

CONSTRUCTION GUIDE

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BUILDING THE CONSTRUCTION WORKFORCE

Encouraging education and hands-on experiences from the classroom to the job site

The construction profession is one of the fastest growing career options nationwide. Here in the Philadelphia region, GBCA is dedicated to providing the current workforce with the skills and education they need to succeed and advance within the industry, while also helping cultivate the next generation of construction professionals. Our workforce development initiatives have begun to create measurable impact on the industry.

CONTINUING EDUCATION & TRAINING

Proper training is a cornerstone to building a successful career in construction. Since 1961, GBCA has endeavored to conduct comprehensive training programs to insure a highly-skilled, productive, and motivated workforce. GBCA offers continuing education and training opportunities for industry personnel through tuition reimbursement and special programs. Conducted at various venues, including some of country's most respected learning institutions, these courses are tailored to enhance the skills and knowledge of office and field personnel.

GBCA also frequently partners with other organizations, including the American Institute of Architects (AIA) and the Construction Owners Association of

America (COAA), to produce seminars and panels across the region.

SCHOLARSHIPS

GBCA proudly supports construction education at local institutions. GBCA continues to expand its tuition reimbursement program to individual members enrolled in construction education programs at local colleges and universities. In 2017, the association awarded its second annual scholarship to benefit students as they advance their construction studies. As part of the GBCA Scholarship Fund, student beneficiaries who are enrolled locally in qualifying accredited construction management or construction-related engineering programs are awarded an annual scholarship, renewable for up to three years, for undergraduate or graduate studies.

APPRENTICESHIP & MENTORSHIP

GBCA proudly provides opportunities for residents of the City of Philadelphia interested in pursuing careers in union carpentry. Partnerships with the Construction Apprentice Preparatory Program (CAPP) and the Carpenters' Career Advancement Program continue this year, and GBCA continues its popular Hard Hat Club with the Charter High



School for Architecture + Design (CHAD) in Philadelphia, which teaches students about careers in construction and provides experiences to learn about the industry. GBCA also has a close partnership with the ACE Mentor Program of Eastern Pennsylvania, which offers area students mentorship opportunities in architecture, construction, and engineering.

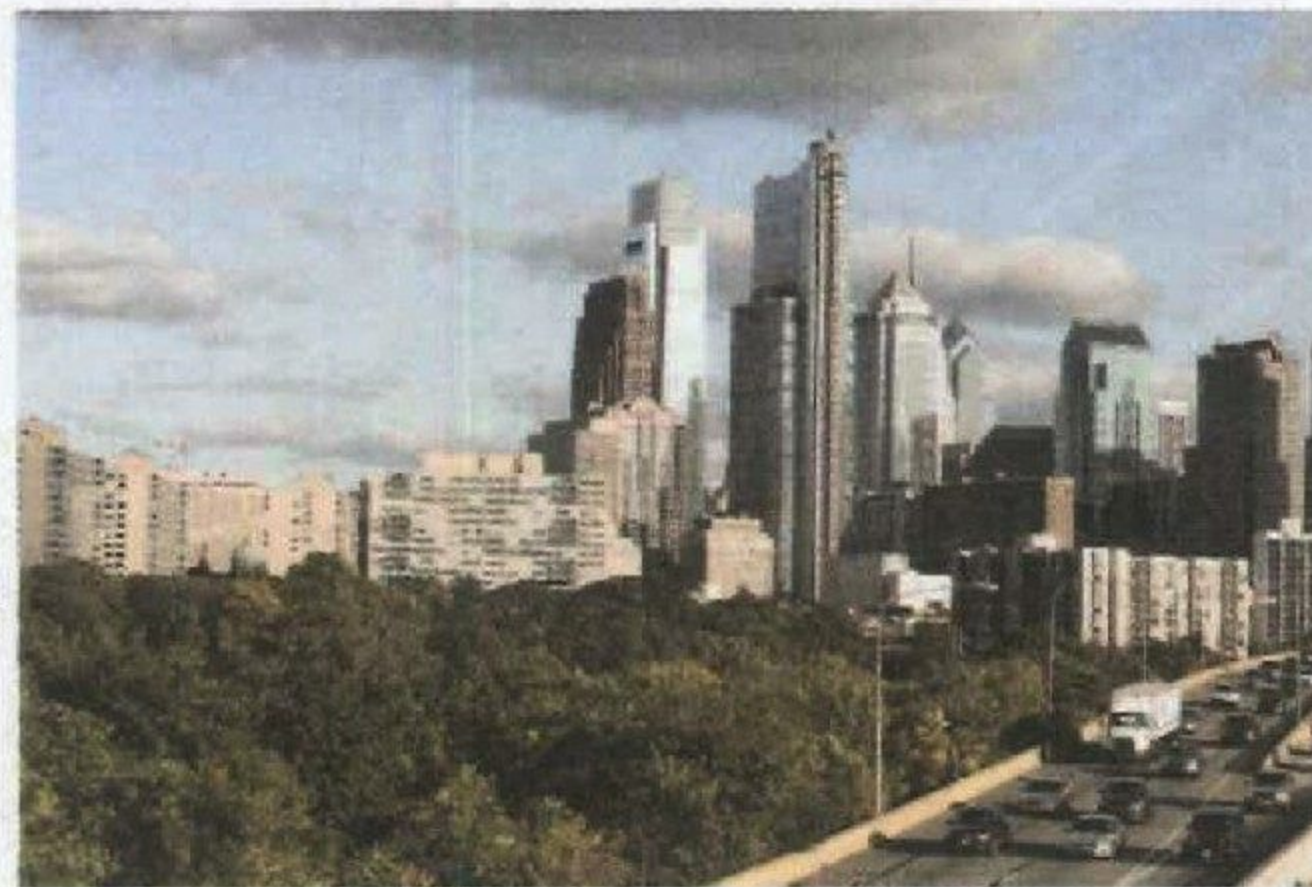
PARTNERS IN LEARNING

Through partnerships and alliances with several area colleges and universities, GBCA is helping to create the most skilled and highly trained construction workforce.

- Jefferson - Philadelphia University + Thomas Jefferson University
- Drexel University Online
- Temple University
- Community College of Philadelphia
- Villanova University
- Rowan University
- University of Delaware
- Penn State Abington

WORD FROM THE SPONSOR

Any business leader knows that when we come together, we can accomplish great things. Organizations flourish when they create active and collaborative communities. I can proudly say that the General Building Contractors Association, the commercial and institutional construction association of Greater Philadelphia, is a vibrant community in which business relationships and partnerships can grow and thrive.



Across the board, we continue to have record-breaking attendance and participation at our various networking and educational programs within our association. Yet this community extends beyond the confines of our membership. We aim to help facilitate more meaningful connections with businesses and partners across the region. For example, you can read more in this special insert about how GBCA has developed partnerships with learning and mentorship institutions that are critical for ensuring a thriving workforce in the years to come.

Community also begins with strong leadership, which is why GBCA is committed to developing confident and knowledgeable leaders who empower their employees. Safety is paramount to everything we do, and the role of management proactively addressing safety and health on jobsites helps keep our workers and the greater community safe.

I believe that GBCA's engaged and united community here in Greater Philadelphia raises the bar for the construction industry nationwide. We won't stop here as we set out to achieve greater things in 2018, and to go above and beyond to advance our mission. We hope you will join us.

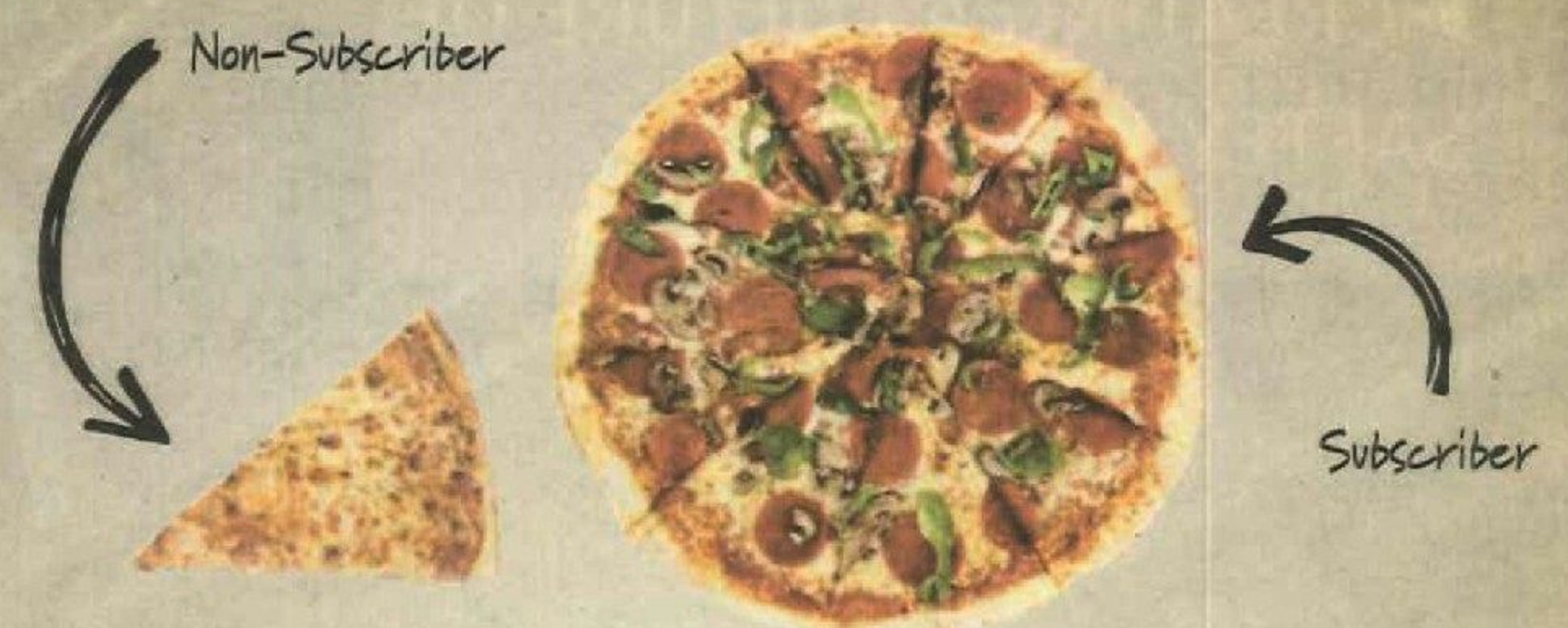


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CONSTRUCTION GUIDE

CREATING A CULTURE OF SAFETY

Keeping safety top of mind is embedded within today's construction organizations, and starts with strong leadership.

In today's competitive construction market, we need leaders that build sustainable cultures where safety and health are woven seamlessly into the fabric of the organization alongside efficiency, quality, and productivity. It's no secret that leaders create culture, culture shapes attitudes and behaviors, and attitudes and behaviors influence outcomes. The safety and well-being of every employee and job site comes first and foremost. Beyond this, a lack of safety awareness and compliance also has business consequences. Each year, accidents on the worksite pull from the contractor's bottom line; the direct cost of accidents are found in insurance premiums, deductibles, and direct payments. Safety has always been an integral part of the construction industry, and today it has evolved into a resource for competitive organizations to become more efficient while simultaneously becoming a cost reducing tool.

EMPOWERING LEADERS: A THREE-PRONGED APPROACH

A culture of safety is driven by great leaders, which is why GBCA is highlighting leadership skills in a new three-part



series exploring the critical importance of sound leadership in the construction industry and its impact on worker safety and health.

Leadership methodologies and insights will be studied first, as an opportunity for construction leaders in the Philadelphia region to discuss and

dissect their current leadership qualities and explore new avenues for their organizations' continued success in the marketplace.

Next, we will study effective communication skills and practices for successful leaders. Successful leaders get results and results come from good communication—and not all approaches work in all situations. Successfully communicating an idea or thought process is a skill that can be honed, in this installment we will explore ways and means of communicating with positive results.

The third installment of the program will explore effective team building skills and the value of a strong team manager. Teams give an organization a sense of ownership and pride. From underdog to top dog, a team can take an organization to new heights.

To learn more about GBCA upcoming safety programs and business and leadership development opportunities, visit gbca.com/safety and gbca.com/events.

Management provides the leadership, vision, and resources needed to implement an effective safety program. This means that business owners, managers, and supervisors:

- *Make worker safety and health a core organizational value.*
- *Are fully committed to eliminating hazards, protecting workers, and continuously improving workplace safety and health.*
- *Provide sufficient resources to implement and maintain the safety and health program.*
- *Visibly demonstrate and communicate their safety and health commitment to workers and others.*
- *Set an example through their own actions.*