



Thursday, July 14, 2022

The Masonry Foundation
1481 Merchant Drive
Algonquin, IL 60102

RE: Texas Masonry Council Grant Request

Dear Masonry Foundation Trustees:

There is no greater challenge to the masonry industry than finding the next generation of qualified, skilled masonry professionals. But, there is also no greater reward than putting programs in place that can help sustain our ancient trade and allow it to thrive as we continue to construct the buildings that will leave a legacy in our great country.

The Texas Masonry Council and our member companies have turned our full attention to finding a solution to the skilled labor shortage.

Please find attached our proposal for phase II of our Masonry Rocks! Career Program. The generous support of the Masonry Foundation last year helped us grow our program faster than we imagined. We thank you for that support and look forward to continuing our partnership as we help make masonry a central part of CTE curriculum in Texas - and across the country.

Please reach out to us with any questions. We thank you for your support and leadership in the industry.

Thank you,

A handwritten signature in black ink, appearing to read 'Tony Topping', is positioned below the 'Thank you,' text.

Tony Topping
TMC Executive Director

Attachments: TMC Masonry Rocks! Grant Proposal



2022 Masonry Foundation Grant Application

Masonry Rocks! Career Program - Phase II

Program Description

The Texas Masonry Council (TMC) is a 501(c)(6) nonprofit trade association of masonry contractors and suppliers in the State of Texas working together to promote the expanded use and benefits of masonry. The organization's mission is to strengthen and grow the masonry industry by providing a voice of advocacy and a more sustainable workforce through targeted education and programming efforts.

TMC is a for-impact organization and the Masonry Rocks! Career Program is TMC's effort to build community relations, strengthen the future of our industry and ensure the future of the trade. The Career Program has a number of industry benefits – from recruiting hireable moldable talent and expanding company workforces to helping people get great jobs and make a living wage with room for advancement. The Texas Masonry Council in partnership with local masonry contractors and suppliers showcases the opportunities in masonry construction and how local school districts can prepare students for careers in the trade. This effort ultimately requires *changing the perception* of the construction industry and skilled trades with today's youth, parents, and school teachers. Today's message is that masonry construction jobs are interesting, rewarding, and offer great career pathways with a tremendous sense of pride.

There is currently an identifiable skills gap between the classroom and the jobsite—while there are many great programs and coursework available, there is often a misalignment between the classroom learning and the skills necessary on the everyday jobsite. TMC's role is to fill the gaps and recruit for Texas companies while making connections to and offering career services for educational institutions. TMC walks educators through how to connect to classroom resources for materials, tools, supplies, expert training, nationally certified curriculum, and ultimately, leading students to a career with award-winning masonry contractors. During this past year, TMC has also started a list of retiring masons and instructors who are willing and able to give-back to local schools by providing mentorship to new teachers, expert skills training for students learning the trade, and in some cases, become the part- or full-time instructor for a district starting a new Masonry I class ([View List](#)).

The Masonry ROCKS! Career Program is completing its first full School Year (2021-2022) having learned and accomplished so much, while simultaneously having grown and evolved the program's efforts. The 2022 funding provided for the Masonry Rocks! Career Program resulted in more than 50 schools hosting or participating in Masonry Rocks! Masonry Day events this past year, culminating in over 2,125 students getting hands-on with masonry.

Spring 2021	Fall 2021	Spring 2022
697 Students	690 Students	738 Students
10 Schools	16 Schools	25 Schools
13 Masonry Days	16 Masonry Days	9 Masonry Days

The original two-day Masonry Day model was intended for one school and up to 30 students. During Spring 2022 the Masonry Day model matured into a larger-scale Regional Showcase event that accommodates more than 150 students from multiple schools. The events were a huge success - bringing together multiple community stakeholders, utilizing local resources more effectively, and involving more suppliers and industry partners to show the strength and opportunities that are available within masonry construction. The large-scale events also attracted several opportunities for high-quality media coverage and exposure for the local events and the industry’s workforce development efforts.

Additional outreach & engagement activities throughout the year included:

- Career Exploration & Recruitment Events for middle schoolers, junior high students, high school students, and recent graduates
- Industry Leadership Committees (ILCs) and school advisory committees ([View List](#))
- Presentations at TEA Regional Education Resource/Service Centers
- Regional and State-Level SkillsUSA Masonry Competitions
- TIVA Teacher Training for industrial and vocational educators
- CTAT Presentation to school administrators and directors
- Partnership Exploration with organizations like Building Talent Foundation, Workforce Solutions, local community colleges, American Institute of architects (AIA), Assoc. of General Contractors (AGC), Assoc. of Building Contractors (ABC), etc.

After hosting/attending Masonry Day events, discussing workforce demand with local contractors, and coordinating with staff, several high schools began the process of adding a full-time Masonry I class to the course catalog:

- Barbara Jordan Career Center (Houston-Galveston Region)
- Belton High School (Central Texas Region)
- Copperas Cove (Central Texas Region)
- Dallas ISD (Dallas-Fort Worth Region)
- Ferris High School (Dallas-Fort Worth Region)
- Mercedes High School (Rio Grande Valley Region)
- Princeton High School (Dallas-Fort Worth Region)
- Waxahachie High School (Dallas-Fort Worth Region)

A number of other schools are moving forward with what TMC is describing as *partial masonry programs*. These are schools that have not-yet approved a full-time masonry curriculum, and are interested in a continued partnership with TMC/the masonry industry and are implementing masonry education as part of other construction courses. One example, Dr. Kirk Lewis CTE School in Pasadena ISD is implementing a six-week masonry program where they will conduct hands-on training for the construction students and schedule field trips to masonry production facilities, attend job site tours, and begin training for SkillsUSA Masonry competitions. Other schools that have not been given approval for full-time masonry curriculum have committed to forming masonry teams or masonry clubs to begin preparing their students for various masonry competitions and to better prepare them for summer job placements with local masonry contractors.

The MCAA has helped TMC to develop a Current Workforce Survey at the suggestion of Texas contractors. The intent of the survey is to collect information from current employees and crewmembers about their industry career and career journey in order to identify new avenues of recruitment, unseen opportunities, and to ensure the retention of current employees. The sixteen question survey will be disseminated locally and nationally, with the help of MCAA, in order to gain as much data as possible. The sixteen question survey will be launched in the Fall 2022 and the results will be shared with the masonry community.

TMC has compiled resources from across the country and has developed a coffer of information for a Masonry Instructor Portal. This Portal will serve as an online database of information for prospective schools that details classroom needs, training stand designs, course/curriculum information, training resources, material resources, etc. Through our work with local companies and crews, TMC has developed a Field Team of trained masons and educators who are available and willing to work with local recruits and school districts to bring masonry training back into high schools. These individuals are essential in bringing the local resources together and providing the on-the ground talent necessary to train the next generation.

Following the Masonry Rocks! Career Program's launch in Fall 2020, more than 100 students scanned the QR code or filled out the TMC [Job Intake Form](#) indicating that they would like more information and/or were interested in working this summer for the masonry construction industry. Last summer (2021), three Dallas ISD students connected with DFW masonry contractors—GG&S Construction (1 student) and Skinner Masonry (2 students)—for summer internships. Takeaways from the hiring contractors indicated the need for a system to interview/hire students and a masonry summer job orientation, or Masonry Bootcamp, to get students and contractors on the same page in terms of job responsibilities, expectations, and basic safety practices. Using this feedback, the Texas Masonry Council in partnership with the United Masonry Contractors Association (UMCA) hosted the first-ever Mason Tender Bootcamp. This one-day employment orientation facilitated a successful recruitment, preparation and placement for young recruits and those with no previous masonry/construction experience. The recruits spent an entire day with masons and tenders learning the ins-outs of basic scaffolding safety, mason station/material setup, tool demonstrations, wall tie placement, and a contractor signing day. Of the 15 registrants for the event, 12 were from local schools who had participated in Masonry Day events this past year. The day of the event, seven students attended and

committed to specific contractors and/or the mason construction industry for Summer 2022. In other regions, there were five successful job placements: two students placed in Houston and three students placed in Waco. There were several recruits from out of state who were successfully placed with contractors in Dallas (1) and Houston (1). In total, there were 10 successful job placements. The goal for Summer 2022 was to place 50 masonry recruits with local contractors across Texas, and the TMC has successfully placed 11 individuals with mason contractors.

Project Scope and Objectives

This grant application requests 2022 funding from MCAA's Masonry Foundation to further support the growth and expansion of TMC's Masonry Rocks! Career Program. In the last year, the program has expanded from supporting specific local schools to promoting the Masonry Message across entire regions and allowing more time and engagement with target schools and new program areas. As the program expands its reach, TMC seeks to participate on more Industry Leadership Councils/steering committees, engage and participate with other workforce recruitment programs and organizations like Workforce Solutions, the Texas Workforce Commission, the prison system (Windham ISD), veterans organizations, and even local homebuilders and general contractors associations. This past year, TMC was able to expand its reach to the Rio Grande Valley with great success and future plans for collaboration. In response to the requests from local contractors or school districts, TMC is considering additional recruitment efforts in East Texas, El Paso, and East Louisiana. Additional program funding will continue to make expanding the program's reach and influence into new areas a reality, and will expressly contribute to the achievement and progression of the objectives and goals outlined by the TMC Workforce Committee.

The Workforce Development Committee's 2022 - 2023 Goals and Objectives are:

2022 - 2023 TMC Workforce Committee Goals

- **Goal: Recruitment and placement of recruits with mason contractor members.**
 - Objective: Assist with Regional Bootcamps
 - Objective: Host Masonry Day events in major regions
 - Action: Regional Events (4+ per semester)
 - Action: 1-1 Masonry Days (target schools)
 - Action: University Masonry Days (1 to 2 per semester)
 - Objective: Complete a Current Workforce Survey
 - Develop and complete workforce survey with MCAA's assistance to look for other avenues for recruitment (July 2022)
 - Launch Survey (TBD)
 - Share results and develop plan of action based on results (TBD)
 - Survey contractors about number of hirees at TMC Convention

- **Goal: Facilitate the creation of masonry training programs in high schools.**
 - Objective: Website – Finalize Portal for Masonry Instructors (July 2022)
 - Objective: Classroom Details – floorplans, tool/material list, etc. (July 2022)
 - Objective: Site Tour(s) video: Jobsite Tour (Summer 2022)
 - Objective: Contact Metrics @ Data Tracking CRM
 - Correlation between target list and contacts made
 - Emails (#) / Phone Calls (#) / In-Person (#)
 - Regional Affiliations Map
 - Objective: Cultivate Masonry Clubs and Masonry Programs across the State

- **Goal: Partner with state/local education and career organizations.**
 - Objective: TIVA Instructor Presentation @ Houston (JULY 24-28, 2022)
 - Teacher Training - Monday, July 25 @ 10:00 AM
 - Hands-On Demonstration - Thursday, July 28 @ 9:00 AM
 - Objective: SkillsUSA Masonry Competitions @ Regional / State / National
 - Objective: Collaborate with Members to be on ILCs and Summer Camps
 - Objective: Research and establish organizational affiliations such as Windham ISD (correctional program), Texas Workforce Commission, Job Corps, Alamo Trade Club, Boys & Girls Clubs, etc.

- **Long-Term Goals:**
 - Objective: Digital Classroom Presentations for 9th/10th Grade CTE/General Construction and Architecture Students
 - Objective: Online (downloadable) Quizzes/Tests/Review to go along with classroom presentations (NCCER Mason Tender curriculum)
 - Objective: TMC / BYF Competition Award (student videos made and sent to national competition)

Scheduling and Production

The first component of this proposal is the scheduling and production of eight Regional Masonry Showcase events, five to six Mason Tender Training Camps/Workshops, and several SkillsUSA training camps throughout the 2022 - 2023 school year.

It is anticipated that the 2022 Fall semester will host the following events:

- July 24 - 28 - TIVA Summer 2022 Conference
- September 28 - Texas A&M University Masonry Day
- September 29 - University of Texas Masonry Day
- October 5 - 6 [Tentative] - Masonry ROCKS Regional Showcase: ATX
- November 8 - 9 [Tentative] - Masonry ROCKS Regional Showcase: DAL
- November 16 [Tentative] - Masonry ROCKS Regional Showcase: ETX
- Nov 30 - Dec 1 [Tentative] - Masonry ROCKS Regional Showcase: HOU
- December 2022 - Mason Tender Training/Recruitment Camps (2)

It is anticipated that 2023 Spring semester will host the following events:

- February 2023 - TMC Mid-Year Meeting & SkillsUSA Regional Competitions
- TBD - University of Houston Masonry Day
- TBD - Masonry ROCKS Regional Showcase: ATX
- TBD - Masonry ROCKS Regional Showcase: FTW
- TBD - Masonry ROCKS Regional Showcase: SA
- TBD - Masonry ROCKS Regional Showcase: HOU
- April 2023 - SkillsUSA Statewide Competitions (Corpus Christi)
- May 2023 - Mason Tender Training/Recruitment Camps (3)

In addition to the hands-on events, TMC staff are appointed to local steering committees and boards, as well as participate in monthly locally-organized meetings, career exploration days, job recruitment fairs, and/or other local workforce events to help with recruitment and awareness. View current ILC appointments here - [View List](#).

2022 TIVA Summer Conference

The Texas Masonry Council plans to ROCK the 2022 TIVA Summer Conference with opportunities for students and graduates to learn a trade and build careers. The TIVA Conference is the optimum opportunity for the industry to have one-on-one time with educators and tradespeople who are cultivating and bridging the workforce gap with today's youth. TMC is hosting two sessions at this conference:

- **Monday, July 25 @ 10 AM - Classroom Presentation**
The Texas Masonry Council in partnership with local masonry contractors and suppliers showcase the opportunities in masonry construction and how you can prepare students for careers in the trade. Learn how to connect to classroom resources for materials, tools, supplies, expert training, nationally certified curriculum, leading students to a career with award winning masonry contractors.
- **Thursday, July 28 @ 9 AM - Masonry ROCKS Instructor Showcase**
Part 2 of the Texas Masonry Council's Masonry ROCKS Showcase is interactive and hands-on! The hands-on demonstration will include seven short stations, described below, where attendees will get a first-hand experience learning what students need to know as entry-level mason tenders. Don't forget your sun protection, water bottles, hats, closed-toed shoes, etc.

Job Placement

The most important component of this proposal is the placement of recruits into jobs with TMC mason contractor members. Earlier this year, TMC purchased a state-of-the-art contact management system (CRM) in order to track efforts with recruits. The CRM system is still under development and will need some collaboration with an expert in order to get it set up and functioning properly. The system has been used to keep track of contacts in each region, details about the contacts (birthdate, school, location, etc.), send information via text/email, and track their progress into successful employment. Once the system is tracking the information needed, TMC can better output data, reports, etc. to keep track of efforts.

TMC intends to recruit from local high schools, competitions, career fairs, expos, news stories, etc.-- in any way possible--in order to gain 50 recruits next summer. All interested recruits are asked to fill out a job intake form on the TMC website via QR code or email and send us their information so that we can send them to contractors working in their area. Their information is forwarded to the local contractors and the contractor can follow up with more concise questions and requests, including interviews, physicals, drug tests, etc. TMC continues connecting with the students and visiting them to encourage them during their first summer on the job.

Adding Programs

As described, the Regional Showcase events are only gaining more traction and popularity in the educational communities TMC is currently working in. This coming year is going to bring new schools, new recruits and new partners with large local organizations like Texas Workforce Solutions, the Association of General Contractors, AIA, etc. The regional events and the individual masonry days and demonstrations that are conducted are ways to promote the industry and begin changing the perception of careers in construction. These events are also ideal for the introduction of the nationally recognized curriculum and follow up with district administrators and counselors about the creation of NCCER-certified Masonry Tech 1 classes. TMC intends to work with three to five additional schools over the next school year to add this program into their curriculum for enrollment in Fall 2023. TMC staff will meet and work with school superintendents, CTE directors, career counselors, and teachers to facilitate each step of development for all new programs.

Summary of Qualifications

TMC Leadership. *Mackie Bounds, President of the Board of Directors*, has led the organization for two years and has brought a consistent and unwavering commitment to workforce development. Mr. Bounds' companies lead the State in hiring Masonry Rocks! Program recruits and therefore has an intimate knowledge of this process, its challenges and how the process can improve.

Liz Graves, Legacy Masonry/SpecRents, continues to champion the Workforce Development Committee as its Chairperson and steadfastly drives each goal and ensures the committee's progress.

TMC Membership. The TMC membership has been involved and will continue to be involved with the production of the large, multi-day Masonry Day events, as well as participating in all local opportunities and volunteer efforts. Local contractors send qualified bricklayers and mason tenders to the events to help with the hands-on training and instruction, as well as logistics of stocking materials and stations. Local and regional suppliers and manufacturers provide material and tools to events, as well as join the discussion—explaining relevant materials and supplies to the recruits, as well as alternative industry career opportunities.

TMC Staff. The TMC staff is a team of three full-time individuals dedicated to promoting the industry locally, statewide and nationally. The team is detailed below:

Tony Topping, Executive Director. Tony has 8 years of experience with TMC and currently serves on the Board of Directors for SkillsUSA Texas. Tony oversees the day-to-day operation of the organization, as well as manages staff and volunteer work on our workforce initiatives and organization committees.

Michelle Queen, AICP, Education and Outreach Coordinator. Michelle has more than four years of experience with TX Masonry and currently manages outreach and engagement with educators, administrators, local workforce organizations/recruitment agencies, affiliate organizations (i.e. architects, homebuilders, etc.), regional and statewide education agencies, and student trainees/recruits. Michelle serves on several local industry leadership councils and workforce committees in the Dallas-Fort Worth region, and is the current Executive Director of the United Masonry Contractors Association which helps facilitate events and opportunities in North Texas.

Cori Hancock, Marketing Coordinator. One of the important components of the Masonry Rocks! Career Program is exposure of the industry and the job opportunities available to young people in traditional and social media. Cori has experience in vocational and trades marketing and assisted the program in gaining recognition in several newspapers and television news reports in multiple markets across Texas. She will continue to help expand the media exposure to local, state and national markets, highlighting accomplishments and events as the program grows.

TMC Masonry Field Team Members. For the 2022 - 2023 school year, TMC is introducing the opportunity for tradespeople and educators to become part-time, locally-focused Masonry Field Team Members. Texas is the second largest state in the U.S. with more than 3,000 local high schools that should be considered future masonry training centers. Funding from this grant will contribute to the hourly wages of four to eight TMC Masonry Field Team Members that will liaison with vocational training programs and high schools in their respective regions. Field Team Members will execute hands-on masonry training and demonstrations at schools, TMC-sponsored regional masonry events, masonry training camps, instructor training, and other events. Field Team Members will be experienced teachers and/or masons that have actively participated with TMC events or committees within the previous two years.

Anticipated Impacts

The impacts from this program are beginning to materialize; the past two years, post-Pandemic, have been primarily dedicated to building the program, identifying local/statewide resources, developing partnerships, setting up a CRM contact-management system, and establishing best practices for hiring and retaining new recruits. The schools that have worked with the Program in the past are all incorporating masonry training into their current curriculum, encouraging students to participate in the SkillsUSA Masonry Competitions, and planning to engage with TMC in the upcoming school year at Regional Showcase events, industry programs, and via field trips.

The preliminary goal for Summer 2023 is to place 50 mason recruits with local contractors across Texas. The TMC intends to host Mason Tender Training Camps during both the Fall and Spring semesters to assist all-sized contractors with hiring efforts and recruitment/training. Ultimately, this Program aspires to create more full-time high school masonry classes in Texas that will become pipelines for mason contractors to replace their aging workforce. These recruits will become the next generation of mason tenders, pursuing the goal of entering local apprenticeship programs to become skilled masons, foreman, superintendents and beyond.

Request Payment Procedure

TMC requests the trustees of The Masonry Foundation to provide a grant, totaling \$125,000 paid in five annual installments for a period of five years, to the Texas Masonry Council for the purpose of sustaining and expanding the Masonry Rocks! Career Program, which is just beginning but already showing great results and increased membership participation.

The five annual installments are requested to be:

Year 1	\$25,000
Year 2	\$25,000
Year 3	\$25,000
Year 4	\$25,000
Year 5	\$25,000
Total	\$125,000

Other Funding Sources

TMC is currently funding the Masonry Rocks! Career Program thanks to donors, sponsorships, TMC general membership dues, and a generous \$15,000 grant from the Masonry Foundation.

2023 Budget

Program Expenses*

Field Team Wages (1,000 Hours)	\$30,000
Large Regional Masonry Events and boot camps (14 events)	\$70,000
<u>Travel and Lodging</u>	<u>\$20,000</u>
Total 2022 Expense:	\$120,000

Program Revenue

TMC General Dues Revenue	\$95,000
<u>Masonry Foundation Grant</u>	<u>\$25,000</u>
Total 2022 Revenue	\$120,000

Proposed Grant Deliverables:

1. Provide an update about all proposed grant deliverables/activities to MCAA Masonry Foundation after the completion of the spring 2023 semester - by end of June 2023
2. Share resources with MCAA, state, and local organizations across the nation, including TMC staff knowledge and expertise.
3. Finalize Portal for Masonry Instructors, including Classroom Details – floorplans, tool/material list, etc.
4. Interviews with contractors and successful recruits turned into promotional videos.
5. Create a Mason Tender Bootcamp playbook with content outline, resources, station descriptions, and photos.
6. Create a Regional Showcase playbook with content outline, resources, station descriptions, and photos.
7. Launch Current Workforce Survey and develop plan of action based on results
8. Site Tour(s) video: Jobsite Tour
9. Develop CRM Contact Management System to be functional and operational
10. Start two (2) official Masonry Clubs/Competition Teams across the State
11. Research and establish organizational affiliations such as Windham ISD (correctional program), Texas Workforce Commission, Job Corps, Alamo Trade Club, Boys & Girls Clubs, etc.
12. Develop digital classroom presentations for 9th/10th Grade CTE/General Construction and Architecture Students