

**A North Carolina Masonry Contractors Association
2020 grant request proposal for
The Masonry Foundation's consideration**

To the Mason Contractors Association of America Masonry Foundation Grant Selection Committee:

On behalf of President Danks Burton and the members of the North Carolina Masonry Contractors Association, thank you for the \$20,000 grant The Masonry Foundation provided to NCMCA in 2019. Your investment has helped ensure a solid financial start for an important program that has exceeded expectations and is paying dividends not just in North Carolina but for the masonry industry across the country.

NCMCA's workforce recruitment and development program is becoming more effective and efficient as it evolves. The program is accomplishing the purposes for which it was envisioned to address and is providing useful opportunities not originally anticipated. For this reason, NCMCA requests The Masonry Foundation consider renewing the **\$20,000** grant for the NCMCA Workforce Development initiative once again for 2020.

The program completed its second year in March of 2020. In that time, the program worked with North Carolina state agencies to develop and implement North Carolinas's first-of-a-kind association-based pre-apprentice program which allows high school students sixteen-years and older to work on masonry jobsites where they gain practical training, earn at least twelve dollars an hour, and gain a high school credit towards graduation. More than a hundred students have participated to date and the program is receiving great reviews from both students and the masonry firms that have employed the students, even from a few masonry contractors who were initially skeptical of the program. A significant number of early program participants have continued to work in masonry after their graduation.

With a full-time staff person dedicated to recruitment and training, North Carolina's historically strong high school masonry programs have been reinvigorated. Masonry classes and masonry contractors have reconnected in a manner that is extremely beneficial to both. With regular interaction and visits from NCMCA, masonry instructors are more engaged than ever, demonstrating new enthusiasm for teaching masonry. Marginal instructors are improving, exceptional instructors are being recognized and utilized as mentors, and new instructors are receiving expert assistance toward becoming successful as teachers. NCMCA can now make sure masonry teaching positions are filled, new programs are developed, and that masonry classes are a priority with school officials and administrators.

NCMCA's demonstrated success at attracting youth to masonry has proven to be an important tool in attracting new members to association membership. The program provides a very effective answer to that age-old question, "What will the association do for me?" NCMCA's program has debunked the misconception that young people are not interested in masonry. Turns out they are. We simply were not making the connections. NCMCA has successfully cultivated those connections on everyone's behalf.

As laid out in the 2019 grant proposal, NCMCA's workforce development initiative extends beyond North Carolina. NCMCA's Workforce Development & Training Coordinator Ryan Shaver has traveled across the country, both to tell others what is happening in the Carolinas and to learn from others who have a stake in masonry and construction workforce development. Ryan has traveled to California, Texas, Florida, and Ohio, as well as all the states that surround North Carolina to make presentations, meet with students, teachers and contractors, and to engage in important exchanges of information. Texas sent a delegation to North Carolina to spend a few days with NCMCA sharing ideas about workforce development and visiting school programs. Ryan serves as co-chair of the National SkillsUSA Masonry Competition Technical Committee and brings an important perspective as part of the broadcast team for the annual Las Vegas SPEC MIX Bricklayer 500. He is a co-presenter in a number of sessions of MCAA's July on-line training for the nation's masonry instructors. Ryan has proven to be a reliable resource for workforce development across the country.

In 2019, NCMCA had an annual operating expense of \$286,500. Thanks to a number of factors, including the Foundation grant and other contributions dedicated specifically to the workforce development initiative, NCMCA finished 2019 at about "break-even." 2020 however will present financial challenges. Like everyone else, most NCMCA revenue-producing events have been canceled and a shortfall is likely. A renewed Foundation grant for NCMCA Workforce Development will be an important factor in maintaining the program at its current level.

The estimated annual cost of the program is as follows:

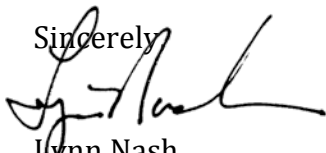
\$101,000	Dedicated Staff Salary and Benefits
20,000	Vehicle Expense
1,000	Misc Travel Expense, Air Fare, Tolls, Parking
5,000	Lodging and Meals
1,500	Misc Conference Registration, Expense
1,200	Phone, Internet Allowance
500	Office Expense, Postage
8,000	Masonry Competition, Prizes, Awards, Misc Expense
\$138,200	Total <i>(Does not include any general administrative expense)</i>

NCMCA's 2019 grant proposal to The Masonry Foundation included extensive information about NCMCA, its history, finances, leadership and activities. Also

included was background information about NCMCA staff, in particular, Workforce Development & Training Coordinator Ryan Shaver, and an overview of past and present North Carolina masonry workforce development. That document is available upon request. Requests for additional information will be provided promptly.

The North Carolina Masonry Contractors Association believes Masonry Foundation grants to assist in funding this project are very much in the envisioned spirit of The Masonry Foundation's purpose and goals. Thank you for considering our renewal request.

Sincerely,



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Executive Vice President

North Carolina Masonry Contractors Association

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