

HIGH SCHOOL COHORT 2



CBRE



HARMON
CONSTRUCTION
INCORPORATED

POP-UP
**RUSSELL'S
BUILDING
CAMP**

led by Adrian Russell

RBC is a non-profit organization committed to the introduction of young people from all backgrounds to the construction industry, building foundational connections for their future.

our MISSION

Russell's Building Camp provides youth of every age with life-changing experiences through learning to use their hands and minds to create and build. Builders are taught to utilize these skills and give back to the community while they forge new paths for their future.

our VISION

Empowering the next generation of creators and innovators to build a better future, one project and one community at a time.

WHAT ARE WE SOLVING?

By 2025 year end, the workforce shortage is expected to rise to over a half million. Young people regardless of background, gender, or skill level are needed, but let's examine the common issues to tackle:

The average age in construction is 43. More than ever, there is a growing need to build a youth talent pipeline.

Many young hires arrive to work without understanding of basic tools, safety, or jobsite & workplace etiquette.

The trades are often viewed as low-tech, low-paying, or **unappealing by today's youth.** Therein lies an opportunity to rebrand construction as modern, lucrative, & essential through media, student success stories, & community-visible projects.

Insufficient workforce development results in project delays & rising labor costs.

Solving for these issues and meeting today's youth where they are is not charity but a strategic & sustainable workforce solution.

EXPOSURE IS KEY.

“ I always wanted to be an electrician but didn't exactly know how.

Now, I have a path & it still doesn't feel real! ”

Kenny Adair, 17 - Gaylor Electric

OUTCOMES DELIVERED

FOR THE STUDENTS

- 70% Attendance Min.
- 100% Graduation Rate
- 25 Placed in Jobs
- Expanded Skillsets
- Achievement Pride

FOR THE COMMUNITY

- New Partnerships
- Emerging Leaders
- Economic Impact
- Equity & Access

FOR THE INDUSTRY

- Workforce Pipeline
- Inspired Mentors
- Strengthened Reputation
- Mitigated Turnover
- 100% Satisfaction

2020

RBC was founded

500+

Indianapolis area youth have been introduced to building trades through creative hands-on learning experiences

100%

cost free

REASONS TO CELEBRATE

92

HS students enrolled

16

schools represented

25

and counting placed in jobs

200k

social media views

For more information on how to get involved, scan the QR code or visit: www.russellsbuildingcamp.com

