewarding and valuable career.

### **Our Message**

A career in construction offers good pay and benefits, ability to continue education, potential to advance, and opportunities to be your own boss. In the next 10 years, the construction industry will need additional workers to cover new work and a retiring workforce. And it's not just careers in the skilled trades. Administrative, engineering, and construction management careers are all on the rise, and we're here to build the future workforce of America.

### **Why construction?**

Construction isn't what it used to be. Today, there are thousands of high-tech and digital jobs as well as technical, hands-on jobs available. Careers in construction can lead to self-employment, financial security, and job stability for decades to come.

### **Construction is honorable work.**

The men and women who work in construction regularly report the honor and pride that comes with being part of projects, developments, and ongoing work that is literally forming our country. From infrastructure to housing developments to cutting-edge research centers, it all starts with an idea that we build into reality.

### **Financial security can begin at a young age.**

Many skilled trades offer apprenticeship programs, which follow an "earn-as-you-learn" model in which workers get paid as they learn the skilled work of the trade. This also helps students avoid the massive debt that can come with a four-year degree program!

### **The future is bright in construction.**

Across Ohio and the nation, there is a lot of investment into our country's infrastructure. From housing communities to highways to urban redevelopment, the list of projects is long—and there's no end in sight!

## YOUR FIRST 90 DAYS WITH I BUILD AMERICA - OHIO

Once you have completed the Getting Started checklist, aim to establish various goals and systems to support your I Build America - Ohio program within the first 90 days. Examples of reasonable goals for your program could include:

- Promoting IBAO at local school events once per quarter
- Hosting Career Days at your work site or office in the spring and fall
- Sharing IBAO messages on social media 3x per week or more
- Tagging IBAO on social media in relevant photos and articles
- Inviting an IBAO representative to speak to your employees, members, or organization about its mission and vision
- Submitting your upcoming workforce development and hiring events to [info@ibuildamericaohio.com](mailto:info@ibuildamericaohio.com) to promote in the newsletter
- Sending an email to your contractors, unions, and other affiliates regarding your commitment to the IBAO program







## HOW TO CONNECT WITH I BUILD AMERICA - OHIO

I Build America - Ohio is here to help! If you are in need of materials, resources, or connections with other IBAO supporters in your community or across the Ohio region, please connect with us. We are here to serve you and the greater mission of developing the future workforce of construction.

### **I Build America - Ohio**

General Information:

[info@ibuildamericaohio.com](mailto:info@ibuildamericaohio.com)

### **Program Manager:**

Parker Brown

[parker@ibuildamericaohio.com](mailto:parker@ibuildamericaohio.com)

### **Program Director:**

Claire Krawsczyn

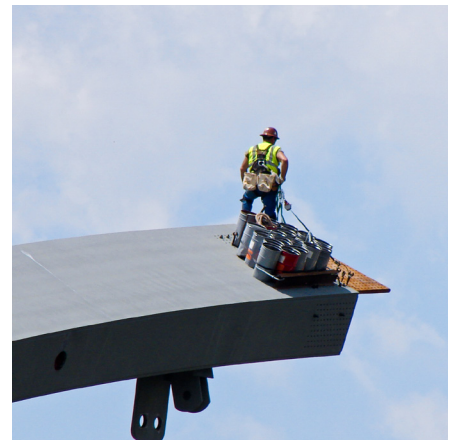
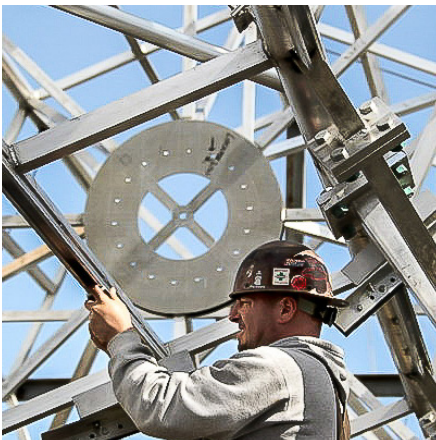
[claire@ibuildamericaohio.com](mailto:claire@ibuildamericaohio.com)

### **Follow I Build America Ohio online:**

Facebook: [IBuildAmericaOHIO](https://www.facebook.com/IBuildAmericaOHIO)

Instagram: [IBuildAmerica\\_OHIO](https://www.instagram.com/IBuildAmerica_OHIO)

Linked In: [I Build America OHIO](https://www.linkedin.com/company/I_Build_America_OHIO)







## RESOURCES AND TOOLS

Please refer to the following websites and resources for more information and tools to develop your I Build America - Ohio program:

- I Build America - Ohio: [www.ibuildamerica-ohio.com](http://www.ibuildamerica-ohio.com)
- Resources for Parents: <https://www.ibuildamerica-ohio.com/for-parents/>
- Resources for Students: <https://www.ibuildamerica-ohio.com/for-students/>
- Resources for Influencers: <https://www.ibuildamerica-ohio.com/for-educators/>
- Resources for Employers: <https://www.ibuildamerica-ohio.com/for-employers/>
- I Build America: [www.ibuildamerica.com](http://www.ibuildamerica.com)
- Jobs Ohio: <https://www.jobsohio.com/>
- Office of Workforce Transformation: <https://workforce.ohio.gov/>

## I BUILD AMERICA - OHIO LOGOS, IMAGES, AND RESOURCES

- [Download the Toolbox Here](#)



**I BUILD AMERICA - OHIO**

**[WWW.IBUILDAMERICA-OHIO.COM](http://WWW.IBUILDAMERICA-OHIO.COM)**