

*America is facing an unprecedented skilled labor shortage. Here's what that means for the building industry and York County's community and economic health.*

## FAST FACTS

**2017**  
Year the Workforce NOW Initiative was started.

**2022**  
Year Workforce NOW Foundation gains 501(c)3 status.

**396,000**  
Current open skilled trade jobs in the U.S. (2022)

**\$208.9 Million**  
Value of residential building permits in York Co. (2020)

**\$1.4 Billion**  
Construction produced in GDP for York Co. (2019)

**864**  
York Co. Construction Sector Establishments (2019)

**\$55,850**  
Average annual wage for Carpenters in PA

**\$127,000**  
Average cost of a four-year degree

**\$5-\$15,000**  
Average cost of attending trade school

## KEY FINDINGS THAT DRIVE OUR WORK

### Our Industry

By 2028, there will be an estimated 3 million job openings in the skilled trades.

### Students

Based on data produced by The Heckinger Report, 59% of high school students still believe that a bachelor's degree is necessary to get a good job. Aside from a lack of awareness about the many benefits of careers in construction, the skilled trades have historically faced the challenge of a negative perception problem. It's time to address this.

### Parents/Influencers

Historically, parents and guidance counselors have been key drivers of the "college is a must" mindset. Students and their families are beginning to question the value of a four-year degree and the debt that comes with it, so now is the time to drive awareness and focus on changing perceptions.

### York County Businesses

The lack of skilled workers negatively impacts businesses locally, resulting in higher labor costs that are ultimately passed down to the consumers. A smaller hiring pool also makes it difficult for construction companies to meet the increased demand for services. As a result, homeowners and corporations experience delays. Left unresolved, the shortage of skilled tradespeople not only impacts hiring for local businesses, it also has the potential to limit the growth of the building and remodeling industries and the building products sectors overall.



## WHAT WE CAN DO

How can we ensure that York County businesses have access to a skilled workforce? We believe that organizations like ours need to take ownership of the education, awareness, and training pipeline for the local trades. By collaborating with schools, employers, government, the media, etc. and educating students and parents on the countless opportunities available to them, we can play an integral role in developing the next generation of skilled trade workers.



## RESOURCES

1. YCEA
2. Jobs EQ, Industry Spotlight, York County, PA  
[www.chmuraecon.com](http://www.chmuraecon.com)
3. United State Census Bureau
4. National Association of Home Builders (NAHB)
5. [eyeonhousing.org](http://eyeonhousing.org)
6. PA Wage and Workforce Demand Data
7. Generation T - [wearegenerationt.org](http://wearegenerationt.org)
8. Bureau of Labor Statistics (BLS)
9. Midwest Technical Institute
10. Centers for Disease Control and Prevention
11. Stanley Black & Decker's Makers Index
12. The Heckinger Report - [heckingerreport.org](http://heckingerreport.org)
13. [forbes.com](http://forbes.com)

## HOW THE WORK OF WORKFORCE NOW® WILL ADDRESS THE LACK OF SKILLED TRADE WORKERS IN YORK COUNTY

### Establish the Workforce NOW Foundation

By establishing a nonprofit entity, the Workforce NOW initiative can begin to gain credibility, get access to grants, and generate financial support and drive our efforts to educate, grow awareness, make connections between students and employers.

### Content/Resources

Create content and additional resources designed to educate students, parents, teachers, and others about the benefits of working in the skilled trades and the many opportunities for safe, fulfilling, high-paying careers that offer long-term job security. Content includes fact sheets, blog posts, videos, social media content, general collateral material, job postings, etc.

### Website

Workforce NOW content currently lives on [yorkbuilders.com/workforcenow](http://yorkbuilders.com/workforcenow). We have purchased the domain [www.ybaworkforcenow.com](http://www.ybaworkforcenow.com) and plan to launch a stand-alone website to support our education and awareness efforts, linking to key resources.

### Connections

One key area of focus will be on collaborating with employers, schools and those offering skilled trade workforce training. Through our work and programs like Construction Career Days, we will be a conduit for making connections between the educators and students and those with jobs and opportunities to offer.

### Opportunities

Promoting opportunities for young people considering a career in the skilled trades will be a primary focus of the Foundation. Opportunities will include Workforce NOW and other scholarships, jobs, on-the-job training, mentorships, apprenticeships, internships, etc.

### Full-Time Employee

An immediate objective is to hire a full-time staff member dedicated to securing funding, coordinating and growing the Construction Career Days program and generating more programs like it that may include a job shadow placement program, a construction trade or related pre-apprentice program and more.

### We Can Make Progress. TOGETHER.

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