



## **I BUILD AMERICA – OHIO: AMBASSADOR 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 young 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, design, 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 young people 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!