CAREERSTARTER
2024
Impact Report

January 2025

NCCER™ | National Center for
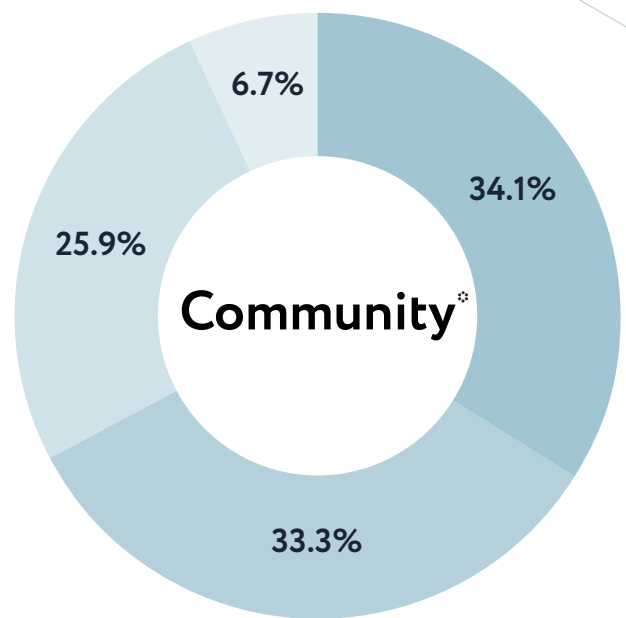Construction Education
and Research

CareerStarter was launched in 2022 to bridge the gap between curiosity and career by providing direct connections between entry-level job seekers, educators and employers.

Since its inception, we have seen remarkable growth and engagement. More students are exploring careers in construction. More educators are connecting individuals with opportunities to build their careers in the construction industry. More employers are finding the entry-level talent they need to grow their companies from within.

All of this is made possible through the generous sponsorship of our partners, Procore and Owens Corning. On behalf of the National Center for Construction Education and Research, we want to celebrate their investment and highlight the measurable impact they are making by helping us change lives through construction education.

In 2024, we made a notable change to the platform host to software that offers a mobile application, which enhances accessibility and the user experience. In addition, we tracked applications submitted through CareerStarter to help measure connections to construction careers. These new features are helping refine our platform to better meet the needs of all users.

Through strong partnerships with industry, education and communities, CareerStarter is helping individuals build their futures and making great strides in bridging the workforce gap. **We saw 590 applications submitted and 142 job placements in 2024.** We are proud of all we have accomplished and look forward to continued growth in the coming year.

Community*

6.7%
34.1%
25.9%
33.3%

■ Urban ■ Rural ■ Suburban ■ Other

* Demographic reporting is elective. Responses captured as of December 10, 2024.

Employer

"I was absolutely blown away by your new CareerStarter platform — really haven't seen anything as good as this as far as workforce development platforms go!"

Kevin Molloy,
Senior Social Impact Coordinator,
Procore

By The Numbers

We continue to see consistent adoption of the platform among diverse segments of the population. **There are more than 5,000 individuals and organizations using CareerStarter[†] —** it is an easy-to-use, one-stop industry solution for all.

[†] *As of December 31, 2024*

276
Educators

4,490
Job Seekers

590
Applications

312
Employers

142
Job Placements
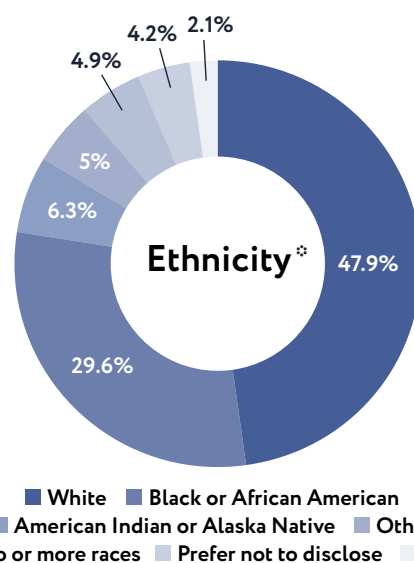
Job Seeker

"I found my experience with CareerStarter to be extremely productive. The website is very informative and resourceful and has helped me a great deal in the time that I've spent using it. I would definitely recommend CareerStarter to anyone entering the industry."

Dralon Roy,
Job Seeker

Ethnicity[*]

- 47.9%
- 29.6%
- 6.3%
- 5%
- 4.9%
- 4.2%
- 2.1%

■ White ■ Black or African American
■ American Indian or Alaska Native ■ Other
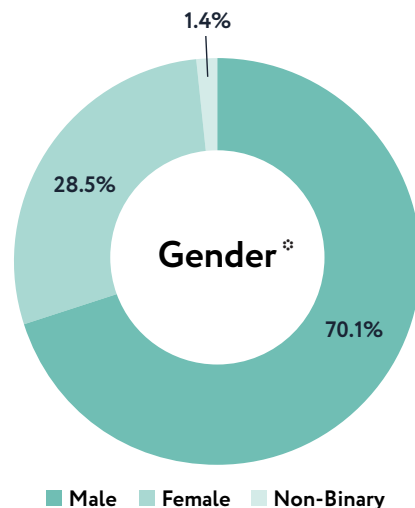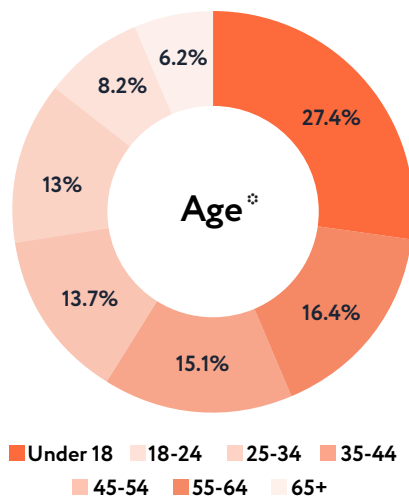■ Two or more races ■ Prefer not to disclose ■ Asian

* Demographic reporting is elective. Responses captured as of December 10, 2024.

▌Looking Ahead

CareerStarter is a comprehensive solution that helps job seekers explore entry-level construction careers and find the shortest path to employment. The platform continues to provide educators with resources for their students and employers with the tools they need to recruit, develop and retain the talent they need. We remain committed to expanding opportunities to bridge the gap between curiosity and careers, improving lives through construction and making this industry an industry for all.

As we look to 2025, CareerStarter will continue to help support students and entry-level job seekers on their journeys from career exploration to training and direct employment into craft careers. Together we are helping address the industry-wide shortage of craft professionals by fueling the talent pipeline.

Age*

- 6.2%
- 8.2%
- 13%
- 13.7%
- 15.1%
- 16.4%
- 27.4%

Legend: Under 18 · 18-24 · 25-34 · 35-44 · 45-54 · 55-64 · 65+

Gender*

- 1.4%
- 28.5%
- 70.1%

Legend: Male · Female · Non-Binary

Educator

"CareerStarter has been a great tool for us beginning with its ease of use, both of old analog instructors like myself and the tech-native youth in our program. It was easy to set up the Foundation's profile and to send out invitations for youth and partners to join. The ability to earn badges is a motivating factor for youth to continue going back to the site unprompted and CareerStarter's features allow students to personalize their profile as a journey in learning and exploration."

Kenneth Carroll,
ACAD Director,
DC Students Construction Trades Foundation

* Demographic reporting is elective. Responses captured as of December 10, 2024.

Thanks to the generosity of our partners, CareerStarter is making a tangible difference in the lives of individuals and the construction industry as a whole.

This would not be possible without the continued support of Owens Corning and Procore. We are grateful for their partnership and shared commitment to making the vital connections that improve lives through construction education.