



Masonry Association of Georgia, Inc.

May 8th, 2024

The Masonry Foundation:

The Masonry Association of Georgia has been busy visiting high schools around Atlanta. We have been asked by several counselors and instructors to come and train teachers and students. We currently are soliciting our contractors to help provide masons and laborers to carry out the tasks. We also rely on suppliers to donate materials and product. We as an association are dedicated to training up the next generation to be a skilled employee of the masonry industry.

The Masonry Association of Georgia has started the process of searching for a full-time workforce development coordinator. To be a skilled individual to head up training and providing demonstrations to high schools all over the state. We have been fortunate enough to have the Masonry Institute of Tennessee bring their training trailer to some of our school visits. We have seen the benefit of the training trailer and wish to obtain the same goal and success as they have with the trailer.

The attached proposal is to acquire a training trailer that would make traveling to schools more successful. The trailer would make presenting masonry to students more effective and help foster an appreciation and desire for the trade.

Thank you,

Taylor Parsons

Taylor Parsons
Executive Director

Project Description:

The Masonry Association of Georgia (MAG) is an association made up of masonry contractors, suppliers, manufactures and distributors all over the state of GA. We as an association are committed to training and promoting masonry to the future generations. Our primary goal is to visit as many high schools and post-secondary schools we can to develop a love for the trade and ensure we are training students to be the best at what they do within the masonry industry. Along with visiting schools we encourage students to seek out, post-graduation our masonry apprenticeship program. It is a three-year program that will continue to foster and grow their skills. Once the program is completed, they will receive a certificate labeling them as a skilled mason. Our goals for the coming year is as follows:

- Hire a full time workforce development coordinator
- Obtain a fully equipped training trailer to use for demonstrations while traveling to schools
- Support local schools and driving the desire and passion for students to work within the masonry industry
- enroll more students to our masonry apprenticeship program

The board members of the Masonry Association of Georgia see the benefit of training the next generation. We as a board agree that the need to implement a stronger workforce development is the key to be successful at training the future. We understand that this is a big task but are committed to seeing it through.

MAG is asking for a grant of \$30,000 to obtain, stock and brand a masonry training trailer similar to the one in Tennessee. This trailer will house all materials and tools for our workforce development coordinator and make traveling for hands on demonstrations easier.

Project Objective:

In order for the trailer to be beneficial we are asking for a 16' enclosed trailer that is stocked and branded to best equip our workforce coordinator. The objective of the training trailer is to provide an easily accessible, all in one space for the individual to travel to high schools, local masonry events and to our apprenticeship program. It will allow all masonry hands on events to run smoother.

Background information:

There is currently no training trailer available to the Masonry Association within the state of GA. We have partnered with the MIT and they have graciously brought their trailer to a few events to help us out. MAG has visited several highschoools to do hands on presentations. We also attend the SkillsUSA event each year. We hold a 'world of masonry booth' where students come in and get to sign their name to a brick and then lay it in the wall. Giving then a small taste of what masonry is. We also have done a train the trainer event which is when a group of instructors come together and we demonstrate for them the basics. They then get to practice. The MIT trailer was brought to this event and that's when we really saw the benefit of it. One place to house all tools and materials. It made it easy to set up and pack up.

Scope of project:

The training trailer will allow the workforce coordinator to be able to travel by themselves and be equipped for whatever event he is going to. This will help eliminate more moving parts since the trailer will accommodate all needs with materials, tools, and supplies.

Summary of Qualifications:

We are seeking for a workforce development coordinator. Ideally this is someone who has been in the masonry industry for 5+ years. Someone who has experience and knowledge of the basics of masonry and can demonstrate and teach others.

Anticipated Impact:

We are hopeful that having a training trailer to take with us to all events will make hands on activities more successful. We will be able to reach more schools and really captivate the next generation. Our goal is to be visiting 1-2 high schools and other facilities a week, all over the state of Georgia.

Budget:

Trailer: \$15,000
Equipment/tools:\$10,000
Branding:\$5,000
Total requested:\$30,000

Requested Payment Procedure:

We would be grateful to any amount granted to us. As you know the upfront costs of the trailer and tools is quite large. So, a one-time payment would make purchasing the trailer more obtainable.

Other funding resources:

We have been fortunate enough to be granted money from the SCPA. These funds have allowed us to make more of a present at events, hire a full time executive director. And we plan to use some of the funds to hire a full time workforce coordinator.