

Business Plan

June 4, 2014

Vision Statement

To provide the ultimate online human resources tool to the Texas construction industry. The website will be the “go to” online destination for information about training, education, and job placement as well as career opportunities for students and military veterans.

Mission Statement

**Texasconstructioncareers.com** will be a leader in the online environment with robust, accurate, and up-to-date data for students, schools, and the industry’s human resources professionals.

Core Values Supporting the Website

* Helpful
* Informed
* Focused
* Collaborative
* Resourceful

Business Concept

For two decades the construction industry has struggled with the lack of skilled workers, especially in the commercial sector. There has also been significant competition among Texas firms for talented estimators, superintendents, and project managers.

According to a 2013 industry survey, 79 percent of Texas firms were having a difficult time filling craft worker positions and 56 percent were having trouble filling professional spots.

AGC of America published a workforce development plan in February 2014 that stated, “As demand continues to pick up around the country, the construction industry will face worker shortages with increasing frequency. Decades of converging policy, educational, demographic and economic trends have combined to dismantle the once robust vocational education system that provided a steady supply of skilled construction workers.”

Earlier that month, First Lady Michelle Obama announced a pledge by the nation’s construction industry to hire more than 100,000 veterans over the next five years. *Stars and Stripes* reported, “For the first time an entire industry is making a pledge to hire veterans. More than 100 American construction companies came together to announce the plan.”

In April *ENR*, the leading national trade magazine for the industry, reported that the labor shortages were getting worse, especially in the “Southeast and the Gulf states.”

Unlike [www.monster.com](http://www.monster.com) , [www.constructionjobs.com](http://www.constructionjobs.com), and [www.helmetstohardhats.org](http://www.helmetstohardhats.org), this new website will be specific to Texas, a state where the population is growing, the industry is thriving, and the human resources challenges are greater.

Specifically, **texasconstructioncareers.com** will list *all* of the places where craft training is being provided in the state. For example, in San Antonio there are 16 providers. It’s envisioned that the website will have a hot link to each, providing interested students and military veterans more information about training for rewarding careers as a craft worker in the industry.

Also, relevant industry job fairs could be posted in a calendar section.

Today, no such website exists!

Target Market

* Students
* Schools
* Military Vets
* Human resources professionals
* Trade associations
* News media

Financial Analysis

Start-up costs are not an obstacle. Initially, the hosting, website design, and domain name would cost about $4,000. During the second year expenses would be about $800.

The domain names **texasconstructioncareers.com**, **texasconstructioncareers.org**, **texasconstructioncareers.info**, and **texasconstructioncareers.net** have been purchased.

Ten AGC chapters have pledged to share in the start-up costs as well as contribute valuable content. Others, including ABC chapters may help with the content.

State grant money may also be an option for funding.

It is likely advertising revenue will be produced, especially in the second and third years. The prospective advertisers may include some of the firms that are currently advertising on [www.monster.com](http://www.monster.com) and [www.constructionjobs.com](http://www.constructionjobs.com). Also, space for short company profiles could be sold in much the same way as it is on trade association websites and in printed membership directories.

There would never be a charge for a jobseeker or someone looking for a training provider. Nor would there be a fee, at least for the first few months, for members of the trade associations that helped with the initial investment.

However, ultimately, there will be a small price for posting a job opening. For example, [www.constructionjobs.com](http://www.constructionjobs.com) charges $325 for a single, 60-day posting. The Partners may agree to a member/non-member fee schedule for posting job announcements.

And since there seems to be an industry interest in announcing new hires, there may be a space on the website set aside for this purpose. This section of **texasconstructioncareers.com** may also drive traffic to the website which, in turn may help with advertising revenue.

Site Map

Initially, there would be nine pages:

1. Home
2. News
3. Craft Training
4. Professional Education
5. Job Fairs
6. For Students
7. For Military Vets
8. For Parents and Teachers
9. Job Bank (to include announcements of new hires)

Organization and Timeline

Based on an earlier version of this plan, the concept was “green lighted” in May and the start-up funding secured. Now, the San Antonio Chapter of AGC is managing the development of the website and collaborating with the “Partners.”

A conference call was held to on June 4 to review advertising agreements with Naylor and Boxwood. The Partners are collecting lists of craft training providers.

After reviewing the design and content options, a consensus will be reached. The Partners intend to launch the new website in early July.

To help launch the website, news releases will be sent to the appropriate media outlets in the ten largest Texas cities. Ideally, Partners and interested trade associations would help introduce **texasconstructioncareers.com** around the state and provide web links to their own websites.

Afterward the launch, monthly conference calls will be held to help the Partners discuss content, web traffic, and advertising revenue.

In the second year, if significant revenue is collected, a plan developed by the Partners will be adopted to share in the benefits. For example, if the costs are $4,000, and a Partner invests $500, the Partner will have a 12.5% stake in **texasconstructioncareers.com**. That means a Partner will get 12.5% of the ad revenue for the term of the agreements with Naylor and Boxwood. (In accordance with the agreements, both entities would receive 50% of the total revenue.)

However, the primary purpose of the website is to establish and maintain a “go to” online destination in Texas for information about training, education, and job placement as well as career opportunities for students and military veterans.



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**Doug McMurry, The San Antonio Chapter**

**June 4, 2014**