



2017 INDUSTRY FOR A DAY

April 19, 2017

Increasing Awareness and Positive Perceptions of
Construction and Manufacturing Careers Among Educators

Event Highlights & Survey Results



Presented by:



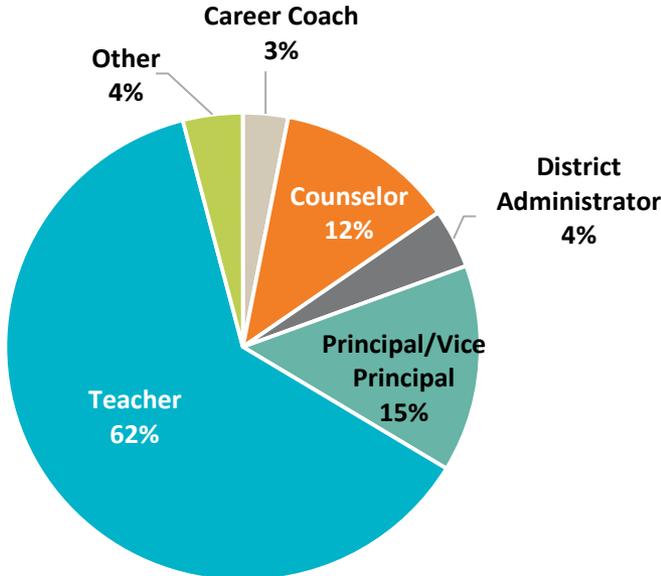
Participants Demographics

Total Participants: 146

School Districts Represented:

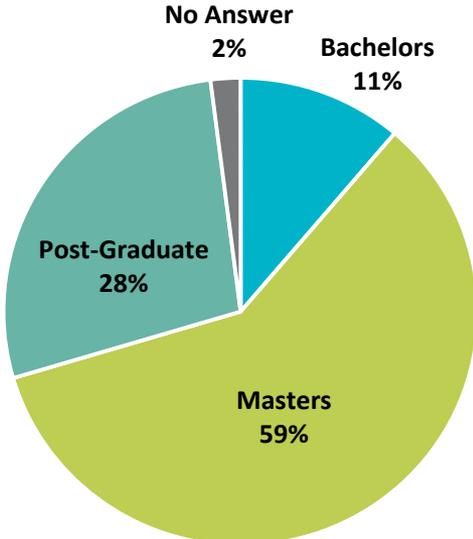
Centennial; David Douglas; Gresham-Barlow; Parkrose; Portland Public; Reynolds; Vancouver

Participant's Roles



Responses = 98

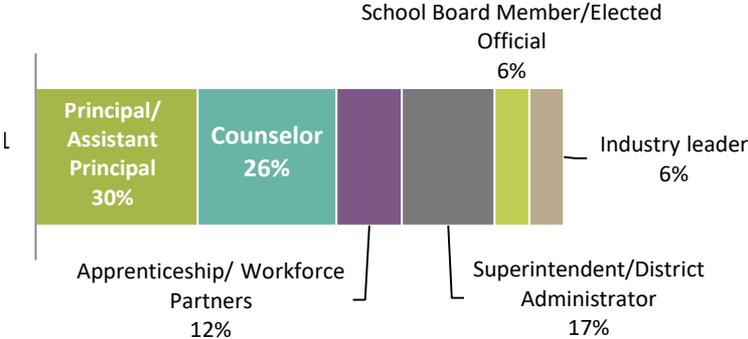
Participant's Educational Background



Responses = 98

Growing Our Impact

2016: 50 participants



2017: 146 participants





Thank You to the Businesses Who Hosted an IFAD Tour!

- Boeing Portland
- Connor Manufacturing Services
- GROVTEC US Inc.
- Gunderson LLC
- Jaguar Land Rover
- KCR Manufacturing
- Microchip Technology Inc.
- NECA-IBEW Electrical Training Center
- Northwest College of Construction
- O'Neill Construction Group
- OR & SW Washington Mason Trades JATC
- Pacific Northwest Carpenters Institute
- PCC Structurals, Inc.
- Port of Portland
- Sheet Metal Institute
- Turner Construction Company
- Vigor
- Wright Business Graphics



Increasing Understanding & Positive Perceptions

77%

of participants indicated increased understanding of local career opportunities in high-wage, high-demand jobs in the manufacturing and construction industries.

36%

of participants increased their perceptions of how important it is that students understand and consider careers in construction & manufacturing; an additional 44% indicated the highest level of agreement that this was important even prior to the event.

35%

of participants indicated increased likelihood to advocate for expanded options for students to pursue career-technical education in the field of construction and manufacturing sometime in the next three months; an additional 37% indicated the highest level of likelihood to advocate for these pathways even prior to the event.

68%

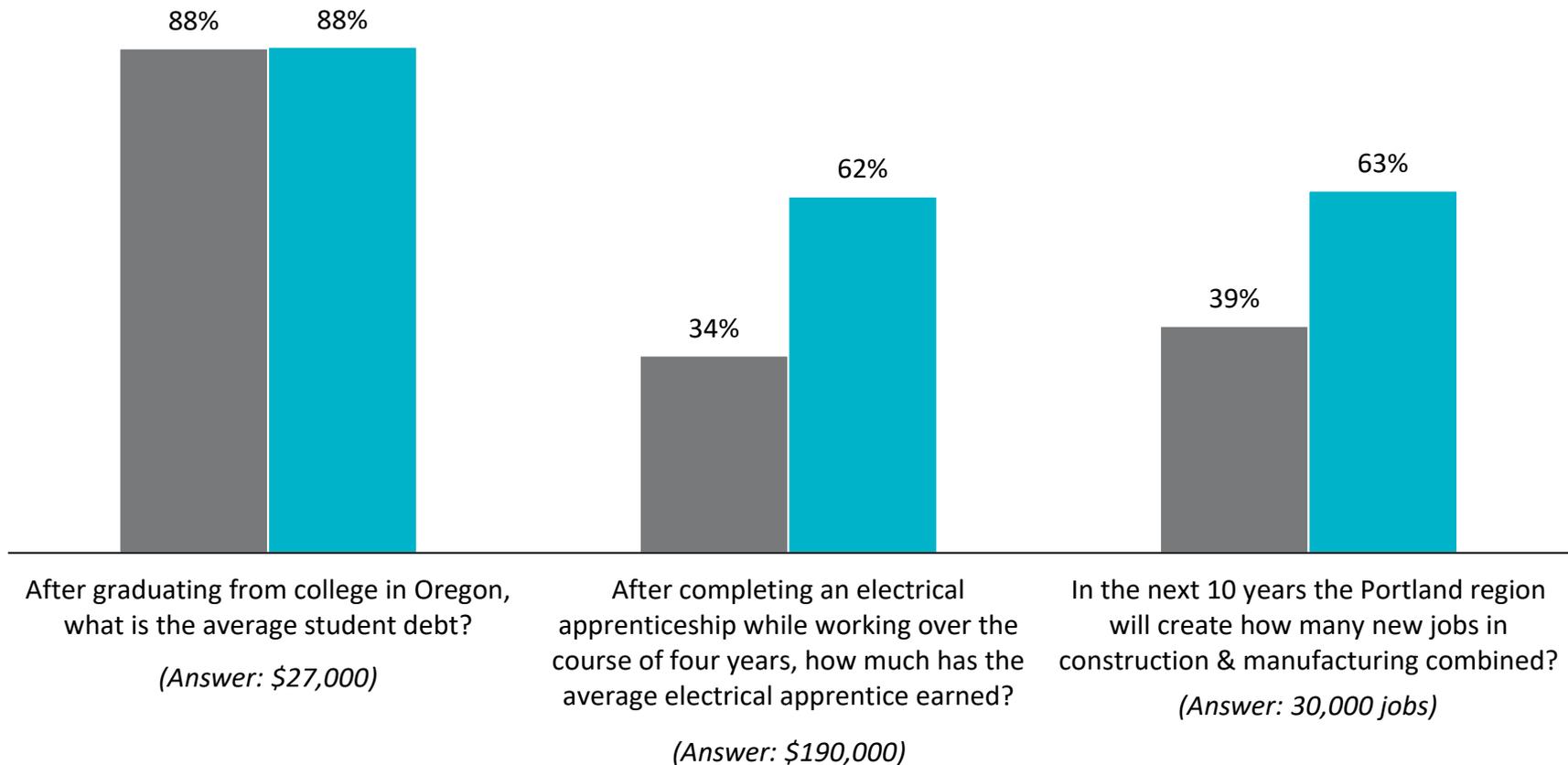
of participants indicated increased understanding of the resources in the community that are available for teachers and students, to support these pathways (internships, externships, career exploration tools, training support, etc.); an additional 1% indicated the highest level of understanding of these resources even prior to the event.

*Responses = 81 participants completed **both** the pre and post survey.*



Increasing Knowledge & Awareness

■ Correct Answer Before Tour ■ Correct Answer After Tour



Responses: 106 pre-survey, 81 post-survey

Committing to Action

100%

of attendees had the opportunity to commit to concrete actions from a menu of follow-up steps, such as:

- Tell your students how you spent the day today.
- Sign up to take students on industry tours through Manufacturing Day 2017.
- Bring the tools and information from today's visits to your school's counselor or college and career center.

100%

of participants received a follow-up message with tools, resources and contact information to support their action commitments

Positive Reflections

- All the industry people I talked to were so committed to engaging young people.
- I got to wear a hard hat! I got to lay a brick!
- These careers are accessible and lucrative – I might need a career change myself!
- Amazing how everyone talked about the “soft skills” – being reliable & showing up on time
- I learned so much about concrete things I can do as a teacher to connect students with these careers.
- I almost cried listening to the former Roosevelt High School student tell his story of finding his way into the trades – I see my students in him.

Areas for Improvement

- Allow more time at each tour site so we can have a deeper conversation.
- Consider holding the event from about 9 a.m. to 3 p.m. to match teachers’ typical schedule
- Consider offering participants a chance to select which industry sites they visit.
- Make sure all the site hosts know who we are and what we’re looking to learn as educators.
- Consider providing transportation.