



The Masonry Foundation Grant Application

Masonry Rocks! Bootcamp - United Mason Contractors Association

Project Description

The United Masonry Contractors Association (UMCA) is a 501(c)(6) nonprofit trade association comprised of masonry contractors and suppliers in the Dallas-Fort Worth/Northern territory of Texas working together to promote the expanded use and benefits of masonry. The organization is passionate about strengthening and growing the masonry industry, and is committed to providing a voice of advocacy and a more sustainable workforce through focused education and programming efforts. UMCA works closely with the Texas Masonry Council (TMC) Workforce Development Committee, which has three strategic program goals that align with the those of The Masonry Foundation:

- Facilitate the creation of full-time masonry programs in regional high schools.
- Place students from regional high schools - particularly students from full-time masonry programs - into part and full-time jobs with TMC mason contractor member companies.
- Become involved with regional education and career organizations.

The UMCA recognizes the need for workforce development and has worked strategically with the TMC to develop the Masonry Rocks! Career Program, which is working with member contractors to join forces and change the perception of the construction industry and skilled trades with the young generations and their parents. UMCA is working with TMC to spread the message that masonry is an interesting and rewarding career that will offer excellent opportunities in a trade that generations of masons can be proud of.

The Masonry Rocks! Career Program is designed to assist schools in adding masonry coursework to their current curriculum and ultimately create their own full-time masonry classes and programs. It is TMC and UMCA's long-term goal to see the creation of hundreds of these successful programs across the state. With the assistance of the TMC team, UMCA members assisted in 13 Masonry Day events at 7 high schools across North Texas. By the end of the Spring 2021 semester, TMC and UMCA had put a trowel in the hands of over roughly 500 students and introduced them to the opportunities that a career in masonry can build.

The program's efforts achieved success early in the process and made great strides toward accomplishing the goals. One of the first schools that TMC and the UMCA partnered with was

Waxahachie High School. After hosting Masonry Day events for two semesters, attending several local contractor meetings to hear about local demand, and coordinating with staff, Waxahachie High School began the process of adding a full-time Masonry I class to the course catalogue for the Fall 2021 semester.

UMCA and TMC recognize that there is currently a misalignment between educators and employers. While there are many good CTE programs, there is often a disconnect between the classroom learning and what is truly needed on the jobsite. In addition, many masonry contractors are smaller companies that do not have the time or resources to do heavy recruiting in local high schools and programs. Thus, TMC and UMCA work together to connect students and contractors, becoming an extension of the HR for local contractors/companies and an extension of the career services for education institutions.

In addition to the funding that TMC is seeking from the Masonry Foundation Grant, UMCA will continue to fund and expand the Masonry Rocks! Career Program locally. The expectation is that grant funding for the Masonry Rocks! Boot Camp will have the same impact and expand successful recruitment and retention further than North Texas--to the rest of the state and beyond.

Project Scope and Objectives

This document requests grant funding from MCAA's Masonry Foundation to support the expansion of TMC's Masonry Rocks! Career Program to include development of Masonry Rocks! Boot Camp for the North Texas region. Being the leaders in workforce development in Texas, UMCA has been instrumental in executing Masonry Days and successful in creating a new masonry program. The masonry industry cannot continue its legacy or grow without recruiting and training the next generation of skilled craftspeople.

The Masonry Rocks! Career Program began within UMCA (Dallas-Ft. Worth) and has expanded from there to Houston, San Antonio, and Austin. Once the teachers began to talk to one another and the word began spreading about the program's unique educational experience, requests for Masonry Days from new/surrounding areas began and continues with each new event.

Masonry Programs in High Schools

To achieve the first goal of creating full-time masonry programs in DFW/North Texas high schools, TMC and UMCA scheduled and produced a series of High School Masonry Day events. During a typical Masonry Day, the students are introduced to careers in masonry via brief, yet straightforward, classroom presentation and dialogue that discusses the history of masonry and career opportunities available in the industry. MCAA has developed a variety of material such as "The Top 10 Reasons to be a Mason," which is one of the resources handed out to the students alongside a Career Path Flyer, Build Your Future materials, and UMCA contractor information. Once the classroom portion is complete, the hands-on demonstration and training begins. In DFW/North Texas, over 700 students were able to use a trowel and lay

bricks for the first time and it is anticipated that during the 2021-2022 calendar year, UMCA expects to participate in at least 15 Masonry Days in the region. In addition to these events, UMCA will participate in locally organized career days, career fairs, and other workforce events to help with recruitment and awareness.

Job Placement

The second goal of the workforce development committee is the placement of students into part-time summer and full-time jobs with TMC mason contractor members. Following the Masonry Rocks! Career Program's launch in Spring 2021, almost a dozen local students connected with local masonry contractors in the DFW/North Texas region for employment opportunities and internships. The preliminary goal for Summer 2022 is to place over 50 masonry recruits with local contractors in all major metropolitan areas.

Initial conversations with hiring contractors indicates the need for a masonry summer job orientation, or Masonry Rocks! Boot Camp, to get students and contractors on the same page in terms of job responsibilities, expectations, and basic safety practices. The goal is for UMCA to organize Masonry Rocks! Boot Camp employment orientation in cooperation with TMC to facilitate more successful recruitment, preparation and placement for young recruits and those with no previous masonry/construction experience.

Participation in Regional Education and Career Organizations

UMCA members actively participate in regional education and career organizations. UMCA has had an active apprenticeship program in place at Northlake College with help from UMCA members. Members have been helped to ensure that the Masonry Days held in the region have been successful and some have been appointed to local industry leadership councils. In July 2021, UMCA members will be assisting TMC in the TIVA summer convention, where TMC will be hosting both a classroom session to explain the Masonry Rocks! Career Program to CTE teachers and administrators across the state, as well as assisting with long-time masonry instructor, Bud Johnson, of Grand Prairie ISD, to host a hands-on session for teachers interested in getting their hands dirty to learn about masonry. UMCA members recognize that participation in Masonry Days, career events, and outreach to CTE teachers demonstrates to schools and teachers alike both the need for masonry training and also the opportunity for steady, good-paying jobs across the region from multiple employers.

Summary of Qualifications

The UMCA team in place to carry out the workforce development initiatives is dedicated and passionate. The UMCA board is made up of experienced mason contractors and contractors that are dedicated to making workforce development a priority to ensure the future of the masonry industry. Multiple board members of UMCA are active on the TMC Workforce Development Committee.

The entire UMCA membership has been involved and will continue to be involved with the production of the larger, multi-day regional high school Masonry Day events. Local contractors

send qualified bricklayers and tenders to the events to help with the hands-on training and instruction, as well as logistics of stocking materials and stations. Local and regional suppliers and manufactures generously provide material and tools to each event location and help explain all aspects of the industry to the students.

Anticipated Impacts

The impacts from Masonry Rocks! Career Program have only just begun to materialize. The very first school that TMC conducted a Masonry Day under the newly branded Masonry Rocks! Career Program was so impressed with the industry support demonstrated at the event that they immediately added a masonry class to their full-time course catalog. The school is currently looking to hire a qualified vocational teacher capable of teaching masonry. A dozen or more schools are already looking into a full-time masonry class in the very near future. All schools that TMC and UMCA have visited have already rescheduled for future semesters and asked for a bigger event that can impact even more of their students.

Our goal of hiring high school students in our first year of the program has been successful and UMCA is actively learning from these students' and member contractors' experiences to improve processes for the 2022 round of hiring. We anticipate hiring over 20 local students in our second year in the regional area. With the development of Masonry Rocks! Boot Camp, UMCA members anticipate that the hiring process and likelihood of successful outcomes for hiring students with little to no hands-on experience will increase substantially and that it will be shared throughout the state and nation as an example to work from.

Budget

UMCA anticipates that running the Masonry Rocks! Boot Camp will cost \$10,000 with 4 paid masons assisting in the training from participating members. Hiring contractors will be responsible for paying the students being paid for the orientation. Cost of TMC staff participating, creating curriculums, toolkits, presentations, and videos is estimated to be \$3,000 for staff time and resources.

Request Payment Procedure:

UMCA requests the trustees of The Masonry Foundation to provide a grant, totaling \$5,000 to the United Mason Contractors Association for the purpose of developing and implementing Masonry Rocks! Boot Camp Program under the TMC Masonry Rocks! Career Program, which will be a model for associations across the state and nation of how to bring in students with little to no previous field experience in masonry and increase successful outcomes of hiring these students for long-term careers in the industry.

Other Funding Sources:

TMC is currently fully funding the Masonry Rocks! Career Program thanks to generous donors from contractors and suppliers throughout the state and local organizations. The Masonry Rocks! Boot Camp will be funded by a combination of TMC and UMCA.

Proposed Deliverables:

1. Report success of the Masonry Rocks! Boot Camp to the Masonry Foundation Board after completion of the initial session and at the end of the first summer of implementation.
2. Share resources developed for the Masonry Rocks! Boot Camp with MCAA, TMC, and local organizations across the nation, such as any curriculums, toolkits, presentations, and videos created.
3. The TMC and UMCA Board of Directors will be a resource for other state and local associations across the state.