



*"Today I am employed full-time as an apprentice carpenter making 18 dollars an hour. I pack my lunch every night and every morning I load up my tools and head to work. I have the respect of my wife and kids and can finally see a future for myself that doesn't include "the streets." The Colorado Homebuilding Academy gave me a platform on which to improve my life and become a productive citizen. And if they were able to help Me, they can help anybody!"*

*Billy Liptrot, BCO-01 graduate - employed by K&A Construction*

# 423

STUDENTS COMPLETED  
TRAINING

# 71%

OVERALL ATTENDANCE  
IN 2020 (NOT INCLUDING CM OR COS-BC)

# 47

CONSTRUCTION  
MANAGEMENT GRADS



# EMPLOYED **128**

# ACTIVELY PLACED (IN JOBS) **85**

1ON 1 CAREER SESSIONS **318**

AVG WAGE IN 2020 **\$21**

## RECRUITMENT SNAPSHOT



ONLINE LEADS **1199**

# APPLICATIONS RECEIVED **797**

# INFO SESSION ATTENDEES **391**

ONLINE VIDEO VIEWS **1396**

PODCAST PLAYS **587**

## 2020 KEY DEMOGRAPHICS

**80223**  
ZIP CODE MOST RECRUITED FROM

**35%** (79 POC)  
PEOPLE OF COLOR

**25.5%** (57 WOMEN)  
WOMEN GRADUATES

# +80%

INCREASE IN COHORTS CONDUCTED COMPARED TO THIS SAME TIME LAST YEAR.

"ONE OF THE THINGS I'M REALLY PASSIONATE ABOUT IS THE COLORADO HOMEBUILDING ACADEMY. IN LARGE PART BECAUSE I BELIEVE IN THIS INDUSTRY AND THERE IS A LOT OF PEOPLE THAT DO...IF YOU WANT A JOB IN CONSTRUCTION THIS IS A GREAT AVENUE." -

JUSTIN JOHANNES, VICE PRESIDENT OF CONSTRUCTION  
TAYLOR MORRISON





## RECENT INNOVATIONS

### BOOTCAMP ONLINE

NEW ONLINE COURSE WITHOUT THE HANDS-ON COMPONENT

### BASICS IN ELECTRICAL

A TAKE-HOME ELECTRICAL KIT ENABLED A HANDS-ON, REMOTE LEARNING EXPERIENCE

### BC-FAST TRACK + HYBRID

COVID WAS THE INNOVATION SPARK THAT LED TO THE CREATION OF A HYBRID, ACCELERATED BOOTCAMP THAT COMPRISED ONLINE LEARNING AND IN-PERSON TRAINING

### REFUNDABLE DEPOSITS

TO ENSURE TRUE COMMITMENT TO COMPLETING OUR PROGRAMS, THE ACADEMY INTRODUCED A \$50 REFUNDABLE DEPOSIT THAT UPON PAYMENT SECURES A SPOT IN THE COHORT

### CHA DASHBOARD

RESULTS LAB AND CHA OPERATIONS MANAGER COLLABORATED ON BRINGING TO FRUITION AN INTERACTIVE DATA DASHBOARD DEVELOPED USING POWER BI

### ONLINE STORE

THE ACADEMY CREATED AN ONLINE STORE TO FACILITATE ANY AND ALL TRANSACTIONS AS IT RELATES TO BUYING

## SUCCESSFUL INITIATIVES

- Our new **Virtual Job Fairs** were successful in connecting students with employers in different trades from around the state. This job fair model is key to maintaining close engagement with employers and connecting them w/ CHA grads
- We have contracted **Feathr** for our paid ad campaigns going forward, which has led to a more sophisticated branding strategy and graphic/marketing elements
- Our **Pop Up Bootcamp Trade Lunches** connected various trades with students in each session of our PUBs. We partnered with HomeAid to sponsor lunches. We increased the effectiveness of the networking by requiring RSVPs and printing name tags with designations for students vs. employers. (see photo)
- 2020 was the year that the Academy teamed up with Franworth to start laying the groundwork for a viable **national franchising** model. The Academy also established its first satellite bootcamp training program in Colorado Springs.



## STUDENT HIGHLIGHT



*I never would have thought in a billion years I'd be on CNBC and that I'd have a job at Taylor Morrison. Especially when I didn't previously know a trade. Now I'm on the train to be a superintendent. I never would have thought that any of this would happen by responding to a craigslist ad"*

**Joshua Copeland, PUB 10 graduate - employed by Taylor Morrison**

## 2020 Homebuilding Academy Totals

	# COURSES	# COMPLETERS
*BC/BCA/BCOH/BC-FAST	21	177
Pop-Up Bootcamps (PUBs)	8	85
Bootcamp Online (BCO)	8	90
Colorado Springs Bootcamp (COS-BC)	4	15
Electrical (ELE) / Concrete (CRT)	5	56
<b>TOTALS</b>	<b>67</b>	<b>423</b>

**\*KEY:**

BC: Bootcamp

BCOH: Bootcamp Online Hybrid

BCA: Bootcamp Accelerated

BC-FAST: Bootcamp Fast Track

### IMPORTANT TAKEAWAYS

- Compared to last year, 2020 saw a 20+% increase in the number of completers (this calculation does not include BCOs because the graduates from this type of cohort do not receive HBI certificates of completion) receiving an HBI
- In 2020 the Academy increased its number of completers by 47% (2019 = 225 completers vs 423 completers in 2020)