

**CLIMBING OUT OF THE LABOR SHORTAGE REQUIRES TRAINING NEW LEADERSHIP, CHANGING JOBSITE CULTURE, AND INVESTING IN TECHNOLOGY AND SAFETY, EXPERTS SAY.**

Quite simply, many people aren't aware of the career they could have in construction.

That's a large reason experts say construction is struggling to attract new talent. Many young people are unaware of the career opportunities available in construction, and it's harder for some young people to see a future in construction.

For many young people, construction is not a viable career option for students, and it's harder for some young people to see a future in construction.

Construction offers a higher salary than our college graduates, with much less risk. Construction offers a higher salary than our college graduates, with much less risk.

**RETENTION BEGINS WITH RECRUITING**

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