

# 2021 Workforce Development Award

## Purpose

The purpose of the CURT Workforce Development Awards is to provide significant national and international recognition for extraordinary, exemplary, and innovative training and education programs which either encourages individuals to pursue a career in the construction industry and/or enhance an individual's construction skills.

## Application Process

Applicants are encouraged to complete the following steps to apply:

1. Prepare
2. Review
3. Approve
4. Submit

Applications must be submitted to CURT via that on-line Workforce Development Award portal. This is a new process. Be sure to plan your submission in advance as the submission must be completed in one session and there are word/character limitations for each question. Charts, graphs, or other illustrations may be uploaded during the submission process. Please direct questions to [construction-users@curt.org](mailto:construction-users@curt.org).

**Completed applications and payment must be received via the CURT website portal by July 09, 2021.**

## Prepare

The individual submitting the application is encouraged to assemble and prepare all requested information. All of the questions in the application are provided below to assist in this preparation. NOTE: Word and Character counts must be adhered to during the submission process or you will not be able to save your work.

- It's important to note that certain portions of the submission will be available publicly after the application is submitted – each of these fields are clearly marked. The purpose of this is to make outstanding programs available to the marketplace so others can learn and improve also.
- Other portions of the application are NOT available to the public – each of these fields are clearly marked – and will only be used for evaluation by the judges.

The online application includes 6 parts containing a total of 35 questions which are numbered. Clear, concise answers are all that are needed. In short, lengthy sales pitches will hurt rather than help this process.

## PART 1: Summary

The first 2 questions are general and **WILL be available to the public**. Both questions in this section are required.

- 1. Program Title** – Include a brief, descriptive title. The title should contain key words which will enable someone to easily understand what the following information is about.
- 2. The Story (Program Summary)** – Provide a detailed description of the program being submitted. (5,000 characters or approximately 500 words)

The next 7 questions are minimum qualifying responses specifically for the award nomination process. **Info provided for these questions will NOT be available publicly**. The panel will use the following information to select the programs that will be considered in greater depth in the next phase of the award selection process. Charts, graphs, or other illustrations may be included in the PDF upload at the end of this process and must be referenced back to this section. The Workforce Development Committee advises that the programs submitted reflect all aspects of workforce development, with an emphasis on results. All questions are required.

- 3. Mission Statement** – The mission statement is a brief description of the organization's fundamental purpose. The mission statement should answer the question, 'Why do we exist and what do we expect to achieve?' The mission statement articulates the organization's purpose for those in the organization and for the public. (Approximately 100 words)
- 4. Target Objectives** – The target objectives are a concise description of the program scope, innovation, creativity and best practices implemented to achieve the measurable objectives. Include a description of how the program might be transferred to other comparable situations. (Approximately 200 words)
- 5. Means of Implementation** – The means of implementation is a description of how target objectives were achieved. (Approximately 150 words)
- 6. Measureable Results** – The measurable results are a description of the metrics used to demonstrate success. Results should show that specific program objectives were achieved. (Approximately 100 words)
- 7. How does your program effectively develop the workforce and benefit the industry through forecasting, recruitment, training, assessment, and retention?** (Approximately 150 words)
- 8. Please list the CURT member companies, if any, that participate in the program and provide the primary contact information for each.** (Approximately 150 words)
- 9. Provide the evidence that the program is underway, operational, and successful.** (Approximately 150 words)

## PART 2: Lessons Learned

The first 3 questions are general and **WILL be available to the public**. All questions in this section are required.

### 10. Lesson Learned #1

- a. **Title** – Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.
- b. **Detail** – Provide a detailed description of the lesson learned. Describe an issue, event, or barrier that was critical to the success of your program. (Approximately 250 words.)

### 11. Lesson Learned #2

- a. **Title** – Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.
- b. **Detail** – Provide a detailed description of the lesson learned. Describe an issue, event, or barrier that was critical to the success of your program. (Approximately 250 words.)

### 12. Lesson Learned #3

- a. **Title** – Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.
- b. **Detail** – Provide a detailed description of the lesson learned. Describe an issue, event, or barrier that was critical to the success of your program. (Approximately 250 words.)

The next question is a minimum qualifying response specifically for the award nomination process. **Info provided for this question will NOT be available publicly**. The panel will use the following information to select the programs that will be considered in greater depth in the next phase of the award selection process. Charts, graphs, or other illustrations may be included in the PDF upload at the end of this process and must be referenced back to this section. The Workforce Development Committee advises that the programs submitted reflect all aspects of workforce development, with an emphasis on results. This question is required.

13. **Give a concise description of the way that senior management, both in your organization and in participating organizations and groups, supports your program.** (Approximately 100 words)

### **PART 3: Best Practices**

*The first 3 questions are general and **WILL be available to the public**. One of these 3 questions in this section is required.*

#### **14. Best Practice #1**

- a. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.*
- b. **Detail** – *Provide a detailed description of the practice and/or process and how it was employed. (Approximately 200 words)*

#### **15. Best Practice #2**

- a. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.*
- b. **Detail** – *Provide a detailed description of the practice and/or process and how it was employed. (Approximately 200 words)*

#### **16. Best Practice #3**

- a. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.*
- b. **Detail** – *Provide a detailed description of the practice and/or process and how it was employed. (Approximately 200 words)*

*The next 5 questions are minimum qualifying responses specifically for the award nomination process. **Info provided for these questions will NOT be available publicly**. The panel will use the following information to select the programs that will be considered in greater depth in the next phase of the award selection process. Charts, graphs, or other illustrations may be included in the PDF upload at the end of this process and must be referenced back to this section. The Workforce Development Committee advises that the programs submitted reflect all aspects of workforce development, with an emphasis on results.*

**17. In addition to the best practices listed above, are there other specific aspects of your program that could be identified as a best practice for the industry? (Approximately 150 words.)**

**18. Concisely describe the ways that your program demonstrates performance and results through innovative and unique processes. (This is not about program offerings and spending, it is about effective means of attracting and placing workers in construction industry jobs, demonstrating a benefit to the individual and to the contractor.) (Approximately 100 words.)**

19. Explain how your program develops and enhances the recruited individual's skills in the construction industry utilizing innovative techniques and methods. (Approximately 100 words.)
20. Describe the ways that your program supports and promotes a long term view of employment in a construction career track, the value of work, work ethic, and diversity. (Approximately 100 words.)
21. Describe how your program demonstrates and promotes a commitment to openness and inclusiveness to diverse population groups. (Approximately 100 words.)

#### **PART 4: How To Get Started**

*These 3 questions are general and WILL be available to the public. All 3 questions are required.*

22. **Step 1** – *If another industry stakeholder wanted to initiate a similar program with their organization, what advice would you give to them to help them get started? Identify the first step to help someone replicate the success of this program. (Approximately 100 words.)*
23. **Step 2** – *Identify a second step to help someone replicate the success of this program. (Approximately 100 words.)*
24. **Step 3** – *Identify a third step to help someone replicate the success of this program. (Approximately 100 words.)*

#### **PART 5: Key Links & Info**

*The first 6 questions are general and WILL be available to the public. These questions are not required*

25. **PDF Document (Portal)** – *The information uploaded in this PDF will be available to the public as part of the Online Portal. **DO NOT include information in this PDF that should remain private.***
  - a. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following information is about.*
  - b. **Description** – *Include descriptive information about the document being uploaded. If there are charts, graphs, or other illustrations included in the PDF which relate back to specific sections of this program submission, be sure they are all properly referenced back to the related section.*
  - c. **Upload PDF** – *Upload your document into the portal*

**26. Link #1**

- d. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following site is about.*
- e. **URL** – *The full web address of the page you are linking to.*
- f. **Description** – *Include descriptive information about the website*

**27. Link #2**

- g. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following site is about.*
- h. **URL** – *The full web address of the page you are linking to.*
- i. **Description** – *Include descriptive information about the website*

**28. Link #3**

- j. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following site is about.*
- k. **URL** – *The full web address of the page you are linking to.*
- l. **Description** – *Include descriptive information about the website*

**29. Link #4**

- m. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following site is about.*
- n. **URL** – *The full web address of the page you are linking to.*
- o. **Description** – *Include descriptive information about the website*

**30. Link #5**

- p. **Title** – *Include a brief, descriptive title up to 150 characters. The title should contain key words which will enable someone to easily understand what the following site is about.*
- q. **URL** – *The full web address of the page you are linking to.*
- r. **Description** – *Include descriptive information about the website*

*The next 5 questions are minimum qualifying responses specifically for the award nomination process. **Info provided for these questions will NOT be available publicly.** The panel will use the following information to select the programs that will be considered in greater depth in the next*

*phase of the award selection process. Charts, graphs, or other illustrations may be included in the following PDF upload and must be referenced back to the related section. The Workforce Development Committee advises that the programs submitted reflect all aspects of workforce development, with an emphasis on results. This document upload is encouraged, but not required.*

**31. PDF Document (Award)** – *The information uploaded in this PDF will NOT be available to the public as part of the Online Portal. Use this PDF upload to provide information about your nomination that you would like to be considered by the panel.*

- s. **Title** – *Include a brief, descriptive title up to \_\_\_\_ characters containing key information about the document*
- t. **Description** – *Include descriptive information about the document being uploaded. If there are charts, graphs, or other illustrations included in the PDF which relate back to specific sections of this program submission, be sure they are all properly referenced back to the related section.*
- u. **Upload PDF** – *Upload your document into the portal*

## **PART 6: Contact Information**

*Provide contact information for up to 3 individuals. Limited contact information WILL be available to the public – Name, Organization, Email, Phone. The primary and secondary contacts are required.*

**32. Primary Contact** – *A PRIMARY contact is required. It is essential this individual is both knowledgeable about the program and available to answer questions in a timely manner.*

**33. Contact #2** – *A SECONDARY contact is required. It is essential this individual is both knowledgeable about the program and available to answer questions in a timely manner.*

**34. Contact #3** – *A THIRD contact is optional. If provided, be sure this individual is both knowledgeable about the program and available to answer questions in a timely manner.*

### **35. Submission Process Feedback**

*Please give us your suggestions for ways in which we can improve the program submission process for an Award nomination and/or for the Online Portal. **Feedback provided will NOT be available publicly. This feedback is encouraged, but not required.***

## Review

It is recommended that the application responses are drafted external to the portal for any required internal review. Any feedback and comments can then be more easily included to finalize the application.

## Approve

It is recommended that the application responses be approved internally before being uploaded to the portal. Any edits required after the nomination has been submitted must be complete by the CURT admin.

## Submit

Following internal review and approval submit the application through the online portal:

- Access the portal at <https://www.curt.org/resources/workforce-development-programs/>
- Click on the “Submit a Program” button
- Choose “Submit Award Application” from the dropdown
- Login if you have not already done so. If you don’t have an account on the CURT website, you can set it up by clicking <https://www.curt.org/curt-account/create>
- Upon login, you will be directed to the portal to begin submission of your application
- If there are any questions, contact us at [construction-users@curt.org](mailto:construction-users@curt.org) or 513.563.4131
- Applications are **ONLY** accepted via the online portal.

**NOTE: The Workforce Development Committee has improved the application process, criteria and award. The award signifies the value of skilled craft workers’ contribution to the industry as well as the value of the program being recognized. To assist in underwriting the cost of the award, program and juror process, the committee has implemented an application fee in the amount of \$100.00. This is payable when the application is submitted and must be received for your application to be accepted and processed.**

### Check payments are payable and mailed as follows:

Construction Users Roundtable – WFDA  
2245 Gilbert Ave, Suite 100  
Cincinnati, OH 45206-3000

**To pay by credit card, call the CURT office at 513.563.4131.**

## Selection Process and Awards Presentation

An expert panel of educators and industry professionals will review and evaluate each application submitted through the on-line portal, judging the scope, innovation, creativity and best practices comprising the individual program. Applications will be evaluated based on the highest scores for different categories. The categories are a) Owner and/or Contractor programs and b) Industry Association and/or Public-Private Partnerships. The review panel will determine which applications merit additional clarification based on a consensus decision.

Recipients of the Workforce Development Awards will be recognized at an awards ceremony to take place at the Construction Users Roundtable Awards of Excellence, November 09, 2021 in Cape Coral, Florida. A representative of the winning organization must be registered and in attendance at the CURT Awards of Excellence to receive the award. Status of the evaluations will be communicated to applicants in September 2021.

## Eligibility

Past recipients of the CURT Workforce Development Award must sit out one year after they receive the award before applying to receive the award again and must submit a different program to be considered. (Example: **Award winners of the November 2020 Awards Program may not be eligible to apply again until 2022. However, award winners from 2019 and prior are once again eligible if submitting a different program.**)

**Submittals from industry organizations such as Local Construction Users Councils (LUC), Building Trades Unions, Public Private Partnerships and other Non-Profit Organizations will be judged in a separate category than submittals from Owners, Contractors or a combination thereof. Two (2) distinct categories of Workforce Development programs will be recognized and awarded.**