

Career Path Work Group Charter

[The Charter is a guideline for the structure, operations, and deliverables of the Work Group.]

Purpose

Develop a report to be submitted to the FTBA Board in the 1st year with plans and strategies to be implemented in years 2 and 3 for the following:

1. Development of a "Talent Pipeline" Plan that includes specific action items to be phased over a 2-year ramp up (process to collaborate with middle and high schools; technical training centers/institutions; CareerSource Florida, and its offices statewide; state colleges/universities; other state agencies and affiliates; and community partners statewide and to be implemented by the industry with support from FDOT)
2. Develop a Guidebook on Recruitment/Training Best Practices (To be implemented by contractors)
3. Create a Florida Road & Bridge Campaign – "We're Hiring." Develop a 3-year marketing plan (To be implemented by the industry with collaborative support from appropriate state agencies and educational institutions)
 - a. 1st Year Deliverables
 - i. Seek a funding source for marketing for the purposes that may include, but is not exclusive to, billboards, transportation facility buy-space advertisement opportunities (transit/bus station, airports etc.), social media, and other promotional products are provided with sensitivity to diverse modes of communication (verbal [determine how many languages will be deployed], non-verbal, written, listening, visual and various cultural and intercultural scenarios).
 - ii. Establish a marketing plan with specific branding to deploy the "We're Hiring" campaign to include in-state and out-of-state launch by January / February 2023. The approach shall showcase road and bridge work as appealing (and why), critical to transportation, public safety, and communities, and importantly a job to be proud of that has a career ladder to advance (title, pay and responsibility) in the industry.
 - iii. Define and collect metrics by type of marketing/resource on the number of clicks, views, tweets, etc., to assess campaign influence to generate employment interests and workforce pipeline development.
 - b. 2nd Year Deliverables
 - i. Seek a dedicated funding source to implement strategies identified in Years 2, and 3 and future years.
 - ii. Assess current industry employment needs and define marketing strategies post review of the first year of metrics to assess next steps that may result in maximizing outcomes to deploy or modify marketing approach and/or strategies.

- iii. Re-evaluate collaborative marketing with the focus on high demand skills/certifications training programs that include middle and high schools; technical training centers/institutions; CareerSource Florida, and its offices statewide; state colleges/universities; Depts. of Veteran Affairs and Corrections, as well as other state agencies and affiliates; including community partners statewide that fund or provide training or upskills certifications. The goal is to integrate this industry's construction training curriculums with course instruction within these types of institutions.
 - iv. Evaluate future funding needs to further advance the "We're Hiring" campaign and identify/align new programs or collaborative partnerships to market Florida's employment opportunities in the road and bridge construction industry.
- c. 3rd Year Deliverables:
- i. Identify an entity to serve as "the Lead" for ready response for ongoing industry marketing to field social media inquiries, and importantly, to manage and document metric collection and best practices to support ongoing marketing of the industry's workforce.
 - ii. Pursue targeted marketing for key workforce needs, i.e., skilled laborers, certification licensures and professional positions.

Work Group Structure

1. Eleven-member composition – "Magnificent 11"
2. One member per contractor
3. FTBA shall designate a "Liaison" to provide oversight and guidance to serve as sounding board prior to any formal external communication to keep the Work Group on tasks and shall be consistent with this Charter
4. Membership should reflect a diverse level of specialization/expertise in the following areas: 2 - recruitment/benefits representatives; 2 - human resources / onboarding representatives; 2 – crew chief/supervisory representatives; 2 - marketing/communications representatives; 2 – training/innovation representatives; and 1 – in-house EEO designated representative
5. FTBA may provide additional staff or consultants to serve in an advisory capacity to the Liaison or Work Group

Tenure of Work Group

1. Initial assignment will be for 3 yrs. - year 1 = Develop report (with a 2-year phased implementing plan), and years 2 - 3 = implement plan
2. Work group replacements shall be undertaken with like staff with same specializations/expertise and shall also pre-identify a designated backup representative, should appointed work group member is not able to attend
3. The Work Group shall meet at a minimum once a month, and meetings shall accommodate virtual meeting venues

Tasks

1. Prepare a path to action report in year one to be submitted to the FTBA's Liaison first and then to the FTBA Board to include the following:
 - a. Develop phased strategies to implement a talent pipeline by working collaboratively with middle and high schools, technical training centers/institutes; CareerSource Florida, and its offices statewide; state colleges/universities; other state agencies and affiliates; and community partners statewide)
 - b. Develop a recruitment/training best practices guide for: recruitment; onboarding; training and upgraded benefits plans (i.e., training (includes, reskill, and upskill); employee mentor programs; sick/vacation leave; medical benefits plan; retirement investment options; and community volunteer engagement opportunities
 - c. Create a Road and Bridge Industry – "We're Hiring" Marketing Plan (3-year plan)
 - i. In-state and out-of-state promotion of road and bridge employment opportunities (think beyond social media and recruitment services).
 - ii. Define implementation metrics to evaluate to generation of employment candidates for a talent pipeline.
 - iii. Re-evaluate marketing strategies to target certain candidate cohorts and craft skills and professional employment needs.
 - iv. Develop a 3-year marketing plan budget with time sequenced by task assignments to promote job opportunities in the road and bridge construction industry in Florida
 - d. Network Development – This outreach can occur as ongoing during the 1st year and does not require FTBA Board approval but does require apprising the FTBA Liaison
 - e. Outreach to the FTBA Liaison should be documented in a communication log to track progress of tasks and reviews