

BUILD THE NATION

America is building faster than the workforce can keep up, and the gap is already impacting how projects get delivered. Build the Nation is our commitment to close it.

THE GAP

The workforce gap is now a project risk

- **92%** of firms struggle to fill positions
- Construction needs **349,000 net new workers in 2026** (and **456,000 in 2027**) to keep pace with demand

THE REPLACEMENT WAVE

It's not just growth — it's replacement

- Construction & extraction roles are expected to see **649,300 openings per year**
- Many of these openings come from experienced workers exiting the industry, not just new demand

WHAT'S PULLING YOUNG TALENT AWAY

The competition isn't only in construction, it's across all career paths

- The trades are competing in a much **broader talent market**
- Expectations for careers are shifting



FASTER-GROWING, OFFICE-BASED CAREER PATHS

- The fastest-growing jobs include roles like **nurse practitioners (+40%), data scientists (+34%), and information security analysts (+29%)**



FLEXIBILITY EXPECTATIONS

- Gen Z and millennials consistently prioritize **work/life balance, well-being, and development** — which many assume means “not construction”



DEFAULT-TO-COLLEGE PIPELINE

- In **2022**, about **62%** of high school graduates enrolled in college, with **45% entering four-year programs and 17% entering two-year programs**



NON-TRADITIONAL WORK IS GROWING

- More workers are choosing flexible, on-demand jobs over traditional career paths.
- Nearly **9% of workers rely on gig and platform-based work** as their primary source of income

THE ANSWER

Build the Nation is a measurable commitment to train 10,000 tradespeople by 2030, focused on three pillars to move the industry forward.

WHY IT MATTERS

Meeting demand starts with investing in the people behind the build. Together, we can create a stronger workforce and industry.



1. BUILD THE PIPELINE

Youth and community on-ramps into careers



2. BUILD OUR WORKFORCE

Job-embedded training and skills verification



3. BUILD THE INDUSTRY

Partner-led training commitments at scale



Don't just support the idea — help us move the number.
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