

Allow me to introduce myself



Name: Branka Minic

- 1st generation immigrant from Serbia
- HVAC family business since 1908
- MSEE / MSCS
- 30+ years in WFD – helping young people get into careers (mission)
- Worked in 47 countries
- Published research on Demand-driven training, Microwork, Pre-apprenticeship models in IT, etc.
- Married, 2 sons, 1 granddaughter



Building the Workforce that Builds our Homes. Together.

Introducing
Building Talent Foundation



**Building
Talent**
Foundation

Engage.
Collaborate.
Innovate.

Founding Partners

Companies that comprise the **Leading Builders of America** (LBA) established the Building Talent Foundation in 2019 with an initial grant of \$1.3 million.



Board of Directors



Phil Theodore
Director

President, Product & Solutions,
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Chairman and CEO
Taylor Morrison



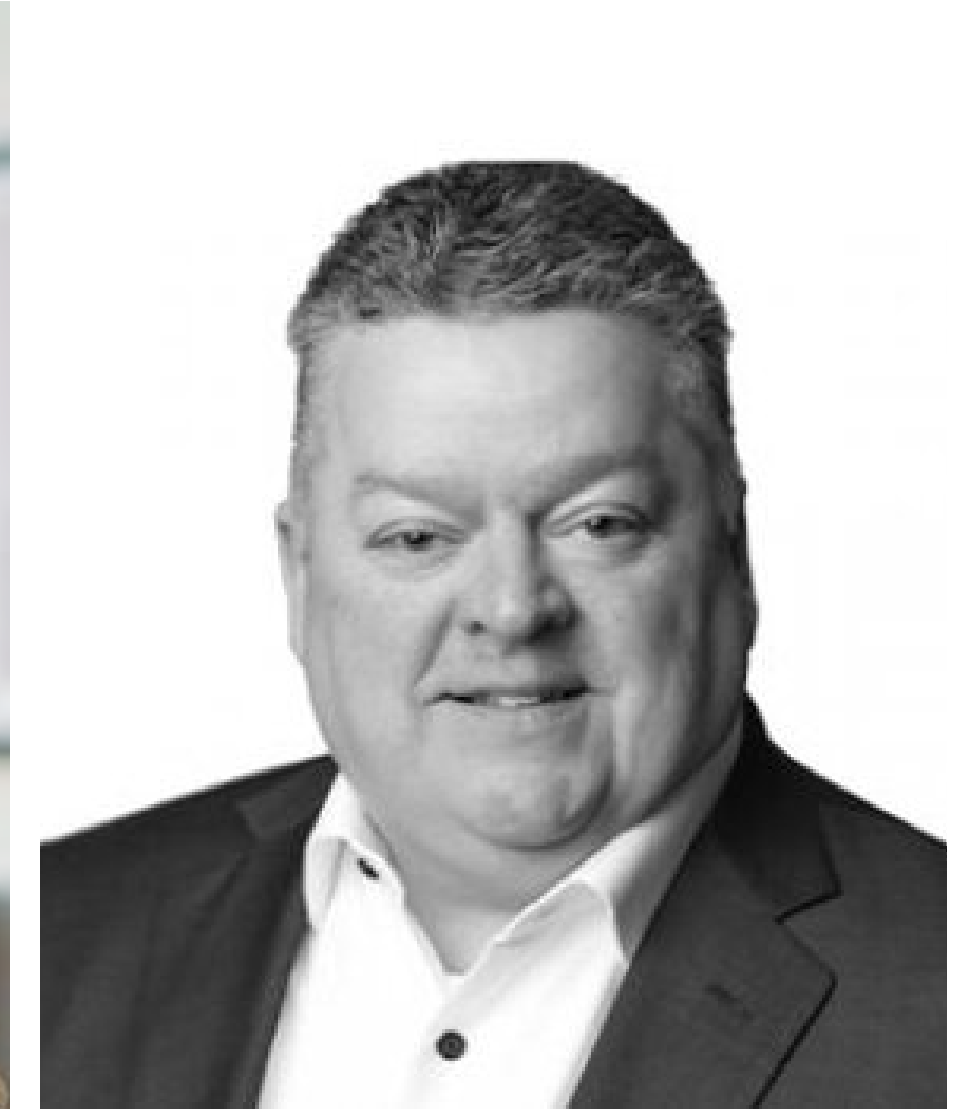
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CEO
TRI Pointe Group



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Assistant Treasurer

CEO
Leading Builders of America

Building a Sustainable Workforce Builds Thriving Communities

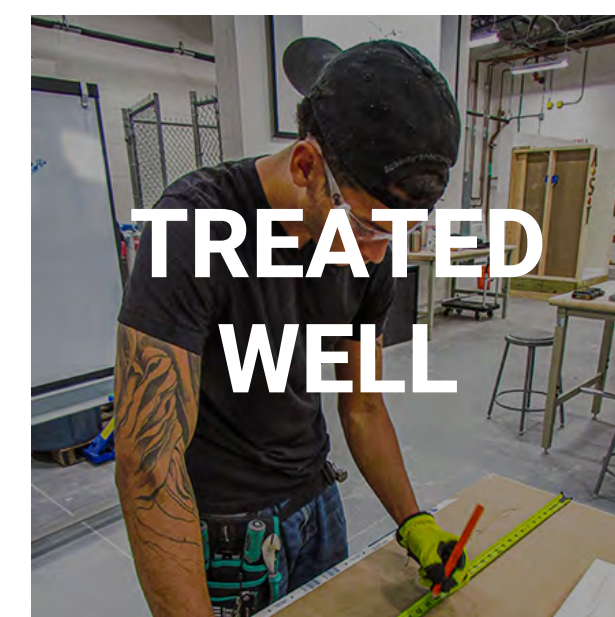
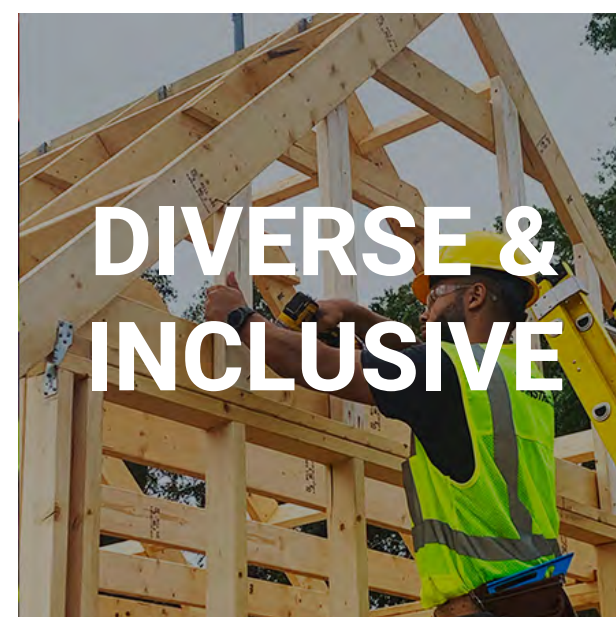
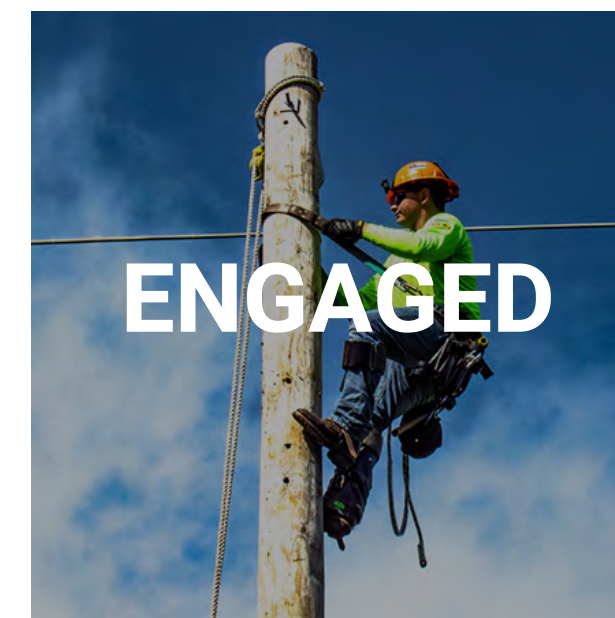
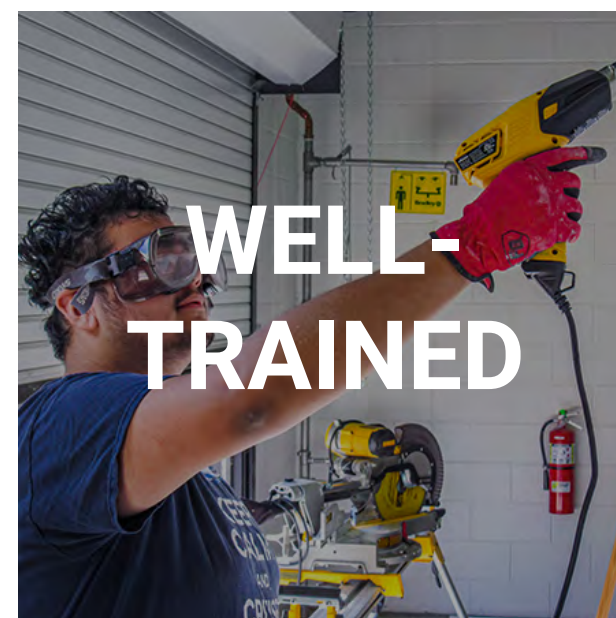
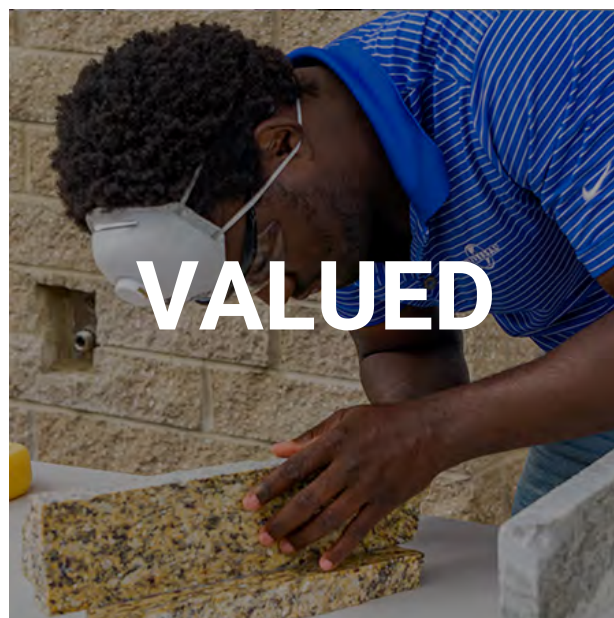
In thriving communities people have equitable access to quality education, meaningful employment, and affordable housing.



Our Mission and Vision

Mission: To advance the education, training, and career progression of young people and people from underrepresented groups, as skilled technical workers and as business owners in residential construction.

Vision: By 2030, achieve a sustainable workforce in residential construction, where all people are valued, well-trained, engaged, resilient, safe & healthy, diverse and treated well.



Guiding Principles



Collaboration

We believe that collaboration is the most effective path to results—it helps us to carry the load together by building purposeful relationships, networks and strategic partnerships grounded in cooperation and a shared vision.



Communication

We believe in the critical role of communication to share experiences, learn from each other, and reach agreements with every person in our communities and every stakeholder in our home building eco-system towards common sustainability goals.



Innovation

We believe in the power of innovation in human capital policies and practices, in investing for researching and developing new approaches, and in leveraging technology to advance productivity, efficiency and the quality of programs.



Measuring, Evaluation & Learning

We believe in the importance of measuring outcomes, evaluating results against goals, and learning from those experiences, so that we can strengthen current programs, and inform new initiatives.



A construction worker wearing a yellow hard hat, safety glasses, and a harness is working on the wooden roof truss system of a building under construction. The worker is positioned on the left side of the frame, facing right, and appears to be measuring or marking a wooden beam. The roof structure is made of light-colored wood, with numerous trusses and rafters visible. Several metal gusset plates are attached to the joints of the trusses. The background shows a clear sky and some greenery, indicating an outdoor construction site. The overall scene conveys a sense of skilled craftsmanship and the complexity of roof construction.

The Shortage of Skilled Trades People is Critical



The 2008 recession decimated the residential construction industry and its skilled trades.

By early 2020, construction employment had not reached pre-recession levels.

With Baby Boomers retiring, and increased demand for housing, there are thousands of job vacancies left unfilled...





The three most recognizable challenges facing residential construction today are the lack of:
talent supply, talent training, and talent retention.

Building Talent Foundation Drives Positive Impact

Our strategy for success is based on three pillars that are essential to creating this sustainable workforce and driving positive social impact.

Pillar 1 – Building Talent Pipeline

Pillar 2 – Building Talent Connections

Pillar 3 – Building Talent Engagement



This strategy will bring us to our goal of placing 100,000 new, highly skilled men and women into the residential construction workforce by 2030.

BTF Solution Pillar 1

Building the Talent Pipeline

Goal: significantly increase the number of students enrolling in construction programs, by raising their awareness of the exciting opportunities our industry offers.

- 1) **Promote homebuilding as a career of choice** by dispelling misconceptions about the industry (digital marketing campaign)
- 2) **Engage builders and trades with schools and colleges** to promote the industry as a career choice (mentoring toolkit for volunteers)
- 3) Support outreach initiatives aimed at increasing the participation of underrepresented groups in residential construction training programs
- 4) Convene industry representatives **to develop clear and exciting career pathways** to encourage more young people to enter and stay in the residential construction sector (standardization of job competency profiles, and career pathways)



BTF Solution Pillar 2

Building Talent Connections

Goal: strengthening and scaling employment and business ownership in our industry, while improving collaboration between employers, educators and jobseekers.

- 1) **Strengthen direct linkages** between employers and sources of qualified job seekers.
- 2) **Leverage technology** to enhance employment.
- 3) **Support and innovate work-based learning** models such as internships, apprenticeships, and school-to-work programs, ultimately leading to a career in the industry.
- 4) **Connect eligible students with grants** that support further education or resources to start their own business in a skilled trade.



BTF Solution Pillar 3

Building Talent Engagement

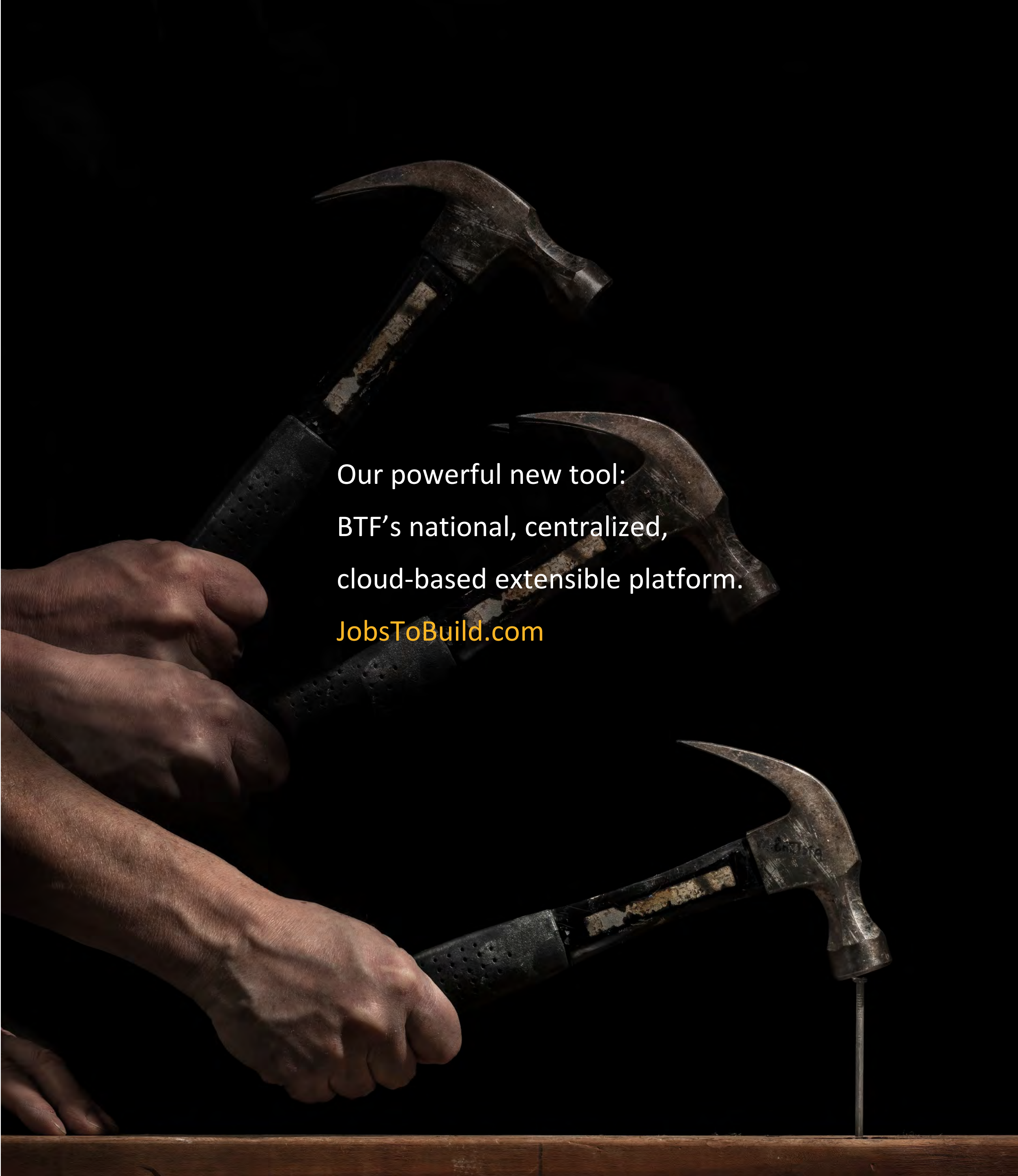
Goal: improve worker retention and business growth rates, by leveraging HR technology and advancing talent management practices.

- 1) **Support trade owners and supervisors** in leadership training to better manage workers from the perspective of human resources best practices.
- 2) Identify, support, and **disseminate improved workplace best practices** conducive to a more sustainable workforce.
- 3) **Utilize technology** of human resources platforms to enhance talent management capacity of trades and builders.
- 4) **Foster entrepreneurship** as a means of increasing the number of women and other underrepresented groups in the industry.



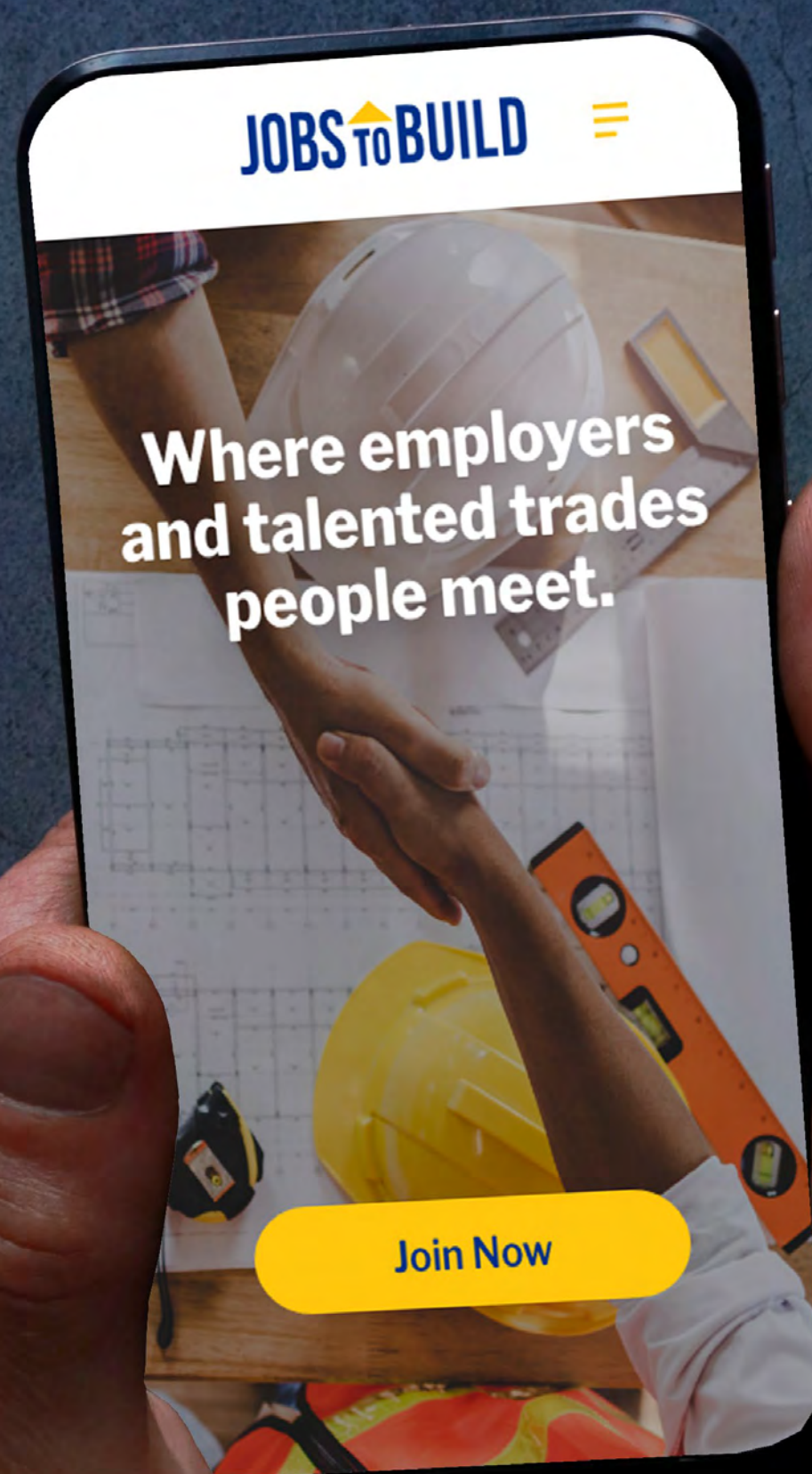
Building Talent Foundation Offers the Solution

BTF engagement teams are bridging the gap between training programs and employers, thus aligning supply and demand for skills in local markets.

A photograph showing three hands, each holding a hammer, against a black background. The hands are positioned diagonally from the top left to the bottom right. The hammers are old and worn, with metal heads and wooden handles. The lighting highlights the texture of the hands and the hammers.

Our powerful new tool:
BTF's national, centralized,
cloud-based extensible platform.

JobsToBuild.com



Search and find construction jobs.

Explore your potential.
Connect with employers today.
Find jobs in your area.

It's time to make a change.

Find the right person for the job.

Find the talent you need quickly.
Search by skill set, and connect with
reliable candidates for your company.

It's time to grow your team.

The BTF Team – 150+ Years of Experience

National Team



Branka Minic
CEO



Jason Krieger
Monitoring, Evaluation,
Research, and Learning



Claudette Morgan
Executive Assistant



Churé Gladwell
Fundraising



Barbara Hammerberg
Training

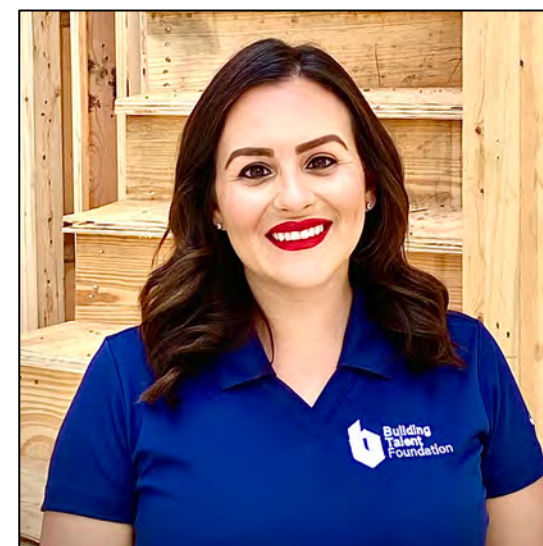
Engagement Team



Daysy Suarez
Phoenix/Tucson
Arizona



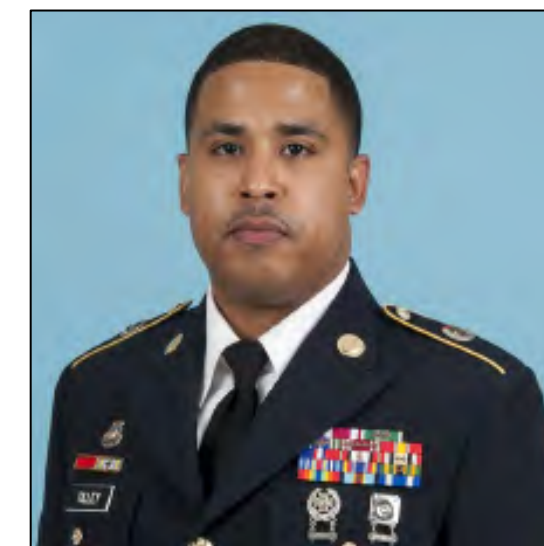
Manuel Coronado
Dallas/Houston
Texas



Jenna Garcia
San Antonio/Austin
Texas



Emmanuel Forty
Orlando/Tampa
Florida



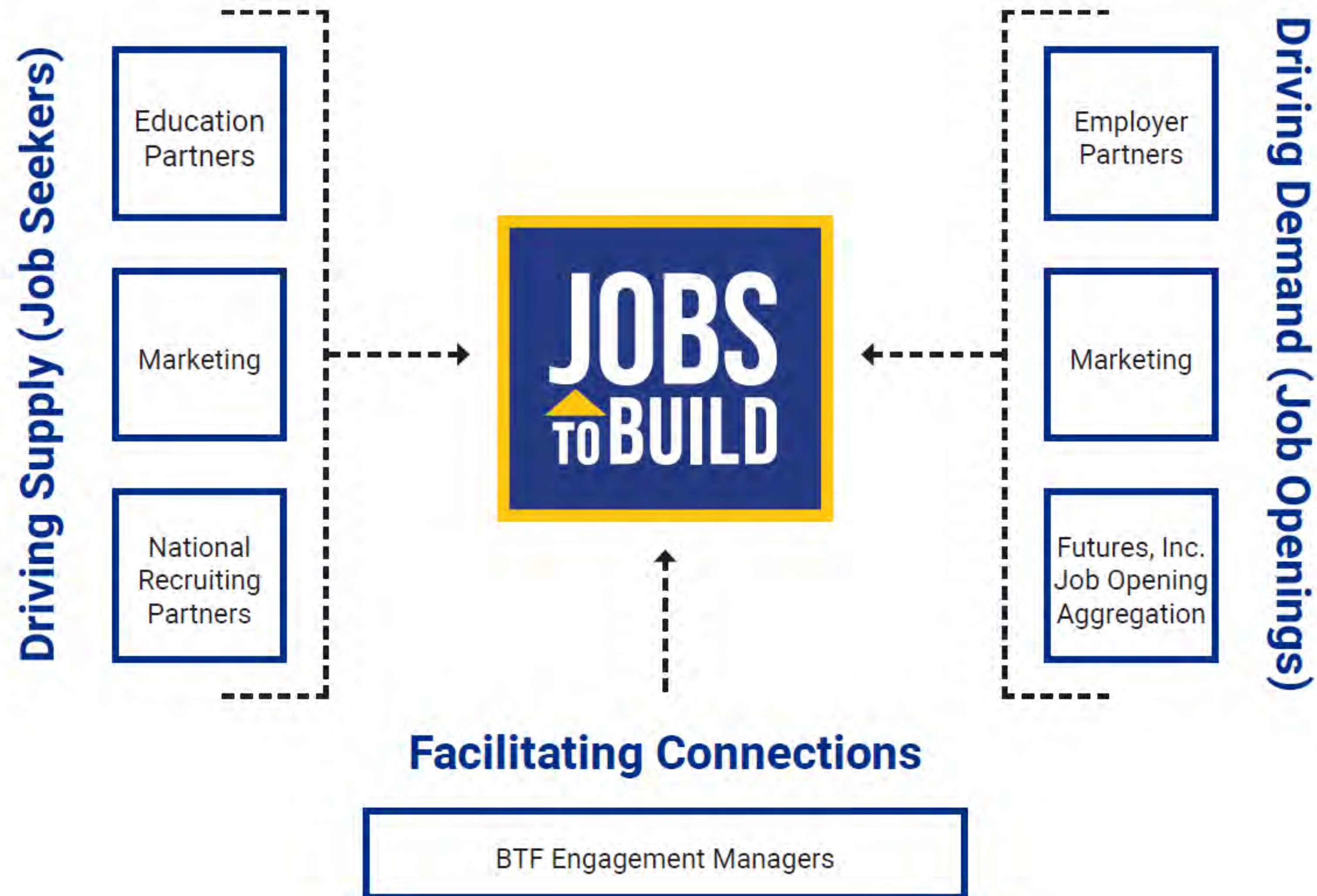
John Tilley
Jacksonville
Florida



Jonathan Karg
Knoxville/East TN
Tennessee



JobsToBuild.com

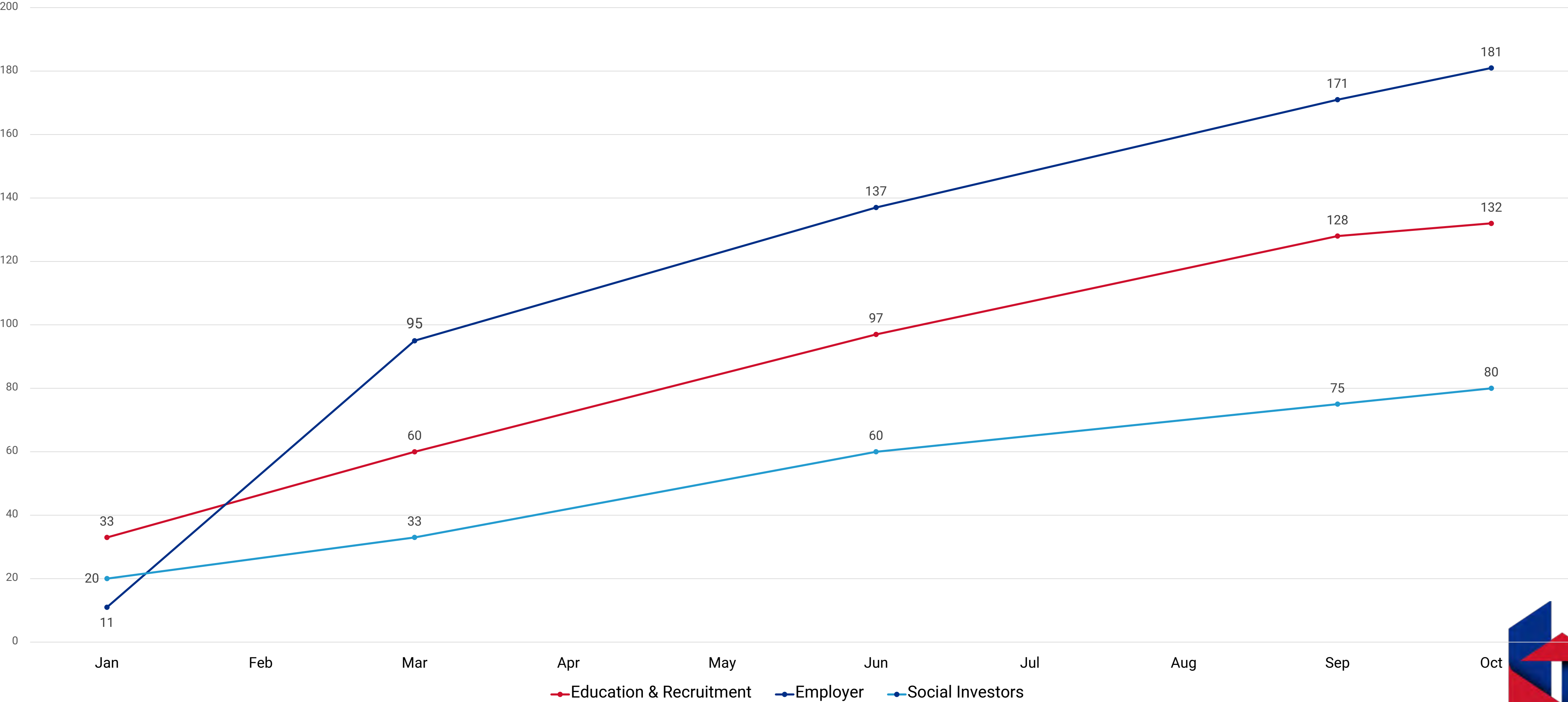


JobsToBuild.com provides:

- Job Board
- Career Exploration
- Information on training and scholarship opportunities available to eligible students in the local market



BTF Partnerships 2021



10,000 in BTF Pipeline for Next 12 Months

128

Total Number of
Education & Recruiting
Partners

179

Total Number of
Partners'
Training Programs

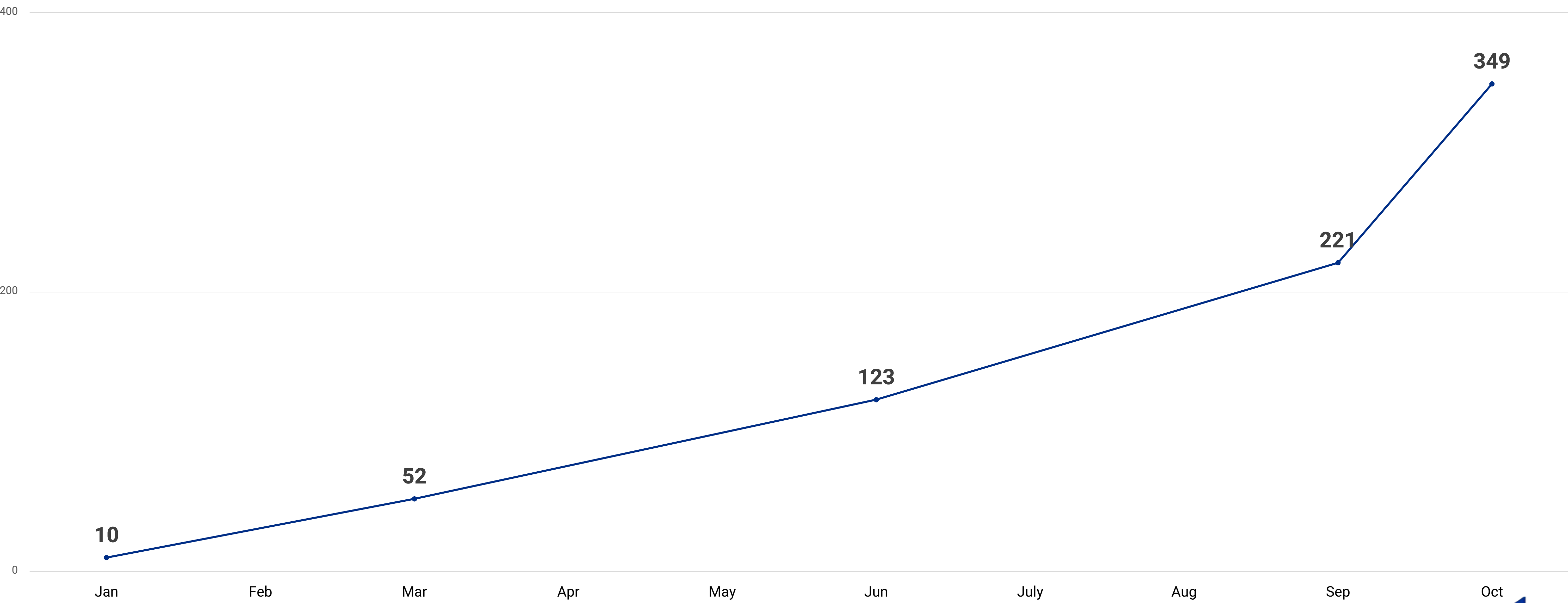
9,665

Pipeline Over the
Next 12 Months

Pipeline = Job-ready individuals engaged with BTF programs, who could enter residential construction careers.



BTF Placements 2021



BTF D&I and Retention 2021

3.1%

Construction Trades
% of Female Workers

30.6%

Construction
% of People of Color Workers

6.3%

BTF
% of Female Placements

74.2%

BTF
% of People of Color Placements

98.0%

BTF
Retention Rate



Homebuilding Workforce Engagement Survey

Challenge: High Cost of Turnover

- Residential construction employers are struggling to recruit, efficiently upskill, and then retain new skilled trade workers. **3 out of 4 new hires leave.**

Our Goal: Identify Reasons and Best Practices to Improve Engagement

- Establish reasons why skilled trades people stay or leave their jobs and the sector, by conducting a brief online survey across residential construction trade companies.

Benefit to the Industry

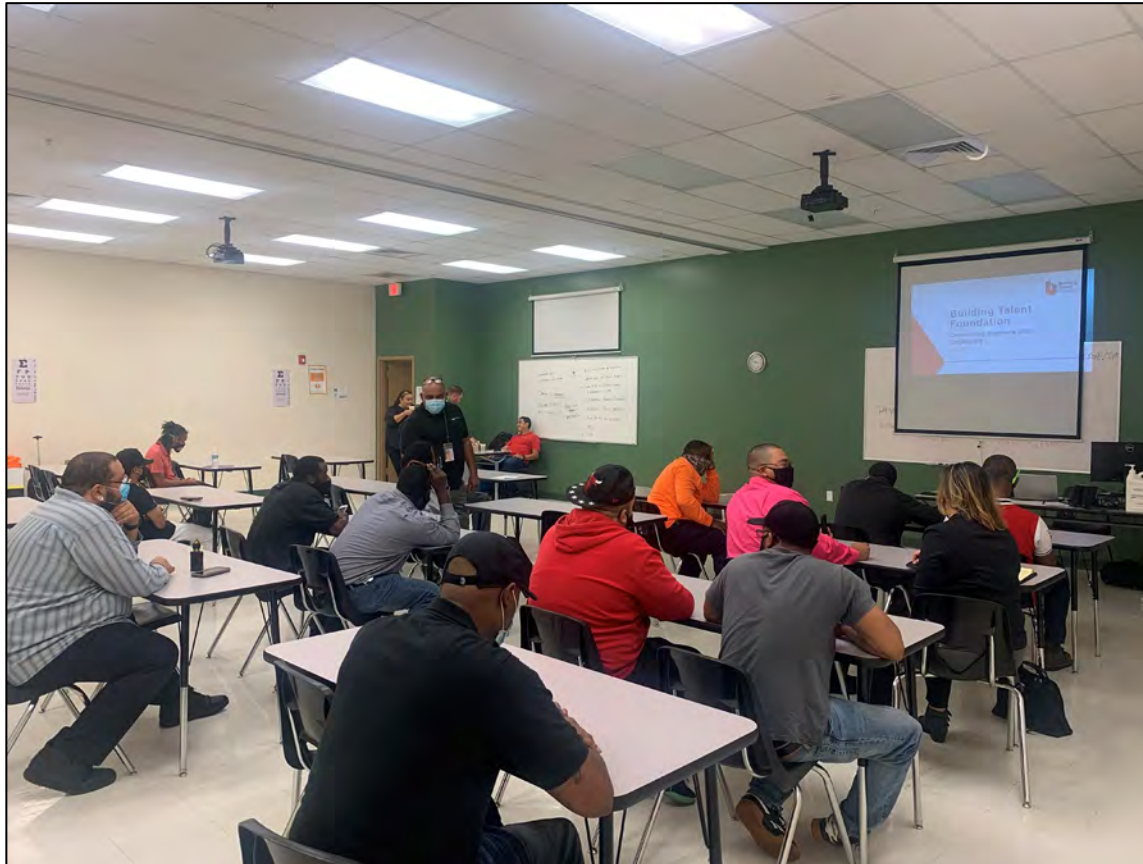
- Reduce costs associated with hiring by understanding root causes of employee engagement so employers can make adjustments to reduce or avoid costly turnover.

How You Can Help

- Please forward the survey to all your trade partners and encourage them to disseminate it to their employees.



Engaging Students, Employers, & Educators



Florida Career College – Orlando, FL



HBI – Orlando, FL



Dallas ISD – Career Institutes – Dallas, TX



Graduation Event
National Technical College
Phoenix, AZ



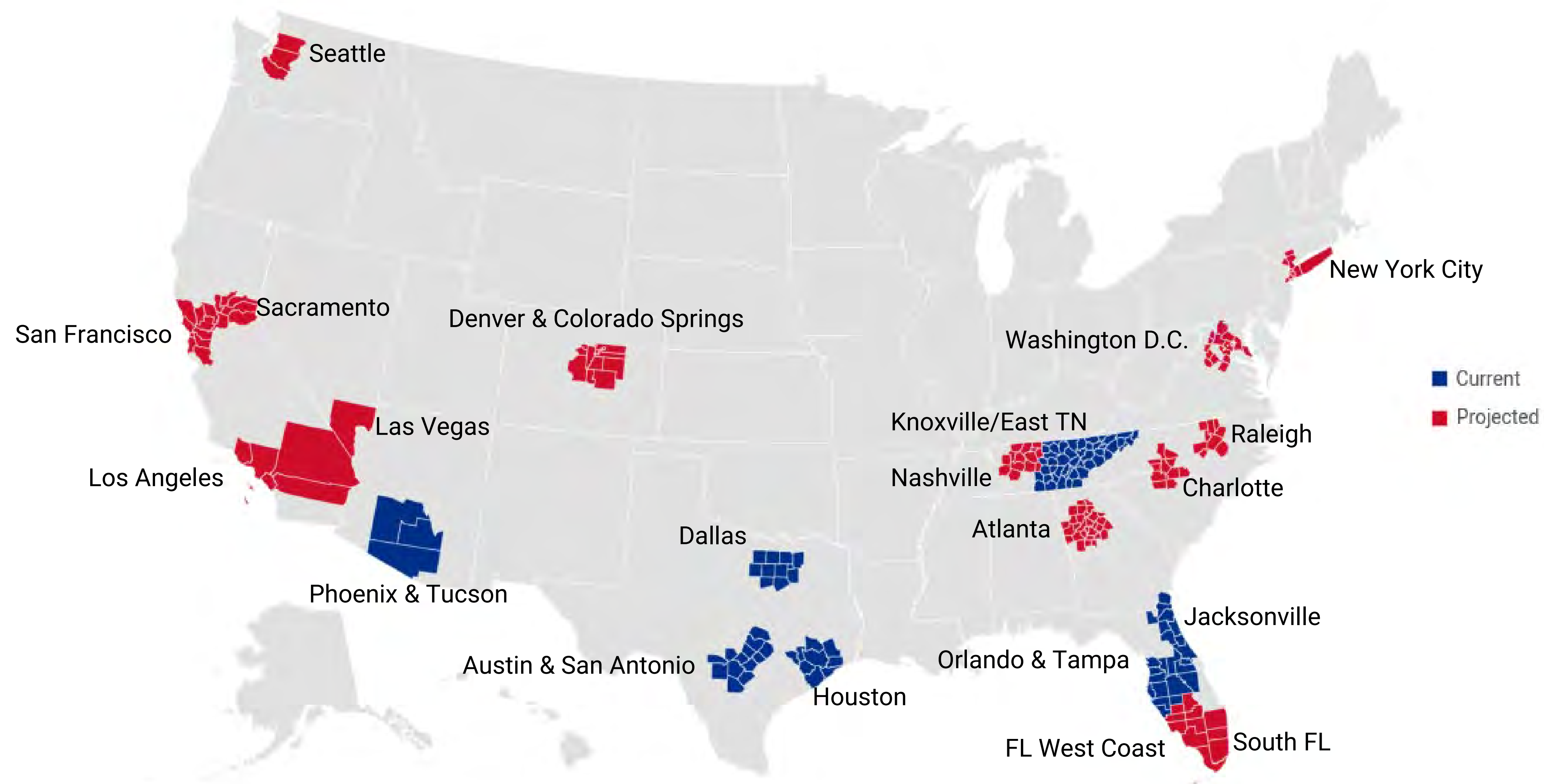
Center of Hope – Fort Worth, TX



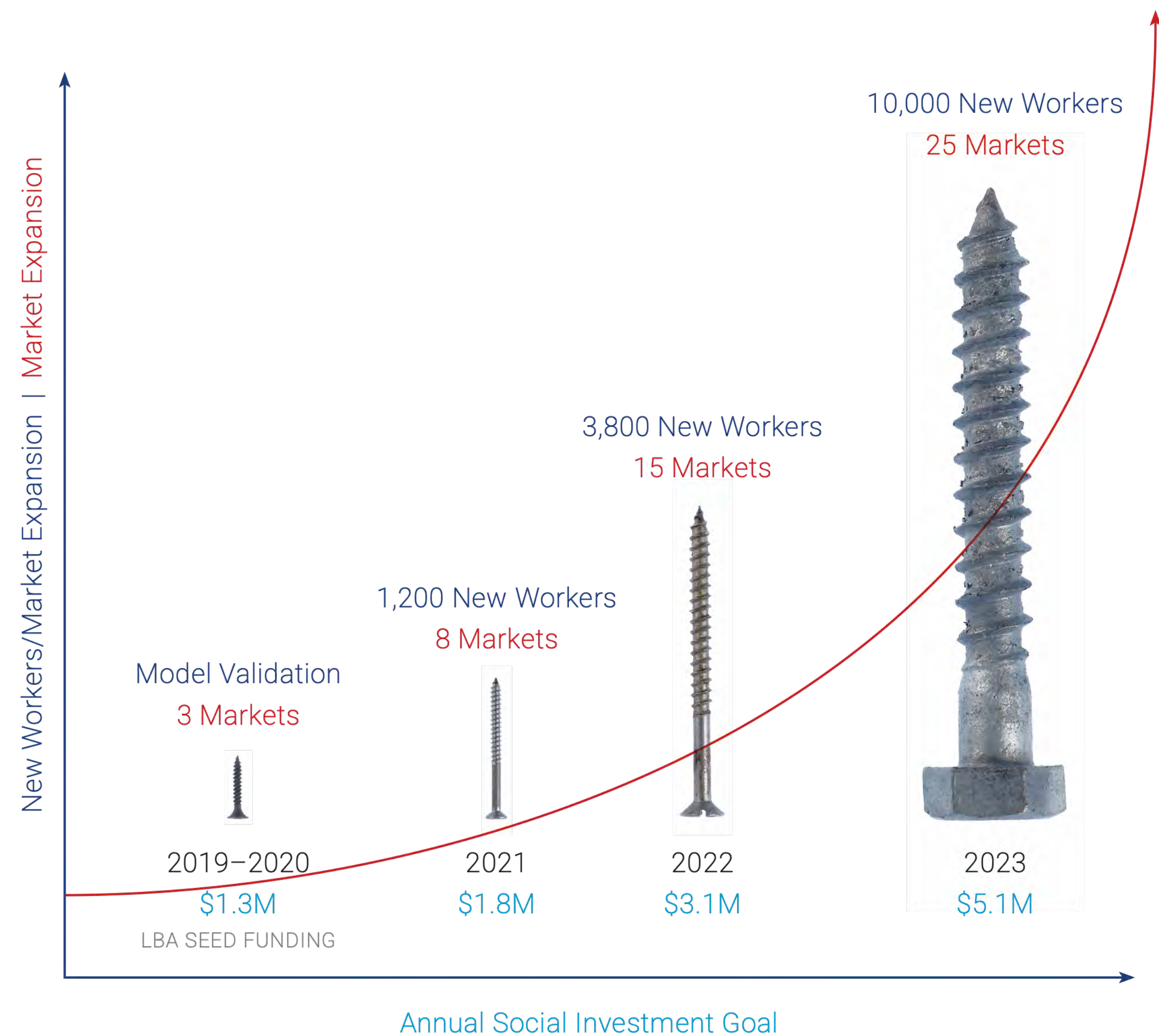
BTF Market Map – September 2021



BTF Market Map – End of 2022



Objective: To bring 100,000 new workers into construction careers by 2030.



By 2023, our joint \$10M investment will add 15,000 new workers in residential construction, in 25 markets.

Together, we will positively influence the lives of young people, their families and communities, and the future of our country.



Engage. Collaborate. Innovate

**Thank you for your
consideration and support.**

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