



U.P. CONSTRUCTION TRADES REGIONAL SKILL ALLIANCE *BUILDING THE WORKFORCE OF TOMORROW*

The U.P. Construction Trades Regional Skills Alliance is well on its way to recruit the best and brightest into the construction industry by raising career awareness among parents, students and educators. The impetus for the development of this Regional Skills Alliance came from concerns of the local building trades that 40% of their workforce is expected to retire by 2010 and that the Industry is one of the top ten growing industries in the Upper Peninsula.

According to the Upper Peninsula Construction Council, “the return on investment to the Upper Peninsula by the construction trades is more than bricks and mortar. The men and women of the trades live in our communities, their children attend local schools, their families use local health care facilities and shop in our stores. The living wages, health insurance and retirement benefits they receive help to keep our economy strong. The U.P. Construction Council's membership **has an average hourly rate of \$22.74 plus fringe and benefits, and annually contributes nearly \$100 million to the Upper Peninsula economy.**”

Its mission is to recruit the best and brightest into the construction industry by raising career awareness among parents, students and educators. As part of this mission the UP Construction Trades Regional Skills alliance has segmented strategic goals, strategies and tactics by the subject matters of **(1) building the workforce pipeline to meet the construction trades industry needs, (2) build skill capacity to ensure a competitive workforce and (3) to develop solutions to industry specific challenges.**