

# ConstructReach Hosts 'I Built This' Initiative to Transform Construction Industry

*Innovative industry workforce development initiative proactively addresses looming employee shortage in construction industry with nationwide events*

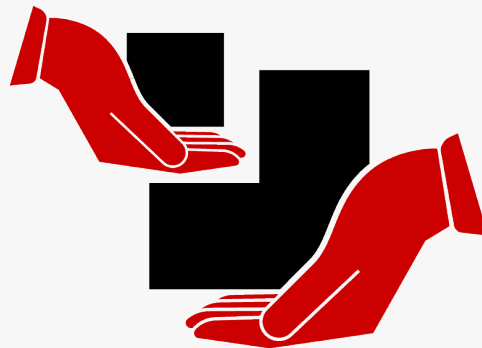
ST. LOUIS, MISSOURI, USA, September 1, 2022 /EINPresswire.com/ -- [ConstructReach](#), a construction industry workforce development initiative and consultancy, will be hosting an "[I Built This!](#)" event on September 14-15 from 9 a.m. to 2 p.m. in Bridgeton, MO outside the Target store located at [12275 St. Charles Rock Road](#). Over 150 high school students aged 16-18 years from neighboring school districts, and workforce development programs are invited to learn about the construction industry and engage in hands-on activities, including those related to carpentry, fixturing, design and technology, mechanical and plumbing.

Attendees will connect with general contractors and other construction professionals to discuss internships, job opportunities and scholarships while learning more about careers in the construction industry and gaining unparalleled insights. Now in its fifth year, ConstructReach's "I Built This!"

initiative introduces the construction industry to a diverse new generation and, in turn, assists an



Paul Robinson, ConstructReach Founder & CEO



**ConstructReach**  
ConstructReach logo

industry facing an impending labor shortage crisis. Through these events and a variety of services offered to its members, ConstructReach aims to transform the construction industry within the next decade.

Industry partners confirmed for the event include S.M. Wilson & Co, Murphy Company, Thomas-Grace Construction, Wies Drywall, Bell Electrical, United Brotherhood of Carpenters, and Mid-America Carpenters Regional Council. School district partners include Pattonville High School, Ritenour High School, Hazelwood East High School, Normandy High School, and Annie Malone Children and Family Services.

“Our mission at ConstructReach is to increase the visibility of the construction industry by educating students about career opportunities, connecting general contractors to interns and innovative internship curriculum, and creating content, experiences, and a ConstructReach social network to expose diverse populations to construction careers,” said Paul Robinson, Founder and CEO of ConstructReach. “Over half of the construction workforce is over the age of 46 and will be retiring. ‘I Built This’ introduces diverse students to construction opportunities to work toward changing those statistics.”



Paul and Ebony Robinson lead an I Built This event for students.

In 2015, Robinson realized the importance of developing an industry-wide initiative to create a diverse pipeline of talent while addressing a generational workforce shortage. ConstructReach was developed with the view that a more diverse workforce is the key to a brighter future and has hosted other “I Built This” events around the country.

“

Over half of the construction workforce is over the age of 46 and will be retiring. ‘I Built This’ introduces diverse students to construction opportunities to work toward changing those statistics.”

*Paul Robinson,  
ConstructReach Founder &  
CEO*

For more information or to interview Paul Robinson, please contact Kerry Andersen at [kerry.andersen@1905newmedia.com](mailto:kerry.andersen@1905newmedia.com).

About ConstructReach

Founded in May 2018, ConstructReach is a construction industry workforce development initiative and consultancy that seeks to increase the visibility of the construction industry by educating students about career opportunities

within construction, connecting general contractors to interns, employees, and internship

curriculum, and creating content, experiences, and a social network to expose a diverse population to sustainable construction careers. Over half of the skilled construction labor force is nearing retirement age and fewer students, especially from diverse backgrounds, are pursuing a construction career. ConstructReach works with students, educators, high school counselors, large brands, and general contractors throughout the country to ensure they have the information and connections they need to facilitate the long-term longevity of a new, more diverse construction industry. ConstructReach started efforts with more than 100 general contractors throughout the United States, but is currently adding additional general contractors, and expanding brands to its network. For more, please visit [constructreach.com](https://constructreach.com).

Kerry Andersen  
1905 New Media  
+1 337-292-0725  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/588921630>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.