



April 21, 2017

# Agenda

- Introduction
- Background Context
- SteelToePro: Application, Ecosystem and Status
- Brief Demo (as time permits)
- Road Map Status
- Proposed Next Steps

# Introduction

We are pleased and honored to address the ABC executive committee today.



We thank S&B for our partnership in the vision and development of SteelToePro.



About  **ETSZONE** web and application strategies:



# Our Proposition to ABC

ABC can provide leadership and value to its members by bringing a solution to the construction industry's most pressing long-term challenge: the availability of a skilled craft professional workforce.

The solution is to use SteelToePro.com as a platform to coordinate a community of action to attract, place, advance skills and keep track of valued craft professionals in construction careers.

ABC's influence can affect the industry change that is needed and SteelToePro.com is the means to implement that change. The result will be a greater availability of skilled craft professionals for construction contractors and added value for ABC among its chapters and in the industry.

**SteelToePro is the merit shop industry's answer  
for shepherding the workforce.**

# Leadership Workforce Dialog



- The National Academy of Construction – National Construction Forum White Paper
  - workforce development
  - construction image
- ABC Houston’s Industrial Committee recommended practices to shepherd our workforce

These studies have shaped the development of SteelToePro.

# ABC Recommended Practices\*



- Track individual's progression from entry point to top craft professional level
- Create awareness of construction career path, and incorporate community based organizations for employee personal needs (e.g. child care, transportation assistance)
- Consider candidates' life-experience that can translate well into construction tasks
- Utilize common applicant databases that showcase previous employment and credentials
- Provide for transfer of training records and accomplishments across contractor community



*\* Excerpted from ABC Industrial Committee Recommendations for Retention and Recruiting*

*It takes collaboration and coordination among a broad community of constituents to solve the problem*

# SteelToePro.com is platform that supports the growth of an “ecosystem”



Ecosystem: a system or network of interconnecting and interacting parts

## A destination for craft professionals:

- Develop an interest in construction careers
- Build skills and experience profiles
- Get connected to training, employment, financial assistance opportunities
- Network with and get advice from mentors, manage their careers

## A resource and tool for employers, colleges and organizations:

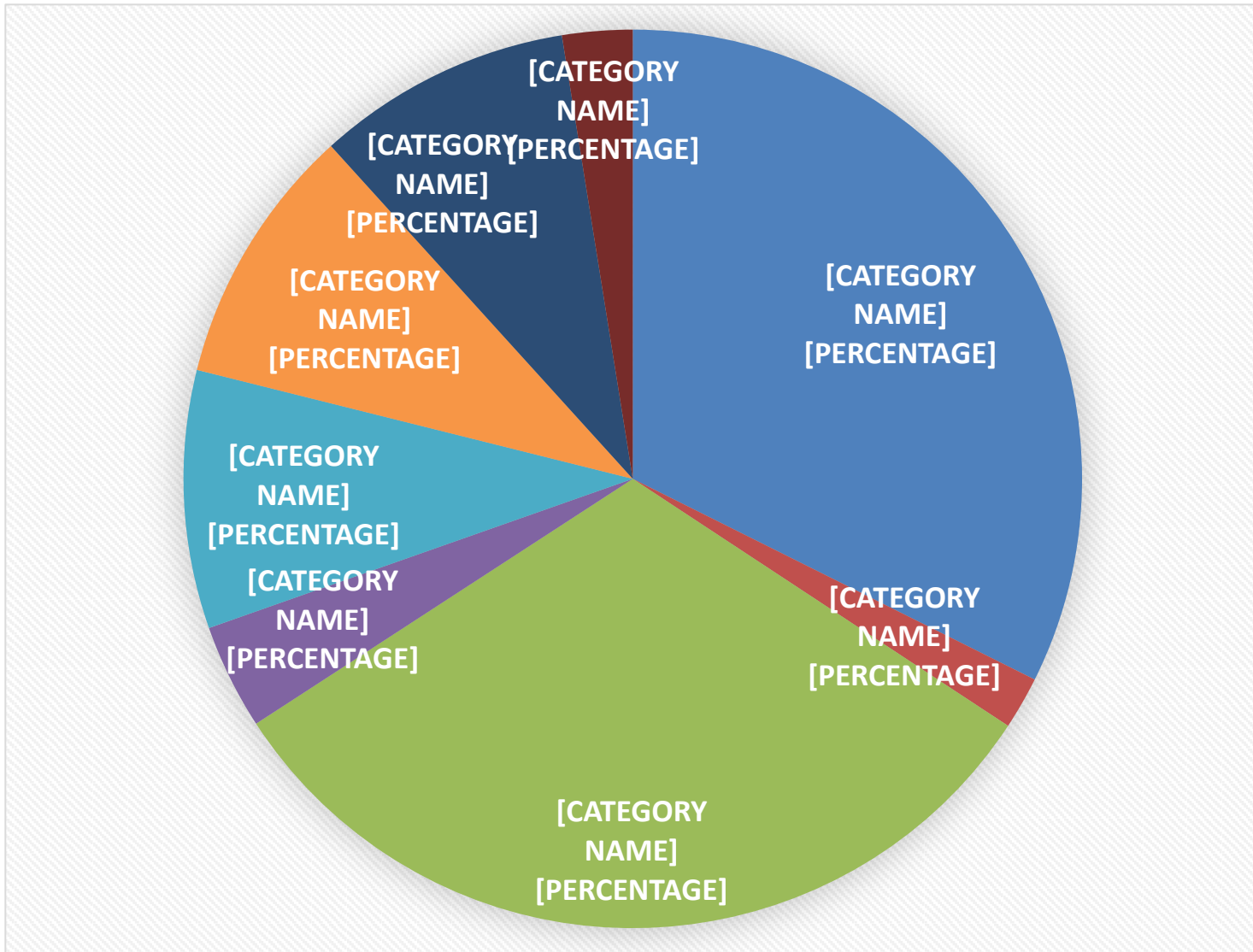
- Employers: search and find craft professionals to hire
- CBOs, Colleges: place and track success of craft professionals
- Employers: have a single “clearing house” to send terminated employees
- All: keep track of craft professionals with experience and training for future project or training opportunities
- All: highlight their firms and organizations and the services they provide – whether basic skills, assistance, advanced training, employment

# Ecosystem Status: Participation





# Craft Professional Sources



# Recent Marketing Highlights



- ABC/CMEF Houston is interested in using SteelToePro as a tracking tool for high school students. A planning meeting was held April 20.
- We have received specific requisitions from MEMCO, Marek, Jacobs, Yates Construction, Bechtel, Brock, Mundy, Tulsa Welding School, Primoris, Lone Star.
- S&B's HR department regularly provides SteelToePro with spreadsheets containing names of craft professionals to import into SteelToePro. These are craft professionals who applied for jobs, were not currently hired, and indicated interest in SteelToePro.
- SteelToePro is present at monthly Contractor Recruiting Group (CRG) meetings and receives information about lay-offs (potential imports into SteelToePro) and job needs (potential placements from SteelToePro).
- SteelToePro was a highlighted solution in the 2016 Executive Summary of the Greater Houston Partnership's "UpSkill Houston" Initiative.
- Houston Area Safety Council and ABC/CMEF Houston have individually expressed interest in SteelToePro as a tool to verify training certifications and credentials.
- Go Build America has expressed interest in a marketing partnership.

# Recent Business Dev. Highlights



## Lone Star College

- Expressed interest in a range of advertising and sponsorship participation on SteelToePro and have requested a proposal

## Marek and MEMCO

- Both have interest in SteelToePro and possibility of expanded participation

## C3 (Construction Career Collaborative)

- Very interested in SteelToePro as a value-add to their C3 strategy and would provide us reach to their 158 accredited employers in the Houston
- Initial revenue from C3 likely modest initially but SteelToePro could upsell employers (primarily commercial construction contractors)

## Community Colleges & Training Organizations

- Have expressed interest in advertising and placing training listings on SteelToePro

## Community Based Organizations

- CBOs in Texas must now track success of their adult programs by placements to justify funding, see SteelToePro as a solution, are potential subscribers
- SteelToePro is now represented on the Adult Education Committee for Community Family Centers

# Brief Demonstration of SteelToePro.com (as time permits)

# SteelToePro Road Map Status



- Currently funded for technical and marketing maintenance through March 2018
  - Includes hosting and application support
  - Includes craft professional outreach and sign-ups to database, employer HR engagement, organization and sponsor engagement, content updates
- Tiered subscription model development has been scoped
- Job board integration and administration has been scoped separately
- Developed concept for affiliate marketing model

*We have a unique window of opportunity right now  
with our current sustaining funding.*

*Let's create the industry's merit shop solution for  
shepherding the workforce!*

Proposed next steps:

- Already engaging with ABC/CMEF Houston
- Expand activity to ABC Coastal Bend and ABC Pelican Chapters
- Review tiered subscription requirements and affiliate model with ABC National to develop business plan for signing up employers and organizations through ABC

Let's schedule a working session and then  
follow-up with ABC Executive Committee.

*Questions and Discussion...*

