



Powering the Workforce That Shapes the Future

America is building at full speed across data centers, healthcare, manufacturing, infrastructure, and housing – but the skilled workforce isn't keeping up with the demand. 92% of contractors nationwide report struggling to fill roles, and the gap is already driving project delays and rising costs.

Build the Nation is a collaborative, action-driven commitment to strengthen the pipeline – mobilizing jobsites, classrooms, and industry partners to train the next generation of skilled trades professionals.

The Mission

To bring more people into the trades, strengthen the talent behind the work, and deliver measurable results that meet the growing demand across our industry.

How We're Making it Happen

We're focused on three key pillars to turn commitment into impact:



Pillar 1: Build the Pipeline

Bring new talent into the trades earlier, and keep them in.

- High school and CTE partnerships with pre-apprenticeship pathways and national student development organizations
- Early exposure that makes the trades visible, and highlights the modern, attainable opportunities



Pillar 2: Build the Workforce

Strengthen skill, safety, and leadership through structured, job-embedded training.

- Apprenticeship pathways and leadership development
- On-ramps for veterans and career changers
- Jobsite training tied to real project work experience
- Skills verification with measurable progress



Pillar 3: Build the Industry

Scale impact by activating the people who award work, build work, and supply work.

- Build the Nation Pledge focused on real training outcomes
- Partner and supplier-driven training; hands-on learning experiences
- Expand training, opportunities, and awareness and advocate for apprentice-friendly legislation

Help Support Our Mission

Whether you take on one initiative or several, every action helps move the workforce forward.

- Sign the Build the Nation Pledge (commit to training a set number by 2030)
- Host a Certified Training Project (embed training into kickoff + execution)
- Sponsor or co-deliver training (instructors, tools, curriculum modules)
- Actively support legislature (Apprenticeship, Infrastructure, Veterans paths)
- Open doors for the pipeline (CTE partnerships, jobsite tours, internships)
- Fund access (scholarships, transportation, gear, wraparound support)



Visit our site to sign the pledge, show your support, and stay in the loop on opportunities to get involved.