



Thursday, July 15, 2021

The Masonry Foundation
1481 Merchant Drive
Algonquin, IL 60102

RE: Texas Masonry Council Grant Request

Dear Masonry Foundation Trustees:

There is no greater challenge to the masonry industry right now than finding the next generation of qualified, skilled masonry professionals. But, there is also no greater reward than putting programs in place that can help not only sustain our ancient trade, but allow it to thrive as we continue to construct the buildings that will leave a legacy in our great country.

The Texas Masonry Council and our member companies have turned our full attention to finding a solution to the skilled labor shortage in Texas - and ultimately across the country.

Please find attached our proposal to expand our Masonry Rocks! Career Program with the generous support of The Masonry Foundation. Don't just read the words in the document. Hear straight from some of the teachers we have worked with in the promotional video produced for the Texas Industrial Vocational Association (TIVA). Texas schools are ready for masonry.

Please reach out to us with any questions. We thank you for your support and leadership in the industry.

Thank you,

A handwritten signature in black ink, appearing to read 'Tony Topping', is positioned below the 'Thank you,' text.

Tony Topping
TMC Executive Director

Attachments: TMC Masonry Rocks! Grant Proposal
Draft Classroom Resource for Schools
[Promotional Video Link](#)



The Masonry Foundation Grant Application

Masonry Rocks! Career Program - Texas Masonry Council

Project Description

The Texas Masonry Council (TMC) is a 501(c)(6) nonprofit trade association comprised of masonry contractors and suppliers in the state of Texas working together to promote the expanded use and benefits of masonry. The organization is passionate about strengthening and growing the masonry industry, and is committed to providing a voice of advocacy and a more sustainable workforce through focused education and programming efforts. TMC's Workforce Development Committee has two strategic program goals that align with the those of The Masonry Foundation:

- Facilitate the creation of full-time masonry programs in Texas High Schools.
- Facilitate the placement of Texas high school students into part-time and full-time masonry positions with TMC contractor members.

TMC is a For-Impact organization and the Masonry Rocks! Career Program benefits all involved. The organization is helping companies to hire moldable talent, expanding their workforce. The program is helping people get great jobs and make a living wage, with plenty of room to advance. TMC is working with masonry contractors and suppliers across Texas to join forces and change the perception of the construction industry and skilled trades with the young generations and their parents. The message is that masonry construction jobs are interesting, rewarding, and offer great career pathways with a tremendous sense of pride. It is our mission to help everybody explore careers in masonry. Currently, there is a misalignment between educators and employers; while there are many good programs and schools, there is often a disconnect between the classroom learning and what is truly needed on the jobsite. In addition, many masonry contractors are smaller companies that do not have the time or resources to do heavy recruiting in local high schools and programs. Thus, TMC effectively becomes the connector--an extension of the HR for local contractors/companies and an extension of the career services for education institutions, while still providing contractors the ability to cater the hiring process to their specific needs..

The Masonry Rocks! Career Program is designed to assist schools in adding masonry coursework to their current curriculum and ultimately create their own full-time masonry classes and programs. It is TMC's long-term goal to see the creation of hundreds of these successful programs across the state. TMC has compiled resources from across the country and is working to develop a package or "Masonry Instructor Toolbox" of information for prospective schools that details classroom needs, course/curriculum information, training resources, and local contractors and suppliers who can participate with the class throughout the year.

Funding for the Masonry Rocks! Career Program allowed the hiring of the Masonry Instruction Coordinator. The coordinator, with the assistance of the TMC team, scheduled and organized more than 21 Masonry Day events at more than a dozen high schools across the State. By the end of the Spring 2021 semester, Texas Masonry Council staff and contractor volunteers had put a trowel in the hands of over 700 students and introduced them to the opportunities that a career in masonry can build.

The program's efforts achieved success early in the process and made great strides toward accomplishing the goals. One of the first schools that TMC and the UMCA (Dallas-Fort Worth Chapter) partnered with was Waxahachie High School and their CTE Instructor, Curtis Green. After hosting Masonry Day events for two semesters, attending several local contractor meetings to hear about local demand, and coordinating with staff, Waxahachie High School began the process of adding a full-time Masonry I class to the course catalogue for the Fall 2021 semester.

"The construction program at WHS continues to prepare students for a life beyond high school as our students graduate and enter the workforce. The construction industry has experienced years of consecutive growth and the demand for workers remains strong, as the more experienced workers and managers are starting to retire, as this will further illustrate the need for more trained workers in this field. Adding the masonry pathway to our course offerings allows us to keep up with the in-demand jobs in the region and ensure a lifetime of success for our students."

- *Dustin Binniker, Director of Career & Technical Education at Waxahachie High School*

The North Carolina Masonry Contractors Association (NCMCA) Workforce Development Program, one of the top masonry workforce recruitment programs in the country, has served as a model for the Masonry Rocks! Career Program. TMC has benefited greatly from the experience and guidance of workforce development programs from North Carolina. TMC is seeking similar Masonry Foundation Grant funds to continue growing and expanding in the same ways NCMCA has. During the program's development process, TMC sent a delegation of members to North Carolina to visit with Lynn Nash, Ryan Shaver, and members of the NCMCA to discuss the successes and challenges of their program. The grant funds given to NCMCA have had the impact of expanding high school workforce development to other states. The expectation is that similar grant funding for the Masonry Rocks! Career Program will have the same impact and expand these types of educational recruitment resources further than Texas--to Oklahoma, Louisiana, New Mexico, and beyond..

Project Scope and Objectives

This document requests grant funding from MCAA's Masonry Foundation to support the expansion of TMC's Masonry Rocks! Career Program. Our efforts have primarily included high schools, however, the Workforce Development Committee has identified several sources for

additional long-term recruitment efforts--including the prison system and veterans affairs--which will require efforts to engage and collaborate with other organizations and institutions.

The need for increased focus on workforce development and recruitment efforts is nationwide. The masonry industry cannot continue its legacy or grow without recruiting and training the next generation of skilled craftspeople. The association's Workforce Development Committee approved a series of goals and objectives in 2021, they are:

- Facilitate the creation of full-time masonry programs in Texas high schools.
- Place students from Texas high schools - particularly students from full-time masonry programs - into part and full-time jobs with TMC mason contractor member companies.
- Become involved with state and local education and career organizations.

The program's origins began within the major metropolitan areas--Dallas-Ft. Worth, Houston, San Antonio, and Austin. Once the teachers began to talk to one another and the word began spreading about TMC's unique educational experience, requests for Masonry Days from new/surrounding areas began and continues with each new event. TMC is considering recruitment visits to regions in south Texas, El Paso, and eastern Louisiana due to the requests from either a local contractor or a school district. Additional grant funding would make expanding the program's reach and influence into these areas a reality.

2021 Masonry Day Event Schedule			
	Date	School Name	District Name
1	20-Oct-2020	Grand Prairie High School	Grand Prairie ISD
2	4-Nov-2020	Waxahachie High School	Waxahachie ISD
3	25-Jan-2021	Grand Prairie High School	Grand Prairie ISD
4	17-Mar-2021	Waxahachie High School	Waxahachie ISD
5	24-Mar-2021	Mabank High School	Mabank ISD
6	25-Mar-2021	Mabank High School	Mabank ISD
7	12-Apr-2021	Blanson CTE High School	Aldine ISD
8	13-Apr-2021	Blanson CTE High School	Aldine ISD
9	14-Apr-2021	Blanson CTE High School	Aldine ISD
10	15-Apr-2021	Blanson CTE High School	Aldine ISD
11	19-Apr-2021	North Mesquite High School	Mesquite ISD
13	21-Apr-2021	North Mesquite High School	Mesquite ISD
14	22-Apr-2021	Poteet High School	Mesquite ISD
15	23-Apr-2021	Poteet High School	Mesquite ISD
16	27-Apr-2021	Denton High School	Denton ISD
17	30-Apr-2021	Construction Careers Academy	Northside ISD
18	11-May-2021	CE King High School	Sheldon ISD
19	13-May-2021	Crockett High School	Austin ISD
20	17-May-2021	Keller	Keller ISD
21	18-May-2021	Keller	Keller ISD
Fall 2021 Semester			
22 1	1-Sep-2021	Grand Prairie High School	Grand Prairie ISD
23 2	2-Sep-2021	Grand Prairie High School	Grand Prairie ISD
24 3	Week of Sept 13	Bryan ISD CTE Complex	Bryan ISD
25 4	Week of Sept 13	Bryan High School	Bryan ISD
26 5	Week of Sept 13	Rudder High School	Bryan ISD
27 6	20-Sep-2021	GWAMA	Waco ISD
28 7	21-Sep-2021	GWAMA	Waco ISD
29 8	23-Sep-2021	Pflugerville High School	Pflugerville ISD
30 9	24-Sep-2021	Pflugerville High School	Pflugerville ISD
31 10	27-Sep-2021	Denton High School	Denton ISD
32 11	28-Sep-2021	Denton High School	Denton ISD
33 12	29-Sep-2021	Denton High School	Denton ISD
34 13	30-Sep-2021	Denton High School	Denton ISD
35 14	5-Oct-2021	Belton High School	Belton ISD
36 15	6-Oct-2021	Belton High School	Belton ISD
37 16	12-Oct-2021	Career Institute North	Dallas ISD
38 17	12-Oct-2021	Career Institute South	Dallas ISD
39 18	13-Oct-2021	Career Institute East	Dallas ISD
40 19	15-Oct-2021	Denton High School	Denton ISD
41 20	Week of Oct 18	Barbara Jordan High School	Houston ISD
42 21	TBD	Gilbreath-Reed Career And Techn	Garland ISD
43 22	25-Oct-2021	Mabank High School	Mabank ISD
44 23	26-Oct-2021	Mabank High School	Mabank ISD
45 24	27-Oct-2021	Mabank High School	Mabank ISD
46 25	28-Oct-2021	Mabank High School	Mabank ISD
47 26	18-Nov-2021	CE King High School	Sheldon ISD
48 27	19-Nov-2021	CE King High School	Sheldon ISD
49 28	29-Nov-2021	Blanson CTE High School	Aldine ISD
50 29	30-Nov-2021	Blanson CTE High School	Aldine ISD
51 30	1-Dec-2021	Blanson CTE High School	Aldine ISD
52 31	2-Dec-2021	Blanson CTE High School	Aldine ISD

Scheduling and Production

The first component of this proposal is the scheduling and production of High School Masonry Day events. It is anticipated that the 2021 calendar year will see a minimum of 52 Masonry Days. At a typical Masonry Day, the students are introduced to careers in masonry via brief, yet straightforward, classroom presentation and dialogue that discusses the history of masonry and career opportunities available in the industry. MCAA has developed a variety of material such as “The Top 10 Reasons to be a Mason,” which is one of the resources handed out to the students alongside a Career Path Flyer, Build Your Future materials, and local contractor information. Once the classroom portion is complete, the hands-on demonstration and training begins. Nearly 700 students were able to use a trowel and lay bricks for the first time during the 2020-2021 school year. Going forward, that number will only increase as the number of scheduled masonry days will increase.

During the 2022 calendar year, TMC expects to schedule at least 60 Masonry Days--30 in the Spring and 30 in the Fall. In addition to these events, TMC staff members are appointed to local steering committees and boards, as well as participate in dozens of locally organized career days, career fairs, and other workforce events to help with recruitment and awareness. In July 2021, TMC will be participating in the TIVA summer convention, where we will be hosting both a classroom session to explain the Masonry Rocks! Career Program to CTE teachers and administrators across the state, as well as assisting with long-time masonry instructor, Bud Johnson, of Grand Prairie ISD, to host a hands-on session for teachers interested in getting their hands dirty to learn about masonry. During the TIVA convention, TMC will be unveiling the new Masonry Rocks! Trailer, modeled off of the NCMA trailer, which will increase our efficiency for hosting Masonry Days, recruiting events, but also be a promotion of the masonry industry and our contractor and supplier members alike.

Job Placement

The second component of this proposal is the placement of students into part-time summer and full-time jobs with TMC mason contractor members.

Following the Masonry Rocks! Career Program’s launch in Spring 2021, almost a dozen local students connected with local masonry contractors in the Dallas-Fort Worth region for employment opportunities and internships. The preliminary goal for Summer 2022 is to place over 50 masonry recruits with local contractors across the major metropolitan areas. Initial conversations with regional contractor associations indicate the need for a system to interview and hire students and a masonry summer job orientation, or Masonry Camp, to get students and contractors on the same page in terms of job responsibilities, expectations, and basic safety practices. The goal is to evaluate the need and desire for a Masonry Camp employment orientation in cooperation with each regional contractors association in Texas to facilitate more successful recruitment, preparation and placement for young recruits and those with no previous masonry/construction experience.

Exposure to masonry training and career exploration is critical for our target youth, and the Masonry Club model established in North Carolina provides an effective solution. Through the Masonry Club, TMC provides a fun and engaging training experience that ties in with the larger workforce development initiative, as it is never too early to begin thinking about future careers, and what education and experience is necessary to reach these goals. For the coming school year, TMC seeks to initiate and solidify programming into a new Masonry Club for local schools and contractors that includes sample projects, training locations, field trips, and more. This Club will help generate awareness and excitement, as well as interactive learning for students interested in joining a masonry/construction class.

Summary of Qualifications

The team in place to carry out TMC's workforce development initiatives is dedicated and passionate. As of January 1st, 2021 TMC welcomed Mackie Bounds as the President of the Board of Directors and he brought with him a renewed commitment to and focus on workforce development. The new President promptly reinstated the Workforce Development Committee and appointed industry veteran, Liz Graves as Chairperson. Liz has increased participation in the committee, added members from all corners of the state, and begun connecting us to alternative recruitment resources. Her years of experience in the industry, and with workforce development and recruitment specifically, are instrumental in gaining buy-in to the program from contractors and members.

The entire TMC membership has been involved and will continue to be involved with the production of the larger, multi-day high school Masonry Day events. Local contractors send qualified bricklayers and tenders to the events to help with the hands-on training and instruction, as well as logistics of stocking materials and stations. Local and regional suppliers and manufactures generously provide material and tools to each event location and help explain all aspects of the industry to the students. Bringing Workforce Development to the forefront of the organization has reinvigorated participation across the state with willingness and interest of contractors both new and old to TMC taking part.

The full-time TMC staff is led by the Executive Director Tony Topping. Tony has 8 years of experience with TMC and has recently been appointed to the Board of Directors for SkillsUSA Texas. Tony oversees the day-to-day operation of the organization, as well as manages staff and volunteer work on our workforce initiatives and organization committees. Michelle Queen, TMC's Education and Outreach Coordinator, has nearly four years of experience with TMC and has transitioned her full-time focus toward outreach and engagement with educators, administrators, and student trainees/recruits. Michelle has been appointed to several local industry leadership councils and workforce committees, including one of the largest school districts in the State who are on the verge of beginning a new masonry program.

Lastly, TMC is actively recruiting for a new full-time Masonry Instruction Coordinator (MIC), who has the ability to conduct the hands-on basic masonry training and trowel skills portion of the Masonry Day events. The MIC's main responsibilities are to conduct training during the Masonry Day demonstration events, coordinate the volunteer masons/crew during the event, act as the

“face of the Masonry Rocks! Program”, provide a role model that will instill pride into prospective employees, be a mentor to students that have been hired by contractors, and provide additional training to students that are interested in masonry skills competitions like SkillsUSA and the MCAA Skills Challenge.

Anticipated Impacts

The impacts from this program have only just begun to materialize. The very first school that TMC conducted a Masonry Day under the newly branded Masonry Rocks! Career Program was so impressed with the industry support demonstrated at the event that they immediately added a masonry class to their full-time course catalog. The school is currently looking to hire a qualified vocational teacher capable of teaching masonry. A dozen or more schools are already looking into a full-time masonry class in the very near future. All schools that TMC has visited have already rescheduled for future semesters and asked for a bigger event that can impact even more of their students.

The preliminary goal for Summer 2022 is to place over 50 masonry recruits with local contractors across their all major metropolitan areas. Initial conversations with regional contractor associations indicate the need for a system to interview and hire students and a masonry summer job interview and orientation process, possibly a Masonry Camp, to get students and contractors on the same page in terms of job responsibilities, expectations, and basic safety practices.

The ultimate impact of this program will be the creation of 100s of full-time high school masonry classes in the state of Texas. These programs will become pipelines for Texas mason contractors to replace their aging workforce. These high school students will become their next mason tenders - the most talented of the students will go on to apprenticeship programs to become masons, foremen, superintendents, and more.

Request Payment Procedure:

TMC requests the trustees of The Masonry Foundation to provide a grant, totaling \$170,000 paid in five annual installments for a period of five years, to the Texas Masonry Council for the purpose of sustaining and expanding the Masonry Rocks! Career Program, which is just beginning but already showing great results and increased membership participation.

The five annual installments are requested to be:

Year 1 - \$50,000
Year 2 - \$40,000
Year 3 - \$30,000
Year 4 - \$25,000
Year 5 - \$25,000
Total: - \$170,000

Other Funding Sources:

TMC is currently fully funding the Masonry Rocks! Career Program thanks to generous donors through our Workforce Development Special Assessment Funds and TMC general membership dues. Numerous contractors and suppliers have agreed to pay a special workforce development assessment to start and expand this program - some have paid up to \$25,000. TMC is asking for \$50,000 from the Masonry Foundation to match the \$175,000 currently committed by TMC members in 2022.

Budget

*Program Expenses**

Salaries & Wages	\$180,000
Workforce Line Item	\$25,000
<u>Travel and Lodging</u>	<u>\$20,000</u>
Total 2022 Expense:	\$225,000

Program Revenue

TMC Workforce Special Assessment	\$112,000
TMC General Dues Revenue	\$63,000
<u>Masonry Foundation Grant</u>	<u>\$50,000</u>
Total 2022 Revenue	\$225,000

*Salary line item includes 100% of salary for the Masonry Instruction Coordinator and the Education and Outreach Coordinator. Both positions will be solely focused on the success of the Masonry Rock! Career program during 2022. It also includes 25% of the Executive Directors salary as they will continue to spend significant amounts of time on the program.

Workforce Line Item includes tools and materials that happen to not be donated, storage units, and other necessary expenses to conduct this program state-wide. Also includes funds for sponsorships and small grants to schools and classrooms as they request them.

Proposed Deliverables:

1. Update of the activities, twice a year, dates to be determined by the Masonry Foundation Board, including Masonry Days and report of students hired from the TMC Masonry Rocks! Career Program
2. Share resources with MCAA, state, and local organizations across the nation, such as the "Masonry Educator Toolbox" being developed (see attached draft), classroom presentations, and wages flyer already developed (see attached).
3. The TMC staff will be a resource for other state and local associations across the state.

Careers in Masonry

Are you good at working with your hands? Have you ever wanted to have the satisfaction of seeing your work come to life before your eyes?

Join the masonry industry and become the architect of your own future! At each stage of the trade there are opportunities for growth and career advancement, not to mention benefits for you and your family along the way. Build your career, start working with masonry today!

THIS COULD BE YOU!

HIGH SCHOOL OR TECHNICAL CENTER

TENDER OR LABORER

\$15 to \$20 / Hour

APPRENTICESHIP

\$18 to \$24 / Hour

MASON

\$24 - \$30 / Hour

SAFETY DIRECTOR

FOREMAN

ESTIMATOR

ASSISTANT PROJECT MANAGER

PRODUCT/MATERIAL SALES & MARKETING

ACCOUNTING / HR / OFFICE MANAGER

SUPERINTENDENT

PROJECT MANAGER

COMPANY OWNER
\$100,000+ / Year

**HOW DO I GET HERE?
MASONRY!**

Sadat, a recent high school CTE graduate and SkillsUSA Masonry State Champion, works as a mason in South Texas while attending college.



KEVIN RUIZ, MASONRY EDUCATION COORDINATOR

(469) 515 - 4812
KEVIN@TEXASMASONRYCOUNCIL.ORG

To find a program representative in your area, email us at:
INFO@TEXASMASONRYCOUNCIL.ORG

WWW.TEXASMASONRYCOUNCIL.ORG

* Wages fluctuate due to market conditions, location, and numerous other factors. The wages listed are averages based on survey data gathered from TMC member companies (Aug. 2019).

WE'RE HIRING TODAY!



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TENDERS, LABORERS, AND PRE-APPRENTICE MASONS IN-TRAINING

Jobsite Tasks

- Learn the functionality of blueprints, plans and specifications
- Interpret symbols and procedures
- Identify job prep needs and develop job task plan
- Execute job prep needs as a coordinated effort
- Identify/select tools and materials
- Use hand tools and light duty tools
- Operate tools and equipment safely
- Assist with the installation of materials per job specifications
- Demonstrate accuracy in measuring using various instruments
- Maintain clean and safe work environment
- Clean up work area
- Practice quality craftsmanship and teamwork
- Assist with cutting brick and block
- Assist with depositing, spreading, consolidating, and striking of concrete in a form
- Lay masonry units to specification
- Assist with selecting the correct types of materials for the job
- Perform volume estimates for concrete quantity requirements

Due to the nature of this position and required work, certain physical requirements must be met. You must be able to stand, stoop, bend, kneel, climb and work in indoor and outdoor construction environments with occasional inclement weather. Individuals on a construction crew handle, lift, carry and set up materials and equipment that weigh up to 50 pounds (23 kg).

Knowledge and Skills

- **A Driving Force** – You roll-up your sleeves and figure things out. You present solutions, rather than just raising problems, no matter the challenge, you rise to the occasion.
- **Organized** – You possess the ability to handle multiple priorities at once and can keep a clean jobsite.
- **Independent** – You can work with a team, but also on your own. You are comfortable with tackling daily tasks with minimal supervision.
- **A Strong Communicator** – You clearly and confidently articulate your ideas and can relay information in an efficient and effective manner in both written and verbal communication.
- **Problem Solver** – You are motivated to solve problems.
- **Accountable** – You show up on time and ready to work.



For more information about masonry careers and job opportunities within the industry, visit our website.

WWW.TEXASMASONRYCOUNCIL.ORG



MASONRY EXTERNSHIP PROGRAM FOR TX EDUCATORS

SUMMER 2021

Learn classroom skills and industry experience that can prepare your students for a successful career in the masonry construction industry.



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MASONRY EXTERNSHIP

TMC's summer Masonry Camp Externship Program is designed to give Texas educators hands-on masonry training and industry experiences that can be passed on to students in the classroom. Attendees will spend four days immersed in the masonry construction industry with professionals at all levels. The first two days are spent learning technical skills and the art of bricklaying from experienced masons. Day 3 takes attendees to an active job site to watch the action, a brick production plant, and provides the opportunity to speak with brick, block, and stone sales executives. The week will conclude with attendance at the premier masonry event in Dallas-Fort Worth - the Annual UMCA Golden Trowel Awards Banquet.

SCHEDULE

JUNE 2021 (EXACT DATES TBD)

DAY 1: HANDS-ON TRAINING

DAY 2: HANDS-ON TRAINING & COMPETITION

DAY 3: JOBSITE TOUR W/ LOCAL CONTRACTOR

DAY 4: PRODUCTION PLANT OR QUARRY TOUR & LOCAL INDUSTRY MEET & GREET

LET'S BUILD A LEGACY FOR THE NEXT GENERATION.

Space is limited! Contact TMC today to enroll in this hands-on masonry training and industry showcase opportunity. We look forward to sharing the Masonry Message with classrooms across Texas.

INFO@TEXASMASONRYCOUNCIL.ORG



MASONRY ROCKS!

CONSTRUCTION CONTEST

DEADLINE:
June 18, 2021



PROJECT DESCRIPTION

Designed to promote the value of masonry craft skills and construction as an industry career of choice, the second annual MASONRY ROCKS! construction contest encourages secondary and postsecondary students and trainees to showcase their building projects and talents.

TIMELINE

The MASONRY ROCKS! construction contest will open for entry submissions starting March 1, 2021. Applications will be accepted until 11:59 p.m. CST June 18, 2021. Dates and other contest details are subject to change based on developments related to COVID-19.

AWARD CATEGORIES

- Secondary
 - Winner
 - Honorable Mention
- Postsecondary
 - Winner
 - Honorable Mention

Video submissions will be reviewed and scored by a judging panel made up of Texas Masonry Council staff, member volunteers, and affiliated organizations at the close of the contest to determine the winners for the Secondary and Postsecondary categories. The results will be announced at TMC's Annual Convention.



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CONTEST RULES

- Proper safety practices must be demonstrated throughout the video. Entries with severe safety hazards will be disqualified. Minor safety issues may result in deductions from score during judging. Safety factors include, but are not limited to:
 - Proper use of personal protective equipment (PPE), including hard hats, eye and ear protection, work boots, etc.
 - Safe use and storage of tools, equipment and materials.
- Submissions are open to anyone currently enrolled in or teaching a secondary or postsecondary construction training program, including:
 - High school CTE students
 - Construction apprentices and trainees
 - Craft instructors (who may submit projects on behalf of their class or program)
- Video entries must be a maximum of three minutes long and no less than one minute in length.
- Entries must showcase projects that are relevant to the masonry construction or design industries.
- Videos must answer the following questions verbally or with visuals:
 - What is your name, grade or year in your program and what city/state are you from? What is the name of your school/institution/training program?
 - What is your project and why did you build it?
 - What, if any, were challenges you faced during construction? What would you, if any, do differently if you attempted this project again?*
 - What do you enjoy most about construction?
 - What do you enjoy most about designing and working with masonry?*
 - What is the value of the craft skills you have learned and how do you plan to use them in the future?
 - What is the best piece of advice you have ever received and/or what advice would give to someone looking to learn masonry construction?*
- Videos must showcase all stages of project development: design/planning, building and completion/use (where applicable).
- Dialogue must be clear and understandable over any heavy machinery or loud background noises.
- Projects must be completed in 2020 or 2021.
- Collaboration is encouraged to create your video submission. *NOTE: TMC is willing to assist entrants with video editing and compilation. Don't hesitate to ask your family or friends to help you record clips of you in action and to help with recording needs.
- **ROCK your creativity!**



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