



## **GBCA WORKBENCH DEBUTS AS ONE-STOP DESTINATION FOR CONSTRUCTION EDUCATION**

*The Philadelphia region's leading association for union construction is laying the groundwork for a stronger workforce*

**PHILADELPHIA** – The General Building Contractors Association (GBCA, the union commercial construction association of Greater Philadelphia, today announced the launch of GBCA Workbench, a new online hub for education programs, resources and career-boosting tools. From establishing strong foundational skills with Construction Fundamentals to building leadership skills through GBCA Tracks, GBCA Workbench brings together a comprehensive range of learning opportunities.

The launch comes at a pivotal time for the construction industry. With a persistent shortage of skilled workers across the Philadelphia region, GBCA is giving its member companies a powerful way to develop talent from within. Through offerings such as Safety Training with United Academy, AGC Edge virtual courses and Professional Development with Dale Carnegie, construction professionals can gain specialized skills that complement their on-the-job experience and open doors to advancement.

To make these opportunities more accessible, GBCA offers tuition reimbursement for member companies, along with a newly updated [tuition reimbursement guide](#) to help employers and employees maximize the benefit. The new platform also features the [GBCA Build Your Career in Construction Guide](#), which outlines industry career pathways and connects individuals to workforce development programs that can help them get started or take the next step in their careers.

“A skilled workforce doesn’t just happen — it’s built through ongoing training and education,” said Ben Connors, President & CEO of GBCA. “GBCA is committed to making sure our members have every opportunity to keep learning and leading.”

The GBCA Workbench offers:

- Construction Fundamentals – flexible online courses covering the core skills every construction professional needs

- GBCA Tracks – targeted learning paths for leadership, safety and management
- Tuition Reimbursement – a member-exclusive benefit to make upskilling more affordable

With construction activity booming and demand for qualified talent at an all-time high, GBCA sees Workbench as a critical tool for strengthening the region's workforce and building the next generation of industry leaders.

### **About GBCA**

The General Building Contractors Association (GBCA) is the Philadelphia region's leading construction trade association representing union commercial, industrial and institutional contractors. GBCA provides advocacy, safety, education and networking opportunities to advance the industry and support its members.