

Join America's Build Team National Teleconference On Construction Careers

On October 16, 1997, the National Center for Construction Education and Research (NCCER) launched a national teleconference entitled Careers in Construction....Join America's Build Team. This first interactive teleconference on the subject of construction was broadcast live via an educational programming satellite channel from Washington, DC. It was directed to nearly 4,000 middle schools, high schools, vocational schools, and community colleges where the broadcast reached more than 300,000 students. In addition, 10,000 videos of the teleconference were mailed to schools nationwide to use as career awareness aids. The broadcast was designed to reach young people making career decisions and focused on the construction career path, starting with employment in the crafts and progressing to supervisor, estimator, project manager or construction company owner. During the teleconference, young people working in construction explained why they chose construction as a career. Successful business owners and contractors were also on hand to tell students about the opportunities and benefits of the construction industry and portrayed construction as a viable career path. Student listeners had a chance to interact with construction experts via live call-ins.

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