

“ Susan Ohlhaber is training for a new career at the Colorado Homebuilding Academy. She said it’s a path that fits a creative streak she never pursued and fulfills her desire to help people.

--Tamara Chuang, *The Colorado Sun*

I will always have a special place in my heart for the Colorado homebuilding Academy. After deciding to switch careers after years in the service industry. The staff and instructors made it as painless as possible.

Cliff Seal, BCA21 graduate

If we want the next generation of Coloradans to enjoy the same access to homeownership and financial mobility we had, we must educate them on the stability and earning potential of careers in construction. These are quality employment opportunities, and unless they’re filled, Colorado’s homebuilding industry will continually struggle to meet demand, and our housing prices will continue to rise.

According to the Home Builder Institute’s (HBI’s) Fall 2021 Construction Labor Market Report, released November 4, 2021, it states that the “required number of construction workers to keep up with demand is approximately 740,000 new workers per year for the next three years,” based on a new analysis of Bureau of Labor Statistics data by NAHB.

The future of Colorado’s economy depends on the strength of its homebuilding industry. Every year, homebuilders struggle to meet demand, and our state’s affordability crisis gets worse. If we encourage students to pursue opportunities in construction, we can launch thousands of Coloradans on a path to financial security, while giving our state’s homebuilders the workforce and resources they need to thrive.

That’s why the year in front of us, 2022, is important as ever to recruit, train, and place our grads into even more jobs, because there is certainly no doubt that the demand for construction workers is the highest it has ever been.

2022 Key Performance Indicators

KPI	2022 KPI Goals	2021 KPI Goals	% inc/dec
Bootcamp & Trade Courses	37	34	
# Enrolled	500	408	20%
# Completers	400	306	27%
# Certificates	400	306	27%
# Jobs Placed	250	183	31%
*PBS	50		
*Oakwood	5		
*Trade Partners	10	NA	NA
*Shazam	4		

* The numbers adjacent to each Oakwood division represents the commitment to # of job placements for 2022. These numbers are already included into the 250 total # jobs placed.

2021 KPI Results & Progress (Denver / Certs only)

KPI	KPI Yearly Goal	Yearly Results	% KPI Goal Completion
Bootcamp & Trade Courses	34	37	109%
# Enrolled	408	514	126%
# Completers	306	387	126%
# Certificates	306	387	126%
# Jobs Placed	183	114	(37%)

2021 was a year that the Academy proved that the thematic shift from Quantity to *Quality and Content* was successful. This shift focused more on the quality of the training, retention of the student, and going forward will ensure more graduates obtain an industry recognized certificate. What we gleaned from the latter will lead to an increase in # of job placements in 2022.

Community College of Aurora

	Spring 2021		Fall 2021		Total Enrolled	Total Grads	Gender of graduates	
	Enrolled	Grads	Enrolled	Grads			Male	Female
Superintendent	36	8	41	7	77	15	9 (60%)	6 (40%)
Estimating	33	5	44	9	77	14	8 (57%)	6 (43%)
GRAND TOTAL					154	29		

Contractor Development Series

Dr. Eric Holt, Assistant Professor in the Burns School of Real Estate and Construction Management at the University of Denver (DU) CHA Recruiter, along with Academy Ops Manager, Roberto Hernández, took Pat Hamill’s vision of creating an entrepreneurship course for budding General Contractors and Sub Contractors and launched its first pilot on November, 8, 2021. The class started with 10 enrolled and ended with 5 graduates on December 8, 2021.

Highlights from the CDS Pilot #1:

- 4 Subject Matter Experts (SMEs) presented important entrepreneurial topics on starting a business
- Shark Tank was an innovative approach to incentivizing students to write a business plan and detail their capital needs before presenting to an investor panel (the Shark Tank date has been moved to a later date this year)
- Many students from the first pilot have expressed interest in attending future CDS courses due to the comprehensive nature of the topics taught in the class
- Within 3 weeks of announcing the first CDS pilot our recruiter received 12 applications

Academy Gets a Facelift

The Academy in 2021 saw a lot of changes starting with a complete rebranding of the logo, website, apparel, business cards, and other marketing assets. We are now officially the *BuildStrong Academy of Denver* and part of a much larger network of BuildStrong Academies across the country bringing our signature curriculum, content, and vision for placing only the best in construction jobs. The Denver Academy will continue to lead the way and share our best practices so other Academies can replicate our successes.



Quotes from 2021 Graduates

Angie Lopez (BC39) - “Omg things are going so great between working with Kristen she might have got me a position I’m really looking forward to the interview tomorrow ! I’m also working with Irazú and she’s been a great help also meet with Nathan Crow for phone check in and getting some help with resources. Ever since I started to the CHA class and program I feel more confident in the construction field and feel better in my personal life with getting help and feel like my goals and career are more reachable then [sic] before.”

Brett Smith (PUB09) - “The CO Homebuilding Academy is a great resource and allowed me to gain a great introduction to the construction industry. Ultimately it led to my enrollment and now completion of the Estimating and Superintendent certifications through CCA.”

Tee Clark (BCO-08) - “I’m sending this to just tell you how grateful I am. I had a really hard life and grew up in social services and gangs. I have a 9th grade education and only have a G.E.D because of a program. Since joining home builders you have had my back in this new progression of achievement. I have reached out for help from so many others just to get a cold shoulder.”



www.buildstrongacademy.org/denver



www.cohomebuildingacademy.org

Access online CHA

INDUSTRY FACTS

61K New Hires



are needed on a monthly basis to keep up with industry growth & loss of workers due to retirement

Self-employment



is currently 22% of labor force, down from 26% in 2010

Women



make up a slightly growing share of construction employment, up to 10.9% in 2020

Half of payroll workers



in construction earn more than \$50,460 annually and the top 25% make at least \$71K

Median Age



of construction workers is 41