



SD Roads 2 Jobs

Train the Trainer
PROGRAM GUIDE

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INTRODUCTION

The South Dakota highway construction industry is facing a shortage of qualified applicants including entry-level positions. The applicant pool is unable to provide a stable workforce to adequately train and retain employees. There is an untapped resource of potential applicants that are not aware of the opportunities available in the highway construction industry. This training guide has been developed to provide an overview of best practices to create and facilitate highway construction workforce/career awareness programs to identify, train, and place individuals into the highway construction industry. The strategies and procedures in the training guide represent experiences from the SD Highway Construction Workforce pilot program, and other pilot programs across the country. Examples have been provided and results have varied depending on factors that include city size, rural or urban location, population density, workforce outlook, and/or workforce challenges. The strategies outlined in this training guide can be used in part or in whole, in any combination and in any order, to tailor solutions to your specific needs. Each program will have its own successes and hurdles, so use this as a guide when creating and facilitating your own highway construction workforce/career awareness program. This guide will provide an overview of the following steps to create your program:

- Identify Partnerships and Employment Needs
- Create A Marketing Plan
- Recruit Candidates
- Implement Training
- Place Candidates
- Engage and Evaluate

This training guide is designed with the trainer in mind. In order to begin to affect positive change in the workplace, supervisors and trainers will need to pull from all of their resources and network differently. This shortage is unique and will require unique solutions to lead to positive solutions.

An appendix is included which contains a listing of acronyms defined, examples, and additional resources. This training guide can be adapted to meet your program needs and to facilitate awareness of opportunities available in the construction industry.

See Appendices A-C

Initial Planning

➤ *Create your Task Force:*

The first step in the South Dakota pilot program is to establish a task force to bring training and needed tools to participants. We expect this guide will bring long term training success at all levels. The tools in this guide are designed to be implemented immediately; however, if you find these tools don't completely match the situation, adjustment may be needed.

The goal of a well thought out, strong task force, is to create, facilitate, and implement the plan. This can be accomplished by asking the following questions:

- Who is your core team?
- What is the closing date (goal)?
- What is the target audience?
 - » Potential employers (Subs);
 - » Potential employees; and
 - » Potential employment agencies or job boards.
- How many locations? Will there be a fixed location, or will people need to travel?
- Are there existing relationships with contractors that are experienced in this type of project?
- How many individuals will it take to complete?
- What are the defined roles for each contributing individual?
- Who will maintain the timeline?
- Do you have a clear picture from start to finish? If not, further refinement will be needed until there are no questions.

➤ *Create Your Plan:*

Having a clear plan in place a best practice for collaborative partnerships. Your project plan can create partnership organizational structure and provide avenues for communication, budget, and timelines. This plan will clarify the process of aligning strategies and developing collective outcomes.

HOW TO DEVELOP A PROJECT PLAN

1. **Project Name:** How you identify the project.
2. **Project Purpose:** Provides an understanding of the project, justification, identify target market.
3. **Measurable Objectives and Success Criteria:** Goals and objectives, what needs to be achieved for project success.
4. **Project Plan and Scope:** Specific project goals, deliverables, features, tasks, and deliverables.
5. **Assumptions and Constraints:** Things that are assumed to be true and factors that can limit the team's options, limits on time, resources, costs.
6. **Bird's Eye View Description of Project and Boundaries:** The what of a project, not the how, easily accessible, and simple for stakeholders.
7. **High-Level Risks:** Common types of risks for project.
8. **Summary Milestone Schedule:** The estimated timeline for life of the project, some have start date, some have # of days to be completed in, some must be completed by end date.
9. **Summary Budget:** Pre-determined availability of funds for project to be completed or create an estimate of costs that are likely to be incurred.

10. Stakeholder List: Individuals and organizations who are involved in the project, or whose interests may be positively or negatively affected because of project execution.

11. Project Approval Requirements: What constitutes project success, who decides if project is successful, who signs off on the project.

12. Assigned Project Manager: Who is internally leading the project, nominated to lead the project.

Once you have created your project plan, then you can begin to communicate, outside the core team, details about the project, what contributions and expectations will likely be needed, and expected. In any project, there are many issues that can come up that will derail a timeline. Best practices to ensure keeping on track:

- Monitor daily, weekly, monthly using the timeline you had previously set up.
- Schedule on-going meetings to share ideas, experiences and gain feedback to overcome un-anticipated hurdles.
- Plan to refine steps and timeline periodically.
- Keep the timeline visible either electronically or on a wall. If adequate progress isn't being made to keep on track, what can be done to get back on track?
- Has the project or timeline brought about any new positions? If so, this needs to be discussed in detail as soon as possible.

Strategy

The strategies and procedures in this training guide represent experiences from the South Dakota Highway Construction Workforce pilot program, and other pilot programs across the country. Examples are provided and results have varied depending on factors that include city, size, rural, urban location, population density, workforce outlook, and/or workforce challenges. The strategies outlined in this training guide can be used in part or in whole, in any combination and in any order, to tailor solutions to your specific needs. This guide will provide an overview in two sections. Section One will comprise of the "How To's" and Section Two will be "Deliverables", as follows:

Section 1 - How To

- A. Identify Partnerships
- B. Determine Employment Needs
- C. Identify Target Market
- D. Create Marketing Plan
- E. Recruit Candidates
- F. Facilitate Training

Section 2 - Trainer Information

The How To's that follow provide helpful tips and guiding principles, not strict rules. Like any list of strategies, they are not all-inclusive, nor will all be relevant to a location's specific needs. The knowledge and expertise, they provide can be used in part or in whole, in any combination, and in any order.

Section 3 - Appendix and Resources

TIMELINE	LENGTH OF TIME TO ACCOMPLISH
1) Initial planning - Creating your task force	1 month
A) Ask key questions	1 week
B) Create your project plan	1 month
C) Strategy	1 month
i) How to's	
a) Identify partnerships	1 week
b) Determine employment needs	1 week
c) Identify target market	1 week
d) Create marketing plan	1 month
e) Recruit candidates	1 month
f) Facilitate training	1 month
ii) Trainer information	
Module 1 - Highway Construction Industry	1 day
Module 2 - Career Pathways	1 day
Module 3 - Placement	1 day





Section 1

A. Identify Partnerships

Identifying and developing partnerships is one of the most crucial steps in having a successful program. Every successful program in the Highway Construction Workforce Partnership began with building strong alliances with other agencies and construction companies to implement the plan. Partnerships can assist with all phases of your program, from start-up collaboration, funding, recruitment, and training. Examples of partnership opportunities can include:

- Business Networking Groups
- Employment Agencies
- Government/Tribal Agencies
- Veteran Groups
- Work Release Programs

Some options for partnerships can be found in the resource list incorporated at the end of this book *in Appendix material*. Partnerships can be successful if they are built on a foundation of consistent communication and coordination. Identify some primary partners that will bring some of the necessary skills and expertise in need. Ask them to help you reach far and wide to find more potential partners. All partners need to know the goals of the project to find collaborating agencies or organizations. Developing a broad group of partners will help create a base for effective and efficient work.

Organize and develop clear expectations with your team members. As a pipeline developer, navigator and partnership coordinator, individuals within this position will hold significant responsibility for members of the team and projects. Encourage your partners to explore Federal, State, County and Tribal opportunities for potential partnerships and funding sources. Additionally, it is suggested to find existing programs and events to partner with to further engage participants.

EXAMPLE OF PILOT PROGRAM PARTNERSHIPS

South Dakota: South Dakota had participation from key partners including the Associated General Contractors (AGC), Department of Labor and Regulation (DLR), Federal Highway Administration (FHWA), South Dakota Department of Transportation (SDDOT) and South Dakota Department of Education (SDDOE). Development of marketing materials, training sessions, career opportunities and the website, www.sdroads2jobs.com, was a collaboration of input from all agencies.

Collaboration with your partners is crucial. These steps can be followed to coordinate partnerships:

1. Create a plan. Be sure to consider the timing of steps and the resources needed. To accomplish this efficiently, you will need to:

- Identifying needs
- Identify objectives

2. Develop successful partnerships. The following tactics can help to establish partnerships:

- Establish a rapport with potential task force members.
- Be clear when communicating.

3. Coordinate and facilitate meetings. Meetings with the task force will be a critical component to growing a successful training course. Consider the numerous time limitations the task force members may have due to other professional and personal commitments and responsibilities.

- Conduct a kick-off meeting for introductions and share information regarding the Strategic Workforce Development program.
- Run efficient and effective meetings.
 - » Send an agenda in advance and follow the agenda during the meeting.
 - » Record meeting information and share with task force members. Review recordings as needed.
 - » Define roles for each contributing member.
 - » Inform members know their contribution and time are important.
 - » Review project deliverables, target audience, time frames, and expectations of everyone's role in the project.
 - » Schedule on-going meetings to share ideas and experiences.

4. Establish clear methods of communication to avoid unnecessary and unproductive emails or calls.

- Define expectations of the group and communicate regularly.
- Develop a plan of action that everyone agrees on.

Sample Task Force Meeting Agenda

Date:
Time:
Location:

Participants of meeting (roll call):
Meeting Facilitator:
Topic of Meeting:

Old business/open issues:

- Item 1:
- Item 2:
- Item 3:

New business/Topics to be discussed:

- Item 1:
- Item 2:
- Item 3:

Next Meeting:

- Date:
- Time:
- Location:

Adjournment

Sample Task Force Meeting Agenda: Appendix D

As an option, you can get help from a professional when planning events and marketing campaigns. Consider event coordinators, media experts, or marketing/advertising agencies.

B. Determine Employment Needs

Training needs of the highway construction workforce must be assessed before developing the training program.

Pilot programs found the most success when they put industry and trade groups in the lead to share their needs regarding job positions, required skills, and core competencies. They have the best sense of what is needed to fulfill project requirements. That information can be used to tailor the program and create partnerships that will meet industry needs.

If you can align stakeholders from government, education, and the community with the needs of the local construction firms, you can work towards more meaningful outcomes and bring greater focus and accountability to your team. Consider the following factors:

Consider the following as you determine what contractors may need for their workforce:

- What month will hiring begin to fill open vacancies?
- What positions are available?
- What skills or experience is needed?
- Which locations will contractors have open positions in?
- Is the work located in a fixed geographic area or will employees be required to travel?
- What, if any, assessments will the contractor utilize to select potential employees?
- What is the average pay range and benefits for each of the open positions?
- Will drug testing and background checks be utilized prior to offering a new position?

Building a relationship with contractors will help fill open position and assist in the facilitation of participants' engagement. One method that can be used to collect data is to survey contractors. *A sample contractor survey can be found on the following page.*

C. Identify Target Market

Who is your target market? The target market is the candidates that are identified in your project plan as the group that would benefit from this program and find careers in the highway construction. The defined target market established at the onset of the SD Roads 2 Jobs project was minorities, females, and economically disadvantaged individuals. You will have to define who your program's target market will include.

There may be quality training available. However, without mechanisms for identifying quality candidates, the training will be underutilized. Individuals prepared with the tools needed to build a long-term career in the highway construction field are more successful.

D. Create a marketing plan

➤ 1) Identify target market

You will need to identify your ideal candidate, so you know how to reach them when creating marketing materials. The marketing and outreach plan should be focused on or around the communities that have been identified by the task force and to keep the program goal at the forefront when developing your marketing campaign.

Outline your target market by listing characteristics such as:

- Age range
- Income
- Education level
- Geographic location
- Lifestyle
- Hobbies and interests

➤ 2) Identify marketing tactics

There are many forms of advertising that are easily accessible for marketing including both paid and free platforms. Incorporating a multi-channel marketing strategy is achievable. Flyers,

SAMPLE CONTRACTOR SURVEY

Your participation is greatly appreciated.

Responses are confidential and will not be identified by individual. All responses will be compiled together for an aggregate view.

*1. Please provide your company name.

2. Hiring manager's name? (response is optional)

3. Email or phone. (response is optional)

4. On average how many full-time employees do you have during the peak of your construction season (not including yourself)?
 0 to 5
 6 to 10
 11 to 25
 26 to 50
 Over 50

5. How many employees do you have during the non-peak season?
 0 to 5
 6 to 10
 11 to 25
 26 to 50
 Over 50

6. Please identify the type (s) of work you generally perform. (mark all that apply)

- Asphalt
- Misc. Street/Misc. Concrete
- Building Construction
- Concrete Paving & Incidentals
- Painting & Shipping
- Rest/Picnic Area Maintenance
- Earthwork, Base & Subbase
- Rest Areas (construction)
- Hazardous Material
- Fencing
- Traffic Control Devices
- Pavement Markers
- Hauling - Trucking
- Guardrail Repair
- Engineering/Consultants
- Lighting & Signal Maintenance
- Debris Clearing/Removal
- Wholesale Material Supply
- Landscaping
- Asbestos/Lead Abatement
- Surveying
- Major Structures
- Clean & Sweep Highways
- Erosion and Sediment Control
- Other (please specify)

7. Which of the following items are required when you are making conditional offers of employment to potential new hires: (mark all that apply)?

- Background check
- Drug test
- Current driver's license
- Reliable transportation
- Active cell phone
- Bilingual
- Other (please specify)

8. Is your company willing to hire someone who is part of a work release program?

- Yes
- No
- Other (please specify)

9. Is your company willing to hire people with no construction experience?

- Yes
- No
- Other (please specify)

10. What skills are you looking for in a laborer with no construction experience? (mark all that apply)

- Great communication skills
- Ability to work in a team environment
- Ability to work independently
- Skilled in providing great customer service
- Ability to handle numerous tasks
- Flexible, adaptable, and respectful to authority
- High attention to detail
- High physical stamina to endure strenuous tasks
- Good at written English
- Good at spoken English
- Comfortable at working under pressure
- Hand/Eye and body coordination
- Basic industry knowledge
- High school diploma or GED
- Ability to work outdoors in year-round climates
- Handles 8 to 10 hours of physical labor daily
- Ability to travel
- Basic computer skills
- Other (please specify)
- None of the above

11. What minimum qualifications do you want applicants to have?

- Construction site safety knowledge
- Construction math
- Basic use of hand tools
- Basic use of power tools
- 6 months or more of previous work experience
- 6 months or more of previous construction trade experience
- Formal classroom training (high school or above)
- Other (please specify)
- None of the above

12. Are you willing to train on the job?

- Yes
- No
- Other (please specify)

13. Does your company pay for any certifications or training for employees? Such as OSHA, CDL Training, HEO, Aerial Lift Training, ATSSA Certification, Crane Operation Certification, etc.

- No
- Yes, please list what you provide:

14. What project locations do you need to hire new workers for? (mark all that apply)

- Aberdeen Area
- Pike Area
- Mitchell Area
- Sioux Falls Area
- Rapid City Area
- Watston/Bookings Area
- North Eastern SD
- South Eastern SD
- North Central SD
- South Central SD
- North Western SD
- South Western SD
- Other (please specify)

15. Can employees meet at your office and travel to job site locations with the crew?

- Yes
- No
- Other (please specify)

16. When do you start your hiring process for the new construction season?

- January
- February
- March
- April
- May
- We are always hiring
- Other (please specify)

17. How do you accept employment applications?

- Company website
- Online job boards (e.g. Indeed, Monster, Glassdoor, etc)
- Walk-ins
- Agencies (i.e. Department of Labor, TERO, Career Connect)
- Social Media (i.e. Facebook, LinkedIn, etc)
- Other (please specify)

18. What recruiting methods do you use when hiring new employees?

- Social Media
- Job Boards
- Word of mouth
- Temp Service/Employment Agency
- Job Fairs
- Other (please specify)

19. Would you attend a job fair as a hiring contractor?

- Yes
- No
- Other (please specify)

20. Would you offer interviews on the spot/at the event?

- Yes
- No
- Other (please specify)

21. Who does your interviewing and hiring?

- Owner
- HR staff member
- Foreman
- Other (please specify)

22. What positions do you typically have to fill each season? (mark all that apply)

- Laborer
- Flagman/watchman
- Carpenter
- Cement & Concrete Finisher
- Construction Manager
- Electrician
- Equipment Operator
- Welder
- Traffic control person
- P&H Car Driver
- Parts Runner
- Truck driver (with CDL)
- Foreman
- Other (please specify)

commercials (radio and tv), mixed media ads, community calendars, television, radio, print media are potential marketing platforms. Flyers can be distributed across multiple platforms including Facebook, websites, Craigslist, Department of Labor and Regulation, and networking partners (schools, social service programs, TERO/TECRO offices, and more). Flyers can be distributed electronically or printed for distribution. Commercials can be distributed via websites, Facebook, YouTube, GoodHealthTV, and other media platforms.

➤ 3) *Establish a timeline and budget*

Here's where you provide information on the day-to-day tasks (tactics) you'll undertake to achieve your marketing goals, as well as the funds to be allocated to them. Establish a timeline and budget for your marketing strategy that reaches your audience. It should include all scheduled activities and a complete breakdown of their cost.

It is important to begin your marketing process at a minimum of 90 days prior to the planned event to allow sufficient time to create and distribute the content. This process provides participants time to be informed of opportunities available and to enroll in the program.

- a. Schedule marketing tactics
- b. Breakdown their cost
- c. Determine your minimum and maximum budget

FREE ADVERTISING OPTIONS

Facebook
Websites
Digital Flyer
YouTube
Instagram
LinkedIn
Blogging
Community Calendars
Craigslist
Networking

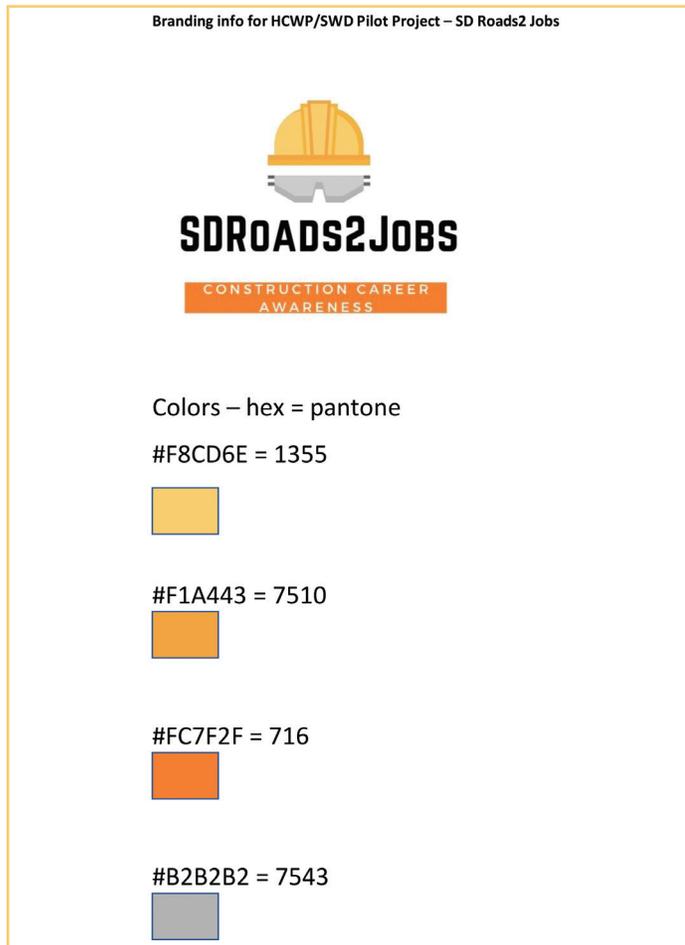
MARKETING TIMELINE

3 months	2 months	1 month	3 weeks	2 weeks	1 week
Determine marketing tactics for budget	Develop outreach letters	Coordinate radio advertising	Post and share flyers	Post to social media	Post to social media
Gather mailing lists	Contact outlets for partnership marketing opportunities	Work with marketing partners	Post to social media		
Develop branding sheet	Provide information for community calendars	Create and post social media content			
Develop marketing materials (logo, flyer)	Create Facebook event	Coordinate multi media advertising (digital and click through ads)			
Add/update information on website	Create social media content	Arrange for networking booths			
Create events	Coordinate commercials				
Create social media content calendar					

Options available to create a Marketing Campaign:

LOGO

Logos are created and approved, allowing branding to be carried out to all marketing materials. A *sample branding guide is included for your reference below.*



Branding Information: Appendix F

There are multiple resources available for creating a logo such as Canva.com, an online, user-friendly graphic design platform, Microsoft Office programs, advertising, and design agencies. Remember, all graphics and content need to be approved by partnership stakeholders.

WEBSITE

Technology plays a huge role in how the younger generation communicate with one another, research and select future employers. It is helpful to provide a link on the website for individuals to view more information pertaining to the construction industry. Information regarding the construction industry should include employment

opportunities, rate of pay, trainings available and career outlook. The platform should be designed to communicate pertinent details of the Construction Career Awareness Events and Job Fairs simply and effectively. Websites are designed to link job seekers with construction companies and other resources. Additionally, they are an important marketing tool. Strive to create a platform that can be easily maintained yet informs potential workers about the wealth of opportunity in the construction industry.

An example includes sdroads2jobs.com that provided information about working in the industry, connected potential employees with resources to support them outside of work, links with information session dates, times, and locations, and provided links to contractors with employment opportunities.

Examples of items to include on your website:

- **Home Page** - Summarize the Construction Industry needs and how to have a career in the construction industry. A helpful suggestion is to make the page interactive and appealing by including informational videos, infographics, and important statistics such as employment needs or demands.
- **Training Information** - Include dates, locations and how to register. Flyers can be linked so information is easily accessible.
- **Career Opportunities** - Share valuable information about job qualifications, training opportunities, average benefits, and salary/wage information. Include links to potential employers with employment opportunities, employment application processes and procedures, and resume and interview tips and suggestions.
- **Resources** - This page can contain additional services and training opportunities available in South Dakota. Logos can be added as a direct link to the website for the respective organizations. *A list of potential resources is included in Appendix B.* Examples of categories can include but is not limited to:
 - Child Care
 - Housing
 - Transportation

WHY SHOULD YOU CHOOSE A CAREER FIELD IN CONSTRUCTION?

- Paid training with benefits and increases in pay with experience**
- High Demand Career – over 800 construction related jobs open right now in South Dakota**
*according to the South Dakota Department of Labor and Regulation
- No college needed for most positions – No student loan debt**

AVERAGE WAGES IN SOUTH DAKOTA

- Contract Laborer**
starting at \$14-18/hour with benefits
Experienced workers earn \$18-22/hour
- Concrete Finisher**
starting at \$16-21/hour with benefits
Experienced workers earn \$24-35/hour
- Heavy Equipment Operator**
starting at \$16-21/hour with benefits
Experienced workers earn \$24-35/hour
- Carpenters**
start at \$14-22/hour with benefits
Experienced workers earn \$22-31/hour

Avg. Starting Pay \$14

Essential Employee Status

Sample website graphics and infographics:
find more examples in Appendix G

- **Task Force** – Acknowledge members and/or agencies involved in the training program.
- **Contact Information** - This page contains email, phone number, contact forms, and any other relevant information.
- **Graphics** – Incorporating graphics can add visual interest and engage the viewer. *Samples can be found on the left column of this page.*

FLYERS & POSTCARDS

Flyers and postcards are essential and can be widely distributed through a variety of methods. Advertising with flyers and postcards is relatively easy and can help make your event stand out. It is important to create flyers and postcards that have a simple but direct message targeting your identified audience and is high-quality so it can also be distributed digitally across many platforms. Flyers and postcards (*samples found on the following page*) can be used across many platforms including:

- Websites
- Facebook
- Eventbrite
- Craigslist

Community Calendars shared information regarding events. Sample text for a community calendar:

Highway Construction Career Awareness Session & Job Fair

Build your Career in Construction

No experience necessary. Long-term career opportunities. As of Spring of 2022, wages in South Dakota, depending on position, typically start between \$14 and \$24 per hour, plus benefits.

We are looking for hard working and reliable people to start their career in Highway Construction TODAY! Attend one of our Highway Construction Career Awareness courses to learn more about career opportunities in SD and meet with potential employers to fill immediate openings. Registration is recommended. To register or for more information please visit us at www.SDRoads2Jobs.com

- Chamber of Commerce shared content on websites, newsletter, email lists, community calendars, and radio station.
- Newsletters
- Job Service
- Paper distribution and posting at local businesses. Creating and distributing fliers to places potential participants frequent can be a recruiting tool. Posters displayed in laundromats, childcare facilities, gas stations, etc. can be effective in recruiting individuals that are not actively looking for work but are interested in a change in their career.
- Shared for distribution via resource partners

COMMERCIALS

Advertising can be a powerful tool. Create a commercial that is 30-60 seconds in length. Commercials can be used on multiple platforms including, but not limited to, the following:

- **Cable television:** Public service announcements can be listed; however, it is important to find out how far in advance the posting needs to be submitted to ensure it is aired for your event dates. Typically, it is 45 days in advance to secure a spot.
- **Media and Website advertising:** Effective outlet to develop and execute an event marketing plan. It is relatively inexpensive way to spread the word about your events.
- **YouTube channels:** This platform provides you with a place to showcase your event and share it with others with paid advertising.
- **Facebook:** Offers a free webpage to share events, messages, post updates, get notifications and receive comments from businesses, partners, and participants.
- **Instagram:** This is a photo and video sharing social network to connect with friends, family, businesses, and more.
- **Snapchat:** Mobile messaging application used to share photos, videos, text and more.
- **GoodHealthTV:** Paid advertising for federal, state, Tribal agencies, or nonprofits. Offers the opportunity to air information about your upcoming event to reach the American Indian/Native American population.

SD DEPARTMENT OF TRANSPORTATION

**WE NEED YOU!
CONSTRUCTION JOBS
AVAILABLE NOW!**

Are you ready for a change and want an exciting, new career? Attend one of our information sessions to learn more.

OPPORTUNITIES ARE WAITING FOR YOU

<p>Contract Laborers Starting at: \$14-18/hr. With experience: \$18-22/hr.</p>	<p>Concrete Finishers Starting at: \$18-21/hr. With experience: \$24-35/hr.</p>	<p>Heavy Equipment Operators Starting at: \$18-24/hr. With experience: \$24-35/hr.</p>	<p>Carpenters Starting at: \$14-22/hr. With experience: \$22-31/hr.</p>
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HERE'S HOW IT WORKS

SESSION DETAILS

- Free to participants
- Attend one session in Rapid City, Sioux Falls, or XYZ
- Time: 8:30a - 4:00p
- Lunch will be provided

SESSION BENEFITS

- Learn about the On-the-Job Training Program
- Learn about long-term career opportunities
- On-the-spot interviews for immediate placement
- Make \$20+/hour with benefits after 1 year of employment, on average

Website: www.SDRoads2Jobs.com **E-Mail:** SDRoads2Jobs@projectsolutionsinc.com **Phone:** 605-737-0377

Sample print and digital flyer: Appendix H

Do you need workers to fill positions in your upcoming construction projects?

Join us at one of our Construction Career Awareness Sessions!

SD DEPARTMENT OF TRANSPORTATION

U.S. Department of Transportation
Federal Highway Administration

ACC South Dakota Highway Heavy Utilities Chapter

DEPT. OF LABOR & REGULATION

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Do you need to recruit laborers for the upcoming construction season? If so, please join us at one of our Construction Career Awareness Sessions to showcase your company and the open positions you need filled for a successful construction season! Don't miss out on this opportunity to have in person conversations with a pool of candidates that are interested in the construction trade jobs available within your company!

|| April 8, 2019, 1:00 pm - 3:00 pm
> Rapid City

|| April 10, 2019, 1:00 pm - 3:00 pm
> Sioux Falls

|| April 11, 2019, 1:00 pm - 3:00 pm
> Sisseton/Agency Village

To register or for more information, contact Leah Venable at (605)737-0377 or Leah.Venable@projectsolutionsinc.com



Sample postcard: Appendix I

RADIO ADS

Radio ads can be a helpful marketing tool to reach larger audiences that are not on social media platforms or the internet. Create a 30 second radio commercial to be aired on radio stations. This form of communication does not require a specific skillset and can reach a different segment of target audiences.

Radio Script Example:

Ready to make a change or jumpstart your career?

Right NOW there are excellent opportunities in the construction industry with South Dakota employers looking to hire.

Are you hard-working, reliable, and ready to start your career in highway construction? Then this is the opportunity for you!

No experience is necessary for these benefited and well-paying positions.

Join us for a free in-person construction career session Monday, March 1st from 1pm - 4pm in Pierre to:

1. Learn more information about highway construction careers
2. Meet with contractors looking to fill open positions NOW and for the upcoming construction season.

Take the next step in starting your new career!

Register online at [www \(dot\) S D Roads 2 Jobs \(dot\) com](http://www(dot)S(D)Roads(2)Jobs(dot)com)

DIGITAL ADS AND CLICK THROUGH ADS

Ads are another option that can be purchased to help drive people to your program website. During registration, the website can have a pop-up advertisement like the example pictured on the following page that directed people to the registration page when following click through ads.

SOCIAL MEDIA

- Facebook is a platform that uses many media forms. While working to create a

social media campaign utilizing posts, flyers, events, and commercials, it is important to set a budget that allows individuals to cast a large enough net to attract people.

1. Page content should include a description of your program, photos, short videos, upcoming training dates, locations, and times, as well as links to employment opportunities in the construction industry.
2. Select an audience that includes gender, age, location, and key words.
 - i. Examples of key words to include are construction, entry level, career, employment, vocational education, trade, general contractor, job hunting, and more.
3. Post events at least three weeks prior to your event to allow adequate time for interested individuals to arrange to attend your training.
4. It is important to create events on your page and share the link with your taskforce members, agencies, friends, and more.
5. General posts can be useful as well. Consider posting, pictures, articles, and flyers. *Samples can be found on the following page.*

- LinkedIn is a powerful tool for professional development. By establishing a LinkedIn account for a program, participants will be able to align their professional resumes with their affiliation to the program. This will also allow interested businesses to effectively identify potential employees.
- Twitter
- Instagram
- YouTube can host videotaped lectures, events, and interviews of currently enrolled participants, graduates, instructors, mentors, and employers. These are excellent tools for providing possible participants with information and motivation. (ask)

EVENTS AND NETWORKING

Events and Networking booths provides an opportunity to talk to others about employment opportunities and distribute flyers.

HIGHWAY CONSTRUCTION CAREER AWARENESS SESSION & JOB FAIR

Build Your Career in Construction

Click here to find an event near you!
March 1 - March 22

No Experience Necessary • Long-term career opportunities • Starting Pay \$14 + Benefits

JOIN US FOR ONE OF OUR CONSTRUCTION CAREER AWARENESS SESSIONS

Visit us at www.SDRoads2Jobs.com

JOB FAIR INFORMATION	
PIERRE, SD	Monday, March 1, 2021 1 - 4 PM CT
SIOUX FALLS, SD	Wednesday, March 3, 2021 1 - 4 PM CT
RAPID CITY, SD	Wednesday, March 10, 2021 1 - 4 PM MT
VIRTUAL, SD	Tuesday, March 16, 2021 10 AM - 12 PM CT
VIRTUAL, SD	Monday, March 22, 2021 10 AM - 12 PM MT

HIGHWAY CONSTRUCTION CAREER AWARENESS SESSION & JOB FAIR

Click here to find an event near you!
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No Experience Necessary • Long-term career opportunities • Starting Pay \$14 + Benefits

HIGHWAY CONSTRUCTION CAREER AWARENESS SESSION & JOB FAIR

Build Your Career in Construction

Click here to find an event near you!
March 1 - March 22

No Experience Necessary • Long-term career opportunities • Starting Pay \$14 + Benefits

Sample website pop up graphics and digital ads: find more examples in Appendix J

SD Roads 2 Jobs
Published by Lauren Tadlock • March 23

Thank you to all who participated in our in-person and live Construction Career Awareness Sessions!

IF YOU MISSED OUT 🚧 Construction Season is just around the corner and Contractors are still hiring! Visit www.sdroads2jobs.com to learn more about how you can connect with potential employers. Stay tuned for upcoming on-demand versions of our Construction Career Awareness sessions. We are excited to see what a career in the construction industry could mean for you!

25 People Reached | 1 Engagement | Boost Post

SD Roads 2 Jobs
Published by Lauren Tadlock • March 18

We are gearing up for our FINAL Live Virtual Career Awareness Session! Remember this event is free and could launch you into a rewarding and exciting career!

Register NOW for our final Virtual Construction Career Awareness Session on March 22nd!
10 AM - 12 PM MT

Register at www.sdroads2jobs.com

26 People Reached | 0 Engagements | Boost Post

SD Roads 2 Jobs
Published by Lauren Tadlock • March 11

We just wanted to say thank you to all who participated in our in-person Construction Career Awareness Sessions & Job Fairs!

REMINDER - It is not too late to still attend a session! We have 2 more virtual sessions Tuesday, March 16th 10 am - 12 pm CT and Monday, March 22nd 10 am - 12 pm MT. **REGISTRATION IS REQUIRED/FREE TO ATTEND** - visit www.sdroads2jobs.com to register for a session

THANK YOU PARTICIPANTS AND CONTRACTORS!

429 People Reached | 5 Engagements | Boost Post

1 Like | 1 Share

Sample Facebook posts: find more examples in Appendix K

FHWA

FHWA has created marketing materials that are free to use. This resource can be found at <https://www.fhwa.dot.gov/innovativeprograms/centers/workforcedev/hcwp/toolkit/default.aspx>.

In addition to marketing and recruiting participants, it is important to invite contractors to attend your events and can interact with potential employees.

E. Recruit Candidates

How do you find your candidates?

Recruitment strategies are designed to establish enrollment pipelines that will continue to feed the construction industry with more applicants. All recruitment strategies are suggested to help build long-range relationships and outcomes with community and civic organizations, adult training centers, Department of Labor and Regulation, and job readiness agencies. This plan should be used as a fundamental guide that leads recruitment activity. In addition, there are many multidimensional long-term initiatives that need to be considered and developed to generate a stable and long-term applicant pool.

The outreach and recruitment plan will establish phases and incremental strategies to allow flexibility in implementing outreach initiatives based on internal priorities and resources. The deliverables for each phase are intended to be used in multiple executions with minor edits, if necessary. During the development of each campaign a testing strategy should be developed to support continual learning for program optimization.

It is important that the recruiting process addresses the various stages of recruiting from early inquiry to enrollment. The importance of connecting with target groups and using a variety of methods to reach participants cannot be overlooked. For example, social media provides a platform for prospective applicants to reach out to existing participants, mentors, and others to learn more about the program and support one another. To support this strategy, develop a social media calendar, content using video or audio, Facebook, and LinkedIn groups. In addition, encourage community members, partners, new participants,

and prospective participants to utilize these forms of communication.

The goal of your recruitment should be to create initiatives designed to develop the perception among working or under-employed adults for entering the construction trade as a career. Recruiting examples include:

- Hosting an evening Open House or Informational Session
- Provide targeted marketing efforts to community organizations.
- Distribute marketing information (i.e., social media, websites, phone applications, etc.) specific to the target audience.
- Participate in local community and cultural events where tables are made available to presenters.
- Distribute approved Federal DOT marketing materials to GED Testing Centers, Adult Literacy programs, county/city libraries, etc. to provide to prospective students.
- Advertise in a variety of publications or media sources that are specific to a variety of the ethnicities, veterans, and other displaced workers.

Identify areas within the community where potential candidates may be working, unemployed, or underemployed. Potential opportunities for recruiting candidates:

- Unemployment agencies
- Social Services agencies
- Department of Labor and Regulation
- Schools and vocational programs

It can be beneficial to work with community educators and school advisors to share information that the highway construction industry is a stable and rewarding career option. There is great upward mobility potential in construction and wages can increase quickly. Consider focusing efforts on educating potential and interested applicants on the numerous, and often unrealized, benefits available in the industry.

➤ *Recruitment Communication Plan*

The purpose of the recruitment communication

plan is to drive the inquiry and recruit people to apply for enrollment in the HCWP program. Once a prospective student shows an interest in the program, they can be entered into a prospect list or database. When a prospect applies to the program, they can be taken out of the recruitment communication plan and added to the applicant communication list or database. A sample participant registration form has been included. If a prospect does not apply, they can receive continued monthly communication encouraging them to do so.

SDRoads2Jobs Session Registration
*Required

1. Email address *

2. First Name *

3. Last Name *

4. Address Line 1 *

5. Address Line 2

6. City *

7. State *

8. Zip *

9. Telephone *

10. Location *
Mark only one oval.

Rapid City (April 8)

Sioux Falls (April 10)

Sisseton Wahpeton (April 11)

11. Current Employment Status
Mark only one oval.

Full-time

Part-time

Contract

Unemployed

Prefer not to answer

12. Do you have reliable transportation
Mark only one oval.

Yes

No

13. Do you have an up-to-date resume
Mark only one oval.

Yes

No

Please provide an email address or contact information for reminders and class updates. Additional session details can be found on our website (www.sdroads2jobs.com) and Facebook page ([sdroads2jobs](https://www.facebook.com/sdroads2jobs)).

Please email (sdroads2job@projectsolutionsinc.com) or fax (605-355-6961) your registration no later than **Thursday, April 8** to secure your spot for the session.

Sample SDRoads2Jobs Session Registration: Appendix L

All recruitment strategies suggested can help build long-term relationships and outcomes with partner agencies and organizations. These

initiatives can help generate a stable, consistent applicant pool. This plan should be used as a guide to drive recruitment activity. Sample emails designed to recruit participants and contractors have been included for your reference. Once a participant has registered for the program it is important to keep them informed and updated.

SAMPLE EMAIL: UPCOMING CAREER AWARENESS SESSION & JOB FAIR INFORMATION

General Recruitment Email:
Good Morning,

Project Solutions, Inc. has been contracted by the South Dakota Department of Transportation to help bring Construction Career Awareness to the public. Our goal is to encourage people to look at construction trade jobs as a place where they can start and build a long-lasting career.

Project Solutions, in conjunction with the SDDOT, AGC of SD, SD Department of Labor, SD Department of Education, and Federal Highway Administration, will be conducting Construction Career Awareness sessions with job fairs for local candidates to learn about career pathways in the construction trades industry, on-the-job training programs, on the job safety in the construction industry, construction project communication, and basic expectations and requirements to be employable in the industry.

We are asking for your help to spread the word to anyone who might benefit. We have 3 in person events:

March 1st in Pierre

Pierre Area Chamber of Commerce
800 W Dakota Ave
Pierre, SD

March 3rd in Sioux Falls

Southeast Technical College
The Hub Building
2001 N Career Ave
Sioux Falls, SD 57107

March 10th in Rapid City

Rapid City Job Service
2330 N. Maple Ave, Ste 1
Rapid City, SD

We have 2 Virtual events:

Tuesday, March 16, 2021

10:00am – 12:00pm CT

Monday, March 22, 2021

10:00am – 12:00pm MT

Here is a link to more information:

Training Sessions – SD Roads 2 Jobs

The events are also posted on Facebook:
(20+) SD Roads 2 Jobs | Facebook

If there is any other information you need, please contact me with any questions. Thank you for your time and consideration.

SAMPLE EMAIL: CONTRACTOR RECRUITMENT EMAIL

Greetings,

Project Solutions, Inc. has been contracted by the South Dakota Department of Transportation to help bring Construction Career Awareness to the public. Our goal is to encourage people to look at construction trade jobs as a place where they can start and build a long-lasting career.

Project Solutions, in conjunction with the SDDOT, AGC of SD, SD Department of Labor, SD Department of Education, and Federal Highway Administration, will be conducting Construction Career Awareness sessions for local candidates to learn about career pathways in the construction trades industry, on-the-job training programs, on the job safety in the construction industry, construction project communication, and basic expectations and requirements to be employable in the industry.

We will also be hosting a job fair for you to showcase your company and the positions you need to fill to have a successful construction season. You will meet a pool of candidates that are seeking employment opportunities in the construction field by having face-to-face interaction in a relaxed environment. This may lead to an on-the-spot interview for a potential new hire and maybe you will find that non-traditional candidate that you have been seeking for that hard to fill position. This will truly be a great opportunity for all parties involved!

Our sessions will be held at the following dates and locations in-person:

Monday, March 1st from 1:00p - 4:00p in Pierre

Pierre Area Chamber of Commerce
800 W Dakota Ave
Pierre, SD

Wednesday, March 3rd from 1:00p - 4:00p in Sioux Falls

South East Technical Institute
The Hub Building
2001 N Career Ave
Sioux Falls, SD

Wednesday, March 10th from 1:00p - 4:00p in Rapid City

Rapid City Job Service
2330 N. Maple Ave, Ste 1
Rapid City, SD

We will also be holding two virtual sessions with contractor meet and greets to be held via Teams:

Tuesday, March 16th

10a-12p CT

Monday, March 22nd

10a-12p MT

To register to participant in any of our events, or for more information or questions please contact me at (701) 214-5775 or denae.johnson@projectsolutionsinc.com. You can also visit our website at www.sdroads2jobs.com.

SAMPLE EMAIL: REGISTRATION

Good Afternoon,

Thank you for registering for the Highway Construction Career Awareness Session in Rapid City from 8:30 am – 3:00 pm.

Please take note of the following information as it will help you get the most out of this event:

The presentation will start promptly at 8:30 am. Please arrive 10 – 15 minutes early for the registration process.

The session is being held at:

Rapid City Job Service
Centennial Room
2330 N. Maple Ave, Ste 1
Rapid City, SD

Lunch will be served at 11:30 and at that time we will begin the career fair. You will have an opportunity to meet with potential employers and participate in on-the-spot interviews if you choose.

Please bring your resume. If you do not have one, please see the attached form to fill out and bring with you. If you are unable to print the form, please be sure to bring work history and reference information with you to fill out the form at the session.

If you are unable to attend, please let us know as soon as possible, as we have others that would like to fill your spots. Also, if you know anyone else that may be interested in attending, have them contact us before the session fills up. We look forward to seeing you on Friday, February 7th. Please do not hesitate to contact us if you have any questions.

Denae Johnson
Projects Coordinator
605-737-0377

SAMPLE EMAIL: THANK YOU FOR PARTICIPATING

Good day [Contractor Rep Name],

Thank you for participating in the Highway Construction

Career Fair in [City] from 11:30 am – 3:00 pm.

Please take note of the following information as it will help you get the most out of this event:

The presentation will start promptly at 8:30 am at the [Location] for the participants.

Lunch will be served to participants at 11:30 and at that time we will begin the career fair.

Please arrive 15 minutes early to set up for the career fair.

We will have the participants spend approximately 10 minutes with each employer, at the time they will provide you with a copy of their resume or generic application form we have supplied.

If you are unable to attend, please let us know as soon as possible, as we have others that would like to fill your spots. Also, if you know anyone else that may be interested in attending, have them contact us.

We look forward to seeing you on [Date] and please do not hesitate to contact us if you have any questions.

Leah Venable
Project Solutions
605-355-6960

Sample emails: Appendix M

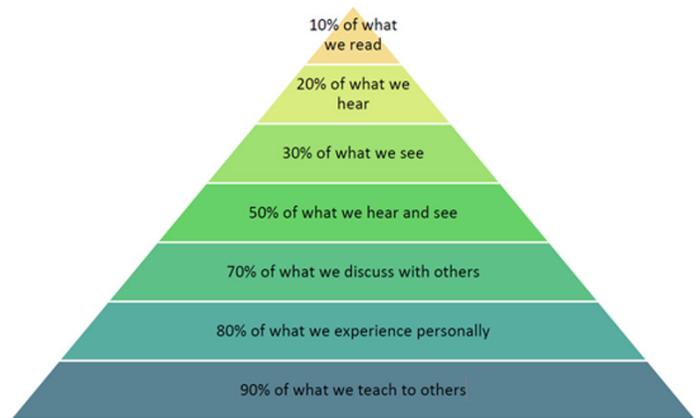
F. Facilitate Training

The following information is a guide to consider when preparing for your upcoming training and examples of methods for instructors on how to interact with participants to achieve subject matter expertise. The activities and learning materials will help participants build a framework for understanding the course concepts.

Ultimately, this will help to ensure a participant's success. As shown in the *figure example*, research indicates it is most effective to teach a new skill with a combination of methods.

Meet with the project task force to review the course curriculum, course materials, evaluation surveys, trainer guide, recruitment plan, and training sites.

Coordinating a training course requires a variety of steps, tasks, and skills. Although much of training coordination takes place during the planning stage, coordination is vital during all phases of the training process. Coordination begins at the



Combination of Methods to Teach a New Skill

time training is proposed and continues after participants leave.

1. Trainer Selection

Identify and agree on the trainer's roles and responsibilities. Clear expectations of course outcomes, availability of time, proximity to training site, professional experience, and a passion for facilitating courses will be crucial factors when selecting trainers.

It is critical that all trainers are good facilitators. The facilitator plans, guides, and manages the group interactions to ensure that objectives are effectively met with clear thinking, a high level of participation, and a full buy-in from everyone involved.

In addition to facilitating course materials, trainer assessments are provided as a tool for continuous improvement on trainer skills and abilities to lead a successful class. Becoming an effective trainer takes practice. Every group of participants will be different, and as the trainer develops their skills, they must be adept at modifying their delivery methods or modes of engagement to keep a class engaged and produce positive course outcomes. The trainer must work very closely with the project task force to analyze, evaluate, and implement recommended changes to curriculum and delivery methods to help ensure a successful training program.

2. Find Subject Matter Experts (SMEs)

Subject matter experts provide a key role when facilitating your course. It is advantageous to have subject matter experts involved to assist with

motivating participants to be passionate about the information they are learning. In addition, SMEs will provide up-to-date data and pertinent information that can substantiate training content. The participants have a variety of reasons to be learning new skills and pursuing a new occupation. They may be:

- Motivated by information or tasks that they find to be meaningful
- Decision makers and self-directed learners
- Responsible for many things and do not want to feel that their time is being wasted
- Able to bring a great deal of experience and knowledge to any learning situation

Talk with your industry partners to find SME's. They can come from local construction companies, state agencies, and other organizations.

3. Build Curriculum

Input from subject matter experts can help to revise curriculum as identified in the feedback. Encourage participants to remain focused on the course objectives and to consider the following questions when recommending course content changes:

- Are the changes consistent with the course goals? Will the revisions remain consistent with the objectives?
- What knowledge and skills are the focus of the training?
- What do we want the participants to learn during the training?
- Will the recommended changes encourage collaboration and completion of the program?

4. Participant Engagement

Participant engagement will affect how much information participants take away from the course. While participants must be self-motivated to take on the learning challenges presented to them, it is also important for the instructor to create an engaging environment. Participation in the course material may include:

- **Participant/Course Content:** Participants can engage with the content of the course in many ways, including reading, researching, reflecting,

completing assignments, and watching videos.

- **Participant/Participant:** Participants can engage with each other in multiple ways such as group work, collaboration, class discussions, peer reviews, and informal exchanges (chats, emails, discussions, etc.).
- **Participant/Trainer:** Participants can engage with the trainer through multiple ways, such as discussions and feedback on course work.
- **Award a Certificate of Completion** to honor their work.



Sample certificate of completion : Appendix P

5. Learning Environment

Create an exciting and functional environment. A trainer plays many roles when moderating and facilitating a course. The most crucial role of the trainer is successful communication.

- Create a welcoming environment. Friendly facilitators and subject matter experts should utilize good visual signage, comfortable seating, water, and snacks.
 - » Take time to build relationships. Disclose information about the experience with this program. This information can benefit or influence others.
 - » Empower the participants by focusing on their strengths and skills. Focus on what is good and right about the participants in the room. This exercise will help build resiliency and the ability to get participants excited about opportunities available.
- Become familiar with what motivates the participants and what you know that will help them. Share the benefits of careers in the construction industry, resources available in the community to help them with emergency childcare, transportation, gas vouchers, etc.
 - » Participants are most successful and satisfied when they are given clear direction, receive adequate feedback, and feel there are open lines of communication between them and their trainer. Monitor and provide trainer feedback to help ensure classroom success.

SD Roads 2 Jobs Job Fair Evaluation Form

Please indicate your response to the questions listed below. Your feedback is helpful for future trainings.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The Number of attendees met my expectation.	<input type="radio"/>				
2. The event was a good use of company or organization resources.	<input type="radio"/>				
3. The event was well organized.	<input type="radio"/>				
4. Adequate space was provided to showcase my company or organization.	<input type="radio"/>				
5. I would attend this event again.	<input type="radio"/>				

What did you like most about the job fair today?

How did you hear about the job fair?

Other Comments?

THANK YOU FOR YOUR PARTICPATION!

ACKNOWLEDGEMENTS

This program would not be possible without the contributions of those acknowledged below:



**Thank you for your continued support of
the SD Roads 2 Jobs Program.**

Contact

SDRoads2Jobs

June D. Hansen
Civil Rights Compliance Officer / ADA Coordinator

South Dakota Department of Transportation
700 E. Broadway, Ave. | Pierre, SD 57501-2558

O: 605-773-3540
<https://dot.sd.gov>



RESOURCES

Participants may have great potential, but other needs to help them be successful on the job. There are many resources available to help South Dakota residents. Some of the organizations that find training providers, funding opportunities, and employment assistance are included in this resource guide.

CHILD CARE

DSS Child Care Services - Provides financial help for childcare costs for families who are working, seeking employment, and/or going to school.

700 Governors Drive; Pierre, SD 57501

Phone: 605-773-3165

Rural America Initiatives

2112 South Valley Dr; Rapid City, SD 57703

Phone: 605-341-3339

<https://www.ruralamericainitiatives.org/>

HOUSING

Cornerstone Apartments - Transitional housing from homelessness to community living.

1220 East Blvd; Rapid City, SD 57701

Phone: 605-721-9497

Hours: M-F 8am-5pm

Fair Housing of the Dakotas (FHD) - FHD is a non-profit organization serving North and South Dakota with a mission to work to eliminate housing discrimination and to ensure equal housing opportunities for all. Assistance provided with: individuals pursuing legal rights and remedies related to fair housing; offers housing assistance and counseling; provides community education; promotes community involvement; performs research in the area of housing.

Phone: 701-221-2530 or 888-265-0907

Inter-Lakes Community Action Partnership - Housing Services offers transitional housing and security deposit assistance for eligible persons and families for permanent housing.

111 N. Van Eps; Madison, SD 57042

Phone: 605-256-6518

Meade County Housing - Provides subsidized public housing and section 8.

1220 Cedar St. #113 Sturgis, SD 57709

Phone: 605-347-3384

Hours: M-F 8am-5pm

Eligibility: Low to moderate income, disabled and elderly.

Pennington County Housing and Redevelopment Commission - Provides low-income families decent, safe, and sanitary housing.

1805 West Fulton St Ste 101; Rapid City, SD 57702

Phone: 605-394-5350

Sioux Falls Housing - Offers various programs to assist eligible households with their rent. Assistance based on household income and size.

630 S. Minnesota Avenue; Sioux Falls, SD 57104

Phone: 605-332-0704

Sisseton Housing & Redevelopment Commission - Provide decent, safe, sanitary, drug free, and affordable housing for low-income individuals and families, as well as providing opportunities that promote self-sufficiency and economic independence for all residents.

East Chestnut Street; Sisseton, SD 57262

Phone: 605-698-3462 x123

Sisseton Wahpeton Housing Authority - Striving to provide decent, safe and sanitary housing for all Tribal Members seeking to eradicate substandard housing, eliminate homelessness, and to increase affordable rental housing and home ownership opportunities through provision of supportive service and financial assistance programs.

605 Lydia Goodsell Street; Sisseton, SD 57262

Phone: 605-698-3901

South Dakota Housing Development Authority - SDHDA utilizes housing bonds, tax credits, and other federal and state resources to fund housing programs which provide mortgage and down payment assistance, housing construction and rehabilitation, homelessness prevention, and rental assistance.

3060 East Elizabeth Street; Pierre, SD 57501

Phone: 605-773-3181

SD Housing Search - A free housing locator providing information on Section 8, market rate, and income based rental units.

Phone: 800-540-4241

TRANSPORTATION

Jefferson Lines Bus Depot - Sells bus tickets to various places within the marketing area.

333 6th St. #7 Rapid City, SD 57701

Phone: 605-348-3300

Hours: M-F 7:30am-12:30pm & 2pm-5:30pm. Sat/Sun 6:30am-7:30am & 5pm-6pm

Pass-It-On Program - Provides bus passes, sponsored by the City of Sioux Falls and administered by Minnehaha County Human Services.

Phone: 605-367-4217

Rapid Transit System/Rapid Ride - Rapid Transit System offers affordable fares and convenient routes to get you to your destination in a safe, efficient manner. Provides transportation anywhere within the corporate limits of Rapid City. All Rapid Ride routes run on 35-minute frequencies.

333 Sixth Street

Rapid City, SD 57701

Phone: 605-394-6631

Sioux Empire Wheels to Work - Assists single parent families who are in the process of becoming independent wage earners and who have a transportation issue which cannot be address with public transportation.

Phone: 605-941-4318

JOB SERVICE

South Dakota Job Service Offices: Job Service Offices of the South Dakota Department of Labor & Regulation (sd.gov) – Providing employment services and workforce training for job seekers and businesses.

AGC Job Bank

Website: Careers (ourcareerpages.com)

Build South Dakota

Website: <http://buildsouthdakota.com>

Career Learning Center – Assist employees who have been terminated as a result of company decision to close or layoff. Employment counseling, interview skills, adult basic education, GED-18 yrs. & older, English as a second language, medical terminology, medical billing, medical coding, office & administration courses, career assessment & clerk program.

730 E Watertown St; Rapid City, SD 57701

Phone: 605-394-5120

Hours: Mon-Thurs: 7:30am - 4:30pm Friday: 7:30am to 4pm

Labor Ready – On the spot temporary physical employment.

107A New York St. Rapid City, SD 57701

Phone: 605-341-3978

Hours: M-F 5:30am-6pm & Sat 6am-8am

Eligibility: Over age 18, Drug/Alcohol free, need 2 forms of I.D.

Website: www.laborready.com

Employment Edge - In addition to offering employment placement services for “typical” jobseekers, this organization works closely with individuals with felony convictions. Specifically, they work with people just coming out of prison. Manufacturing, warehousing, and construction businesses are the niche they focus on.

900 E 10th Street; Sioux Falls, SD 57103

Phone: 605-271-5627

Website: www.shortstaffedusa.com

Short Term Labor

2330 N. Maple Ave., Rapid City, SD 57701

Phone: 605-394-2307

GENERAL

Bridges to Benefits for South Dakota - This website, developed by the Children’s Defense Fund and South Dakota Voices for Children, offers a free screening tool to help individuals and families determine their eligibility for low-income benefit programs and tax credits. The site also provides information about the documents and paperwork needed to apply for programs, office locations and contact information, and for some programs, a printable application. **IMPORTANT:** this site is designed only to help you determine your eligibility for benefits, it does not apply or guarantee them.

1010 9th St., Suite 4A Rapid City, SD 57701

Phone: 605-721-0699

Hours: M-F 8am to 5pm

Website: www.sdbridgetobenefits.org

Bishop Dudley Hospitality House – Bishop Dudley offers “Open Doors” to safety including shelter from weather, wellness through healthy meals and addiction counseling, computer and phone access, collaboration with other agencies, case management, employment services, and laundry and showers. They deliver the basic necessities to keep the homeless safe, healthy, and connected.

101 N Indiana Ave; Sioux Falls, SD 57103

Phone: 605-809-8415

Website: www.bdhh.org

Community Action – clothing, commodities, food

Cornerstone Rescue Mission - Emergency and homeless housing, food/clothing. Meals: eligibility-hungry and without a home.

30 Main Street; Rapid City, SD 57701

Phone: 605-341-2844 or 348-9985

Hours: 7 days a week 6am to 10pm. Meals: 7:30am, 12:30pm & 6pm

Cornerstone Rescue Mission for Women - Shelter, meals, laundry facility & medical services.

404 Columbus St. Rapid City SD, 57701

Phone: 605-721-7860

Hours: 24 hours/7 days

Eligibility: homeless women and children.

Fee: No fee.

Website:

Cornerstone Thrift Store - Can volunteer for clothing and household items.

401 11th St. Rapid City SD, 57701

Phone: 605-716-2768

Hours: M-Sat 8:30am-5:30pm

Department of Social Services – Programs include adoptions, adult services, child support, food stamp certification, medical services, Title XIX, quality assurance and control, ADC assistance programs. Office of child protection, recover & investigation.

510 N. Campbell St.

Phone: 605-394-2525

Hours: Mon - Fri: 8am to 5pm

Eligibility: Income, resources, and family size.

Feeding South Dakota - Emergency food pantry.

Address: 1111 North Creek Dr. Rapid City, SD 57702

Phone: 605-718-9590

Hours: M-F 10am-4pm

Hope Center - Permanent phone number and address, temporary limited storage, day facility, referral services.

615 Kansas City St. Rapid City, SD 57701

Phone: 605-716-4673

Hours: M-F 8am-2:30pm

Lifeline – Public utilities commission. Aids low income families with phone deposits and lowered phone rates.

Phone: 800-332-1782

LIEAP - Low Income Energy Assistance Program - Supplement the winter month's utility payments for low-income families; weatherization assistance program to help families weatherize their homes.

Applications by mail: 910 East Sioux Ave. Pierre, SD 57501

Phone: 800-233-8503

Hours: M-F 8am-6pm

Eligibility: low-moderate income.

Lutheran Social Services – Works primarily with refugees arriving at South Dakota and Sioux Falls through their Center for New Americans. LSS has offices in Sioux Falls and Huron. Offices provide orientation, case management, employment services, English Language training, and other services. Refugees are eligible for up to eight months of cash assistance to cover basic necessities until self-sufficiency. Refugees are legally qualified for employment upon arrival.

705 E 41st Street, Ste 200; Sioux Falls, SD 57105

Phone: 605-444-7561

Website: www.lsssd.org

Multi-Cultural Center – Works primarily with immigrant populations providing training to limited English participants. Adult programs include Driver’s Education, English Language Learning Classes, Language Classes, and Housing Partnerships. Their services include interpreting and translating, and immigration services. They ensure individuals have their appropriate credentials before coming to the job site.

515 N Main Avenue; Sioux Falls, SD 57104

Phone: 605-367-7401

Website: www.sfmcc.org

Mommy’s Closet – clothes, transportation vouchers, childcare supplies

111 New York Street; Rapid City, SD 57701

Phone: 605-341-8336

Website: www.voanr.org/mommy-closet

National Relief Charities - Opportunity to volunteer service in exchange for points where you can receive items including food boxes, personal hygiene items, diapers, shoes and beds (when available).

2401 Eglin St. Rapid City, SD 57701

Phone: 605-399-9905

Hours: M-F 8am-4pm

Website: www.nrcprograms.org

Pennington County Health and Human Services – Possible Service/Assistance available to Pennington County Residents who qualify: Grocery Vouchers, Gas Vouchers, Bus Vouchers, Medical, Eviction notices and/or Utilities shut-off.

725 Lacrosse Street; Rapid City, SD 57701

Phone: 605-394-2156

Hours: 7:45am to 8am (walk-ins) 8:00am to 5pm (appointments)

Rapid City Vet Center - Provide individual, group and family counseling to all veterans who served in any combat zone. Services are also available for their family members.

621 6th Street; Rapid City, SD 57701

Phone: 605-348-0077

Hours: Mon-Fri: 8am - 4:30pm

Salvation Army – vouchers

405 N Cherry Ave; Rapid City, SD 57701

Phone: 605-342-0982

Hours: M-F 8:30 am – noon and 1 – 4 pm

SNAP (Supplemental Nutrition Assistance Program)

700 Governors Drive; Pierre, SD 57501

Phone: 605-773-3165

Stepping Stones Independent Living Center - Help develop independent living skills in teens and young adults in a residential setting.

22 E. New York St. Rapid City, SD 57701

Phone: 605-388-8195

Website: www.lsssd.org

Eligibility: Ages 16-21.

TANF- Temporary Assistance for Needy Families - The TANF program, which is time limited, assists families with children when the parents or other responsible relatives cannot provide for the family’s basic needs. It is designed to provide temporary assistance and economic self-sufficiency for children and families.

700 Governors Drive; Pierre, SD 57501

Phone: 605-773-3165

TERO- Tribal Employment Rights Ordinance - TERO Ordinances require that all employers who are engaged in operating a business on reservations give preference to qualified Indians in all aspects of employment, contracting, and other business activities. TERO Offices were established and empowered to monitor and enforce the requirements of the tribal employment rights ordinance.

Veterans Services - Information on any type of Veteran's benefits, forms to inquiries, etc.

725 N Lacrosse Street; Rapid City, SD 57701

Phone: 605-394-2266

Hours: Mon-Fri: 6:30am – 5pm

VOA – Dakotas – They operate the Berakhah House for Veterans in Sioux Falls and they have a Transition in Process Program to provide case management, social, health, and housing needs to Veterans. Programs offered through HVRP include individual case management, strategy for rapid rehousing, job search assistance, soft skills training, employment supports, and assistance with tools/clothing, among other services. They follow-up with those placed into jobs for three months to ensure the individuals are meeting the demands of the job.

PO Box 89360; Sioux Falls, SD 57109

Phone: 605-274-1540

Website: www.voa-dakotas.org

CAP - Western South Dakota Community Action Program - Home weatherization, information and referral, pantry, school supplies, household items, clothing, and commodities.

Address: 1844 Lombardy Dr. Rapid City, SD 57701

Phone: 605-348-1460

Hours: M-F 8am-12pm

Eligibility: Low income.

WIOA- Workforce Innovation and Opportunity Act - WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy.

WIOA brings together, in strategic coordination, the core programs of federal investment in skill development:

- Employment and training services for adults, dislocated workers, and youth and Wagner-Peyser employment services administered by the U.S. Department of Labor (DOL) through formula grants to states; and
- Adult education and literacy programs and Vocational Rehabilitation state grant programs that assist individuals with disabilities in obtaining employment administered by the U.S. Department of Education (DoED).

WIOA authorizes programs for specific vulnerable populations, including the Job Corps, YouthBuild, Indian and Native Americans, and Migrant and Seasonal Farmworker programs as well as evaluation and multi-state projects administered by U.S. DOL. In addition, WIOA authorizes other programs administered by U.S. DoED and the Department of Health and Human Services.

Website: <https://www.dol.gov/agencies/eta/wioa>

WIC- Women, Infants & Children Program– Supplemental nutritious foods, breast feeding support, nutrition and counseling, screening and referrals to other health, welfare, and social services.

909 East St. Patrick St., Suite 7 Rapid City, SD 57701

Phone: 605-394-2516

Hours: M-F 8am-5pm

Website: SDWIC.org

Eligibility: Low income and nutritionally at risk.

Name	Category	Phone number	Email/Website/Street Address
Statewide			
SD Department of Labor	All	605-773-3101	bill.mcintaffer@state.sd.us
Midco	Marketing		https://www.midco.com/About/public-service-announcement-request/
Central SD			
Cheyenne River Agency - Eagle Butte	All		gina.douville@bia.gov
Crow Creek Agency - Fort Thompson	All		patrick.duffy@bia.gov
Great Plains Regional Office	All		timothy.lapointe@bia.gov
OaheTV Pierre	Marketing		https://www.oahetv.com/contactus
Riverfront Broadcasting	Marketing		http://www.todaykccr.com/submit-your-community-calendar-event/
Rosebud Agency	All		leeann.beardt@bia.gov
South Dakota Public Broadcasting - SDPB	Marketing		http://listen.sdpb.org/community-calendar/events/create
Standing Rock Agency	All		sheila.whitemountain@bia.gov
WNAX Radio Yankton	Marketing		ddavis@wnax.com
Western SD			
KBHB Ranch Radio	Marketing		info@kbhbradio.com
Lower Brule Agency	All		james.twobulls@bia.gov
Oglala Sioux Tribe	All		l.spottedbear@oglala.org
Eastern SD			
93.1 Yankton	Marketing		bulletinboardpsa@gmail.com
Dakota Broadcasting Aberdeen	Marketing		http://dakotabroadcasting.com/calendars/submit-an-event
GoWatertown.net	Marketing		https://www.gowatertown.net/community-calendar-event-submission/
KMIT Radio Mitchell	Marketing		https://kmit.com/submit-an-event/
KWYR Radio Winner	Marketing		https://kwyr.com/contact-us/
Mitchell Chamber of Commerce	Marketing		https://www.mitchellsd.com/events/public-submission
Mitchell Republic Newspaper	Marketing		dailynews@mitchellrepublic.com
Nedved Media Mitchell	Marketing		
Yankton Agency	Marketing		Adelita.Guerue@bia.gov
Name	Category	Phone number	Email/Website/Street Address
Brookings			
Brookings DOL	All	605-688-4350	scott.kwasniewski@state.sd.us
Brookings EDC	All	605-697-8103	Sarah@BrookingsEDC.com
Dakota State University	All	605-256-5122	career_services@dsu.edu
Department of Labor	All	605-688-4350	Done through state office
Department of Veterans Affairs	All	605-696-8260	
Lake Area Technical Institute	All	605-882-5284 ext 399	kristina.cloutier@lakeareatech.edu
SDSU Student Union	All	605-688-6668	
South Dakota State University - Office of Career Development	All	605-688-4425	Careers@SDState.edu
Mission-Winner			
City of Mission	All		facebook contact
City of Winner	All		cityofwinner@gwtc.net
Rosebud Sioux Tribe Communications	All		facebook contact
SD Social Services - Mission	All	605-856-4431	lindsey.langdeau@state.sd.us
SD Social Services - Winner	All	605-842-0400	christine.dvorak@state.sd.us
Sinte Gleska University	Resource		roger.ellertir@sintegleska.edu
Trypp County Office of Development	All		develop@gwtc.net
Winner Area Chamber of Commerce	All		thechamber@gwtc.net
Mitchell			
Dakota Wesleyan University	Resource		sefflynn@dwu.edu
Davison Hansen Chapter	All	605-996-3087	
Department of Labor	All	605-995-8060	
Department of Veterans Affairs	All	605-995-8619	craigb@davisoncounty.org
James Valley Community Center	All	605-995-8048	300 W first Ave, 57301
Mitchell Recreational Center	Partnership	605-995-8450	
Mitchell Republic Newspaper	Marketing		dailynews@mitchellrepublic.com
Sean Flynn - Prof. of History	Partnership	605-995-2713	sefflynn@dwu.edu
Rapid City			
BoxElder Job Corps Civilian Conservation Center	All	605-348-3636	wendy.m.luedke@usda.gov
Career Learning Center	Resource	605-394-5120	E. Watertown St. - please bring in information and visit with them
Department of Veterans Affairs	All	605-394-2266	
Hope Center	All	605-716-4673	Facebook
Job Corps	All	605-791-4611	perrigo.adam@jobcorps.org
Life Inc.	All	605-718-5683	
Love Inc.	All		Website Form
National Association of Women in Construction (NAWIC)	All	605-342-5945	lvstager@gmail.com
Passages Living	Resource		marge.beam@passagesliving.com
People Ready	Resource	605-341-3978	eslaven@peoplerady.com
Rapid Transportation	Resource	605-394-6631	
Rapid City Area Schools (RCAS)	Partnership		melissa.millerkincart@k12.sd.us
South Dakota Department of Labor	All	605-394-2296	elias.fasthorse@state.sd.us
South Dakota One-Stop Career Center	All	605-394-2296	
South Dakota Vocational Rehab Services	All	605-394-2261	
SD CEO: Women's Business Center	All		Mela.Cosme@BHSU.edu
Veteran Services	All	605-394-2266	321 Kansas City St - please bring in information and visit with them
Veteran's Outreach	All	341-8336 Opt7	111 New York St. (old job service)-would like us to deliver them
Veterans of Foreign Wars (VFW)	All		drop off - just tell bartender that Adam approved it
Rapid City PSA			
Black Hills Pioneer	Marketing		https://www.bhpioneer.com/users/admin/calendar/
Keloland	Marketing		https://www.keloland.com/calendar/#/
KEVN	Marketing		https://www.blackhillsfox.com/community?/
Kota Radio	Marketing		http://www.kotaradio.com/events/community/add
Kota Territory	Marketing		https://www.kotatv.com/comcal/?/
KSKY Radio	Marketing		http://www.951ksky.com/events/community/add
KSLT Radio	Marketing		http://www.kslt.com/new/faith-and-community/community-calendar
News Center 1	Marketing		https://www.newscenter1.tv/things-to-do/
Rapid City Journal	Marketing		https://rapidcityjournal.com/users/admin/calendar/event/

Name	Category	Phone number	Email/Website/Street Address
Sioux Falls			
African Communities United	All	605-355-0023	amon@africanscommunitiesunited.com
American Indian Services Inc.	All	605-334-4060	
Bishop Dudley Hospitality House	Resource	605-809-8424	Attn: Kathy Waters, 101 N. Indiana Ave. SF, 57103
Carroll Institute	Resource	888-254-4543	aleighton@carrollinstitute.org
Center of Hope	Resource	605-334-9789	225 E 11th Street, Suite 101, Sioux Falls, SD 57104
Community Action for Veteran's	All		
Department of Labor	All	605-367-5300	
Department of Veterans Affairs	All		brenda.teunissen@va.gov
Employment Edge	Marketing	605-271-5627	
Glory House	Resource	605-988-9102	
Goodwill Great Plains - Job Center	Partnership	605-357-6152	leinenm@goodwillgreatplains.org
Lutheran Social Services	Resource	605-444-7500	
Lutheran Social Services	Resource	605-444-7504	barb.poldammer@lsssd.org 705 E. 41st Street, Suite 200, Sioux Falls, SD 57105
Minnehaha County Veteran Services	Resource	605-367-4201	
Multicultural Center	Resource	605-367-7401	christy@sfmcc.org - 515 N. Main Ave., SF, SD 57104
Native American Services	Resource	605-271-9674	
New Haven Ministries	Resource	605-274-1556	raasheim@newhavensf.org
Sioux Falls Department of Labor	All	605-367-5300 x202	sara.garbe@state.sd.us
Sioux Falls Express Pros	Marketing	605-335-2710	siouxfalls@expresspros.com
Sioux Falls Native American Community	All		Stephanie.bolman@gmail.com
Sioux Falls Salvation Army	All	605-338-6649	diane.kinsley@usc.salvationarmy.org
Sioux Falls School District	All		lettitia.kalla@k12.sd.us
Sioux Falls VA Medical Center	All	605-336-3230	
South Dakota Department of Social Services	All		robert.zirpel@state.sd.us
South Dakota Urban Indian Health	Resource	605-339-0420	
Southeast Tech Career Services	Marketing	605-367-5512	paula.hawks@southeasttech.edu
St. Francis House	Resource	605-334-3879 x11	1301 E. Austin St., SF, SD 57703
The Community Outreach	Marketing	605-331-3935	225 E. 11th Street, Suite 200, Sioux Falls, SD 57104
Name	Category	Phone number	Email/Website/Street Address
US Department of Veterans Affairs Vet Center	All	605-330-4552	brenda.teunissen@va.gov
VA Sioux Falls Regional Benefit Office	Resource	1-800-827-1000	
Volunteers of America - Dakota Veterans Outreach	Resource	605-274-1540	1113 E. 14th, Sioux Falls, 57109 - PO Box 89306 SF SD 57109
Volunteers Of America - Dakotas Veteran Outreach	Resource	605-941-7960	p.miller@voa-dakotas.org
Volunteers Of America - Dakotas Veteran Outreach	Resource	605-274-1540	M.Farris@voa-dakotas.org
Sioux Falls PSA			
105.5 Radio	Marketing		http://dakotabroadcasting.com/calendars/submit-an-event
B102.7 Radio	Marketing		http://b1027.com/events-sioux-falls/community/add/
KDLT News	Marketing		https://www.kdlt.com/events/
KELO Radio	Marketing		https://kelofm.com/accounts/login/?next=/events/community/create/
KELO talk radio	Marketing		https://kelo.com/accounts/login/?next=/events/community/create/
KIKN Radio	Marketing		http://kikn.com/events-sioux-falls/community/add/
KNWC Life 96.5	Marketing		KNWC@knwc.org
KRRO Radio	Marketing		https://krro.com/accounts/login/?next=/events/community/create/
KSFY News	Marketing		https://www.ksfy.com/station/community/
KTWB Radio	Marketing		https://ktwb.com/accounts/login/?next=/events/community/create/
KVRR News	Marketing		https://www.kvrr.com/community-calendar/
KWSN Radio	Marketing		https://kwsn.com/accounts/login/?next=/events/community/create/
LIFE Radio	Marketing		http://life965.com/events/myevents/add/
MIX 97-3 Radio	Marketing		http://mix97-3.com/events-sioux-falls/community/add/
Q95.7 Radio	Marketing		https://q957.com/accounts/login/?next=/events/community/create/
Sisseton			
Agency C-Store	Marketing	605-698-3747	
American Legion	Partnership	605-698-3292	
Association of American Indian Affairs	All	605-698-3998	
Ben's Trading Post	Marketing	605-742-0928	619 E. Hickory, Sisseton, SD 57262
BIA Sisseton	All		russell_hawkins@bia.gov
Billy's Café	Marketing	605-698-3241	407 Veteran's Ave, Sisseton, SD 57262
Bureau of Indian Affairs	All	605-698-7676	BIA Sisseton Agency, Attn: Julie, PO Box 688, Agency Village, SD 57262
Buffalo Lake free Lutheran Church	Resource	605-486-4798	
Department of Labor	All	605-698-3964	ljsam.johnson@state.sd.us
Department of Veterans Affairs	All	605-698-7376	angela.booth72@gmail.com
Sisseton School District	All	605-698-7613	lindsav.veflin@k12.sd.us
Sisseton Wahpeton Oyate - Agency Village South Dakota	All	605-698-3911	BIA Sisseton Agency, Attn: Julie, PO Box 688, Agency Village, SD 57262
Sisseton Wahpeton Oyate Veteran Services	All	605-698-3388	
TERO	All	605-698-8264	ljsar@sw0-nsn.gov
TERO	All	605-742-4465	
Spearfish			
Department of Labor	All	605-642-6900	
SD CEO Women's Business Center	All	605-642-6948	
Sturgis			
Department of Veterans Affairs	All	605-347-7623	angela.booth72@gmail.com
Meade County Veterans Services	Resource	605-347-7623	
VA Black Hills Healthcare System	Resource	605-347-2511	BlackHillsVAFOIA.gov@va.gov
Watertown			
American Legion Department of South Dakota	All	605-886-3604	
Codington County Veteran Services	Resource	605-882-6289	
Department of Labor	All	605-882-5131	ljsam.johnson@state.sd.us
Lake Area Pediatric Dentistry (Dr. Thane Crump)	Resource	605-753-5437	
Lake Area Tech Veteran Services	All	605-882-5165	
Office of Tribal Programs	All	605-226-7276	

Category
Partnership
Marketing
Resource
All

List of Acronyms

AASHTO - American Association of State Highway and Transportation Officials

AGC - Associated General Contractors

ARTBA - American Road and Transportation Builders Association

BLS – Bureau of Labor Statistics

CAP - Western South Dakota Community Action Program

CDL – Commercial Driver’s License

DOL ETA - U.S. Department of Labor Employment and Training Administration

DOT -Department of Transportation

DOL – Department of Labor

DLR – Department of Labor and Regulation

FHWA - Federal Highway Administration

FHD- Fair Housing of the Dakotas

HEO – Heavy Equipment Operator

GED – General Education

HCWP – Highway Construction Workforce Partnership

LIEAP - Low Income Energy Assistance Program

NCCER – The National Center for Construction Education and Research

OSHA– Occupational Safety and Health Administration

TANF - Temporary Assistance for Needy Families

TECRO- Taipei Economic and Cultural Representative Offices

TERO - Tribal Employment Rights Ordinance

SNAP - Supplemental Nutrition Assistance Program

SDDOT – South Dakota Department of Transportation

SMEs- Subject Mater Experts

SWD – Strategic Workforce Development

WIC - Women, Infants & Children Program

WIOA- Workforce Innovation and Opportunity Act

Sample Task Force Meeting Agenda

Date:

Time:

Location:

Participants of meeting (roll call):

Meeting Facilitator:

Topic of Meeting:

Old business/open issues:

- Item 1:
- Item 2:
- Item 3:

New business/Topics to be discussed:

- Item 1:
- Item 2:
- Item 3:

Next Meeting:

- Date:
- Time:
- Location:

Adjournment

Your participation is greatly appreciated.

Responses are confidential and will not be identified by individual. All responses will be compiled together for an aggregate view.

* 1. Please provide your company name.

2. Hiring manager's name? (response is optional)

3. Email or phone. (response is optional)

4. On average how many full-time employees do you have during the peak of your construction season (not including yourself)?

- 0 to 5
- 6 to 10
- 11 to 25
- 26 to 50
- Over 50

5. How many employees do you have during the non-peak season?

- 0 to 5
- 6 to 10
- 11 to 25
- 26 to 50
- Over 50

6. Please identify the type (s) of work you generally perform. (mark all that apply)

- Asphalt
- Minor Struct/Misc Concrete
- Building Construction
- Concrete Paving & Incidentals
- Painting & Stripping
- Rest/Picnic Area Maintenance
- Earthwork, Base & Subbase
- Rest Areas (construction)
- Hazardous Material
- Fencing
- Traffic Control Devices
- Pavement Markers
- Hauling – Trucking
- Guardrail Repair
- Engineering/Consultants
- Lighting & Signal Maintenance
- Debris Clearing/Removal
- Wholesale Material Supply
- Landscaping
- Asbestos/Lead Abatement
- Surveying
- Major Structures
- Clean & Sweep Highways
- Erosion and Sediment Control
- Other (please specify)

7. Which of the following items are required when you are making conditional offers of employment to potential new hires: (mark all that apply)?

- Background check
- Drug test
- Current driver's license
- Reliable transportation
- Active cell phone
- Bi-lingual
- Other (please specify)

8. Is your company willing to hire someone who is part of a work release program?

- Yes
- No
- Other (please specify)

9. Is your company willing to hire people with no construction experience?

- Yes
- No
- Other (please specify)

10. What skills are you looking for in a laborer with no construction experience? (mark all that apply)

- Great communication skills
- Ability to work in a team environment
- Ability to work independently
- Skilled in providing great customer service
- Ability to handle numerous tasks
- Flexible, adaptable, and respectful to authority
- High attention to detail
- High physical stamina to endure strenuous tasks
- Good at written English
- Good at spoken English
- Comfortable at working under pressure
- Hand/Eye and body coordination
- Basic industry knowledge
- High school diploma or GED
- Ability to work outdoors in year-round climates
- Handle 8 to 10 hours of physical labor daily
- Ability to travel
- Basic computer skills
- Other (please specify)

- None of the above

11. What minimum qualifications do you want applicants to have?

- Construction site safety knowledge
- Construction math
- Basic use of hand tools
- Basic use of power tools
- 6 months or more of previous work experience
- 6 months or more of previous construction trade experience
- Formal classroom training (high school or above)
- Other (please specify)

- None of the above

12. Are you willing to train on the job?

- Yes
- No
- Other (please specify)

13. Does your company pay for any certifications or training for employees? Such as OSHA, CDL Training, HEO, Aerial Lift Training, ATSSA Certification, Crane Operation Certification, etc.

- No
- Yes, please list what you provide:

14. What project locations do you need to hire new workers for? (mark all that apply)

- Aberdeen Area
- Pierre Area
- Mitchell Area
- Sioux Falls Area
- Rapid City Area
- Watertown/Brookings Area
- North Eastern SD
- South Eastern SD
- North Central SD
- South Central SD
- North Western SD
- South Western SD
- Other (please specify)

15. Can employees meet at your office and travel to job site locations with the crew?

- Yes
- No
- Other (please specify)

16. When do you start your hiring process for the new construction season?

- January
- February
- March
- April
- May
- We are always hiring
- Other (please specify)

17. How do you accept employment applications?

- Company website
- Online job boards (i.e. Indeed, Monster, Glassdoor, etc)
- Walk-ins
- Agencies (i.e. Department of Labor, TERO, Career Centers)
- Social Media (i.e. Facebook, LinkedIn, etc.)
- Other (please specify)

18. What recruiting methods do you use when hiring new employees?

- Social Media
- Job Boards
- Word of mouth
- Temp Service/Employment Agency
- Job Fairs
- Other (please specify)

19. Would you attend a job fair as a hiring contractor?

- Yes
- No
- Other (please specify)

20. Would you offer interviews on the spot/at the event?

- Yes
- No
- Other (please specify)

21. Who does your interviewing and hiring?

- Owner
- HR staff member
- Foreman
- Other (please specify)

22. What positions do you typically have to fill each season? (mark all that apply)

- Laborer
- Flagman/watchman
- Carpenter
- Cement & Concrete Finisher
- Construction Manager
- Electrician
- Equipment Operator
- Welder
- Traffic control person
- Pilot Car Driver
- Parts Runner
- Truck driver (with CDL)
- Foreman
- Other (please specify)

Branding info for HCWP/SWD Pilot Project – SD Roads2 Jobs



Colors – hex = pantone

#F8CD6E = 1355



#F1A443 = 7510



#FC7F2F = 716



#B2B2B2 = 7543



Appendix - Sample Website Graphics and Infographics



WHY SHOULD YOU CHOOSE A CAREER FIELD IN CONSTRUCTION?

Paid training with benefits and increases in pay with experience	High Demand Career - over 800 construction related jobs open right now in South Dakota <small>*according to the South Dakota Department of Labor and Regulation</small>	No college needed for most positions - No student loan debt
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AVERAGE WAGES IN SOUTH DAKOTA

- Contract Laborer**
starting at \$14-18/hour with benefits
Experienced workers earn \$18-22/hour
- Concrete Finisher**
starting at \$16-21/hour with benefits
Experienced workers earn \$24-35/hour
- Heavy Equipment Operator**
starting at \$16-21/hour with benefits
Experienced workers earn \$24-35/hour
- Carpenters**
start at \$14-22/hour with benefits
Experienced workers earn \$22-31/hour



CONSTRUCTION CAREER AWARENESS SESSIONS

These sessions introduce individuals to potential career opportunities in the highway construction industry. The high-demand for workers has opened program opportunities that focus on short-term training that can lead to long-term employment. You will be introduced to an industry that enables individuals to apply their skills to a wide-range of career opportunities with minimal education and above average income.

Informational Sessions/Job Fairs

[Click to view the On-Demand Construction Career Training Video](#)

Registration Recommended

PIERRE, SD
Monday, March 1, 2021
1:00pm - 4:00pm
Pierre Area Chamber of Commerce
800 W Dakota Ave
Pierre, SD 57501

SIOUX FALLS, SD
Wednesday, March 3, 2021
1:00pm - 4:00pm
Southeast Technical College
Auditorium and Commons Area
2001 N Career Ave
Sioux Falls, SD 57107

RAPID CITY, SD
Wednesday, March 10, 2021
1:00pm - 4:00pm
Rapid City Job Service
2330 N. Maple Ave., Suite 1
Rapid City, SD 57701-7898

[Register Here!](#)

[Register Here!](#)

[Register Here!](#)

[View Flyer Here!](#)

[View Flyer Here!](#)

[View Flyer Here!](#)

Be Part of a Team.
Build your Community.





**WE NEED YOU!
CONSTRUCTION JOBS
AVAILABLE NOW!**

Are you ready for a change and want an exciting, new career? Attend one of our information sessions to learn more.

OPPORTUNITIES ARE WAITING FOR YOU



Contract Laborers

Starting at: **\$14-18/hr.**
With experience: **\$18-22/hr.**



Concrete Finishers

Starting at: **\$16-21/hr.**
With experience: **\$24-35/hr.**



Heavy Equipment Operators

Starting at: **\$16-24/hr.**
With experience: **\$24-35/hr.**



Carpenters

Starting at: **\$14-22/hr.**
With experience: **\$22-31/hr.**

HERE'S HOW IT WORKS

SESSION DETAILS

- Free to participants
- Attend one session in Rapid City, Sioux Falls, or XYZ
- Time: 8:30a – 4:00p
- Lunch will be provided

SESSION BENEFITS

- Learn about the On-the-Job Training Program
- Learn about long-term career opportunities
- On-the-spot interviews for immediate placement
- Make \$20+/hour with benefits after 1 year of employment, on average

Do you need workers to fill positions in your upcoming construction projects?

Join us at one of our Construction Career Awareness Sessions!



Do you need to recruit laborers for the upcoming construction season? If so, please join us at one of our Construction Career Awareness Sessions to showcase your company and the open positions you need filled for a successful construction season! Don't miss out on this opportunity to have in person conversations with a pool of candidates that are interested in the construction trade jobs available within your company!

|| April 8, 2019, 1:00 pm - 3:00 pm
> Rapid City

|| April 10, 2019, 1:00 pm - 3:00 pm
> Sioux Falls

|| April 11, 2019, 1:00 pm - 3:00 pm
> Sisseton/Agency Village

To register or for more information, contact Leah Venable at (605)737-0377 or Leah.Venable@projectsolutionsinc.com





SDROADS2JOBS
CONSTRUCTION CAREER AWARENESS

HIGHWAY CONSTRUCTION CAREER AWARENESS SESSION & JOB FAIR

Build Your Career in Construction

Click here to find an event near you!
March 1 - March 22

No Experience Necessary Long-term career opportunities Starting Pay \$14 + Benefits



SDROADS2JOBS
CONSTRUCTION CAREER AWARENESS



Join us for one of our Construction Career Awareness Sessions

Visit us at
www.SDRoads2Jobs.com

JOB FAIR INFORMATION

PIERRE, SD
Monday, March 1, 2021
1 - 4 PM CT

SIOUX FALLS, SD
Wednesday, March 3, 2021
1 - 4 PM CT

RAPID CITY, SD
Wednesday, March 10, 2021
1 - 4 PM MT

VIRTUAL, SD
Tuesday, March 16, 2021
10 AM - 12 PM CT

VIRTUAL, SD
Monday, March 22, 2021
10 AM - 12 PM MT



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No Experience Necessary Long-term career opportunities Starting Pay \$14 + Benefits



SD Roads 2 Jobs
Published by Lauren Tadlock · March 29 ·

Did you miss our Construction Career Awareness sessions? Good news! You can now watch our on-demand training videos to learn more about South Dakota's need for construction workers and how to start your career in this well-paying and rewarding industry! Check it out here - https://www.goforage.com/_/ued79025790047435562a_jwvach

Build Your Career in Construction

SDROADS2JOBS.COM
SD Roads 2 Jobs Construction Career Awareness Training
Watch this training to learn more about potential construction care...

302 People Reached 7 Engagements **Boost Post**

2 Shares

Like Comment Share

Comment as SD Roads 2 Jobs

SD Roads 2 Jobs
Published by Lauren Tadlock · March 4 ·

Did you know?

THE MOST NEW JOBS FOR 2022 WILL BE IN OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT. THESE OCCUPATIONS ARE PROJECTED TO ADD 4.6 MILLION NEW JOBS.

1 MILLION OF THOSE JOBS WILL BE IN THE CONSTRUCTION INDUSTRY.

STATISTICS PROVIDED BY THE U.S. BUREAU OF LABOR STATISTICS

VISIT WWW.SDROADS2JOBS.COM

39 People Reached 0 Engagements **Boost Post**

Like Comment Share

Comment as SD Roads 2 Jobs

SD Roads 2 Jobs
Published by Kari Sutton · February 9 ·

Construction season is starting soon so we are back at it! There will be in-person events with job fairs and virtual events with contractor meet & greets throughout the month of March. Please visit our website at WWW.SDROADS2JOBS.COM for more information including how to register for upcoming events.

WHY SHOULD YOU CHOOSE A CAREER FIELD IN CONSTRUCTION?

- Paid training with benefits and increases in pay with experience**
- High Demand Career - over 800 construction related jobs open right now in South Dakota**
- No college needed for most positions - No student loan debt**

759 People Reached 25 Engagements **Boost Post**

You and 3 others 7 Shares

Like Comment Share

SD Roads 2 Jobs
Published by Lauren Tadlock · March 29 ·

IT'S NOT TOO LATE! Don't forget to register to attend our final live Construction Career Awareness Session & Job Fair!

DATE & TIME: Monday, March 22 from 10 am - 12 pm MT
Register online at www.sdroads2jobs.com

March 22
10 am - 12 pm MT
All Years Welcome

VIRTUAL HIGHWAY CONSTRUCTION CAREER AWARENESS SESSION WITH CONTRACTOR MEET & GREET

No Experience Necessary · Explore career opportunities · Starting Pay \$14+ Hourly

We are looking for hard-working, reliable people to start their career in Highway Construction. Attend one of our Highway Construction Career Awareness sessions to learn more about career opportunities in SD and meet with potential employers in an interactive setting.

REGISTRATION IS REQUIRED TO ATTEND. TO REGISTER OR FOR MORE INFORMATION PLEASE VISIT US AT WWW.SDROADS2JOBS.COM
#SDROADS2JOBS

20 People Reached 0 Engagements **Boost Post**

Like Comment Share

Comment as SD Roads 2 Jobs

SD Roads 2 Jobs
Published by Lauren Tadlock · March 15 ·

Register now at www.sdroads2jobs.com

HURRY BEFORE IT'S TOO LATE!

Our last two virtual Construction Career Awareness Sessions and Contractor Meet and Greets are fast approaching!

Tuesday, March 16 10 am-12 pm CT
Monday, March 22 10 am-12 pm MT

visit www.sdroads2jobs.com to register

34 People Reached 0 Engagements **Boost Post**

Like Comment Share

Comment as SD Roads 2 Jobs

SD Roads 2 Jobs
Published by Kari Sutton · February 27 ·

Join us at the 49th Annual KCCR Farm, Home and Sports Show at the Ramkota in Pierre, SD, to learn more about SD Roads 2 Jobs and our upcoming job fairs! Thank you KCCR Farm and Home Show!

105 People Reached 8 Engagements **Boost Post**

1 Share

Like Comment Share

Comment as SD Roads 2 Jobs

SD Roads 2 Jobs
Published by Lauren Tadlock · March 23 ·

Thank you to all who participated in our in-person and live Construction Career Awareness Sessions!

IF YOU MISSED OUT Construction Season is just around the corner and Contractors are still hiring! Visit www.sdroads2jobs.com to learn more about how you can connect with potential employers.

Stay tuned for upcoming on-demand versions of our Construction Career Awareness sessions.

We are excited to see what a career in the construction industry could mean for you!

Attendees and Contractors,
Thank you for your participation!

WWW.SDROADS2JOBS.COM

25 People Reached 1 Engagement **Boost Post**

Like Comment Share

SD Roads 2 Jobs
Published by Lauren Tadlock · March 18 ·

We are gearing up for our FINAL Live Virtual Career Awareness Session! Remember this event is free and could launch you into a rewarding and exciting career!

Register NOW for our final Virtual Construction Career Awareness Session on March 22nd!
10 AM - 12 PM MT

Register at www.sdroads2jobs.com

26 People Reached 0 Engagements **Boost Post**

Like Comment Share

Comment as SD Roads 2 Jobs

SD Roads 2 Jobs
Published by Lauren Tadlock · March 11 ·

We just wanted to say thank you to all who participated in our in-person Construction Career Awareness Sessions & Job Fairs!

REMINDER - It is not too late to still attend a session! We have 2 more virtual sessions Tuesday, March 16th 10 am - 12 pm CT and Monday, March 22nd 10 am - 12 pm MT.

REGISTRATION IS REQUIRED/FREE TO ATTEND - visit www.sdroads2jobs.com to register for a session

THANK YOU PARTICIPANT'S AND CONTRACTORS!

429 People Reached 5 Engagements **Boost Post**

1 Share

Like Comment Share

Comment as SD Roads 2 Jobs

SDRoads2Jobs Session Registration

* Required

1. **Email address ***

2. **First Name ***

3. **Last Name ***

4. **Address Line 1 ***

5. **Address Line 2**

6. **City ***

7. **State ***

8. **Zip ***

9. **Telephone ***

10. **Location ***

Mark only one oval.

- Rapid City (April 8)
- Sioux Falls (April 10)
- Sisseton Wahpeton (April 11)

11. Current Employment Status

Mark only one oval.

- Full-time
- Part-time
- Contract
- Unemployed
- Prefer not to answer

12. Do you have reliable transportation

Mark only one oval.

- Yes
- No

13. Do you have an up-to-date resume

Mark only one oval.

- Yes
- No

Please provide an email address or contact information for reminders and class updates. Additional session details can be found on our website (www.sdroads2jobs.com) and Facebook page ([sdroads2jobs](https://www.facebook.com/sdroads2jobs)).

Please email (sdroads2job@projectsolutionsinc.com) or fax (605-355-6961) your registration no later than **Thursday, April 8** to secure your spot for the session.

Upcoming Career Awareness Session & Job Fair Information

General Recruitment Email:

Good Morning,

Project Solutions, Inc. has been contracted by the South Dakota Department of Transportation to help bring Construction Career Awareness to the public. Our goal is to encourage people to look at construction trade jobs as a place where they can start and build a long-lasting career.

Project Solutions, in conjunction with the SDDOT, AGC of SD, SD Department of Labor, SD Department of Education, and Federal Highway Administration, will be conducting Construction Career Awareness sessions with job fairs for local candidates to learn about career pathways in the construction trades industry, on-the-job training programs, on the job safety in the construction industry, construction project communication, and basic expectations and requirements to be employable in the industry.

We are asking for your help to spread the word to anyone who might benefit. We have 3 in person events:

March 1st in Pierre

- Pierre Area Chamber of Commerce
800 W Dakota Ave
Pierre, SD

March 3rd in Sioux Falls

- Southeast Technical College
The Hub Building
2001 N Career Ave
Sioux Falls, SD 57107

March 10th in Rapid City

- Rapid City Job Service
2330 N. Maple Ave, Ste 1
Rapid City, SD

We have 2 Virtual events:

Tuesday, March 16, 2021
10:00am – 12:00pm CT

Monday, March 22, 2021

10:00am – 12:00pm MT

Here is a link to more information:

[Training Sessions – SD Roads 2 Jobs](#)

The events are also posted on facebook:

[\(20+\) SD Roads 2 Jobs | Facebook](#)

If there is any other information you need, please contact me with any questions. Thank you for your time and consideration.

Contractor Recruitment Email:

Greetings,

Project Solutions, Inc. has been contracted by the South Dakota Department of Transportation to help bring Construction Career Awareness to the public. Our goal is to encourage people to look at construction trade jobs as a place where they can start and build a long-lasting career.

Project Solutions, in conjunction with the SDDOT, AGC of SD, SD Department of Labor, SD Department of Education, and Federal Highway Administration, will be conducting Construction Career Awareness sessions for local candidates to learn about career pathways in the construction trades industry, on-the-job training programs, on the job safety in the construction industry, construction project communication, and basic expectations and requirements to be employable in the industry.

We will also be hosting a job fair for you to showcase your company and the positions you need to fill to have a successful construction season. You will meet a pool of candidates that are seeking employment opportunities in the construction field by having face-to-face interaction in a relaxed environment. This may lead to an on-the-spot interview for a potential new hire and maybe you will find that non-traditional candidate that you have been seeking for that hard to fill position. This will truly be a great opportunity for all parties involved!

Our sessions will be held at the following dates and locations in-person:

Monday, March 1st from 1:00p - 4:00p in Pierre

- Pierre Area Chamber of Commerce
800 W Dakota Ave
Pierre, SD

Wednesday, March 3rd from 1:00p - 4:00p in Sioux Falls

- South East Technical Institute
The Hub Building
2001 N Career Ave
Sioux Falls, SD

Wednesday, March 10th from 1:00p - 4:00p in Rapid City

- Rapid City Job Service

2330 N. Maple Ave, Ste 1
Rapid City, SD

We will also be holding two virtual sessions with contractor meet and greets to be held via Teams:

Tuesday, March 16th
10a-12p CT

Monday, March 22nd
10a-12p MT

To register to participant in any of our events, or for more information or questions please contact me at (701) 214-5775 or denae.johnson@projectsolutionsinc.com. You can also visit our website at www.sdroads2jobs.com.

Email Reminder for Participants:

Thank you for registering for the Highway Construction Career Awareness Session in Rapid City from 8:30 am – 3:00 pm.

Please take note of the following information as it will help you get the most out of this event:

- The presentation will start promptly at 8:30 am. *Please arrive 10 – 15 minutes early for the registration process.*
- The session is being held at:
 - Rapid City Job Service
 - Centennial Room
 - 2330 N. Maple Ave, Ste 1
 - Rapid City, SD
- Lunch will be served at 11:30 and at that time we will begin the career fair. You will have an opportunity to meet with potential employers and participate in on-the-spot interviews if you choose.
- Please bring your resume. If you do not have one, please see the attached form to fill out and bring with you. If you are unable to print the form, please be sure to bring work history and reference information with you to fill out the form at the session.

If you are unable to attend, please let us know as soon as possible, as we have others that would like to fill your spots. Also, if you know anyone else that may be interested in attending, have them contact us before the session fills up.

We look forward to seeing you on Friday, February 7th. Please do not hesitate to contact us if you have any questions.

Denae Johnson
Projects Coordinator
605-737-0377

Email Reminder for Contractors:

Good day [Contractor Rep Name],

Thank you for participating in the Highway Construction Career Fair in [City] from 11:30 am – 3:00 pm.

Please take note of the following information as it will help you get the most out of this event:

- The presentation will start promptly at 8:30 am at the [Location] for the participants.
- Lunch will be served to participants at 11:30 and at that time we will begin the career fair.
- Please arrive 15 minutes early to set up for the career fair.
- We will have the participants spend approximately 10 minutes with each employer, at the time they will provide you with a copy of their resume or generic application form we have supplied.

If you are unable to attend, please let us know as soon as possible, as we have others that would like to fill your spots. Also, if you know anyone else that may be interested in attending, have them contact us.

We look forward to seeing you on [Date] and please do not hesitate to contact us if you have any questions.

Leah Venable
Project Solutions
605-355-6960

Event Planning Check List

Pre-Planning

- Dates and venues set
- Refreshments planned
- Registration Set up
- Webpage updated
- Prime contractor recruitment list created
- Training power point prepared

Marketing

- Marketing flyers made
- Flyer distribution plan
 - Send to partners
 - Send to mailing list
- Contractor Flyers
 - Email and/or Mail
- Facebook posts scheduled
- Public Service Announcements requested
- Community Calendars contacted

Planning

- Verify Course Date(s)
- Open registration

Session Planning

- Create sign in sheets
- Create participant list
- Create name tags
- Create table tags
- Pens
- Create note sheets and handouts
- Create “resume” form
- Create evaluation survey
- Snacks and water

Prior to Session

- Reminder emails sent to participants
- Reminder emails sent to contractors
- Confirm with venue(s)

Construction Career Awareness Training Evaluation Form

Please indicate your impressions of the items listed below.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The information presented about the construction industry and employment opportunities was helpful.	<input type="radio"/>				
2. The module objectives and content were organized and easy to follow.	<input type="radio"/>				
3. The trainer was knowledgeable about the topics.	<input type="radio"/>				
4. Class participation and interaction were encouraged.	<input type="radio"/>				
5. The quality of the presentation was good.	<input type="radio"/>				
6. Adequate time was provided for questions and discussion.	<input type="radio"/>				
7. I liked the group activities.	<input type="radio"/>				
8. The knowledge learned encourages me to search for a job in the construction industry.	<input type="radio"/>				
9. I will recommend this training to friends and family.	<input type="radio"/>				
10. How do you rate the training overall?					
Excellent	Good	Average	Poor	Very poor	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

What did you like most about the information presented today?

How did you hear about the training and career fair?

Other Comments?

THANK YOU FOR YOUR PARTICIPATION!

SD Roads 2 Jobs Job Fair Evaluation Form

Please indicate your response to the questions listed below. Your feedback is helpful for future trainings.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The Number of attendees met my expectation.	<input type="radio"/>				
2. The event was a good use of company or organization resources.	<input type="radio"/>				
3. The event was well organized.	<input type="radio"/>				
4. Adequate space was provided to showcase my company or organization.	<input type="radio"/>				
5. I would attend this event again.	<input type="radio"/>				

What did you like most about the job fair today?

How did you hear about the job fair?

Other Comments?

THANK YOU FOR YOUR PARTICPATION!



Certificate of Completion
to
NAME
for successfully completing the
SD Roads 2 Jobs
Career Awareness Training
on April 8, 2019.

Presenter Signature



