

# Planning Guide



## Construction Inclusion Week

2022

October 17-21, 2022  
[www.constructioninclusionweek.com](http://www.constructioninclusionweek.com)



## October 17-21, 2022

**Construction Inclusion Week 2022 is October 17-21, 2022.** Construction Inclusion Week amplifies awareness while celebrating diversity, equity, and inclusion (DEI) throughout the industry to spearhead change. The week provides educational and business resources for the construction industry including office teams, craft and jobsite crews, and industry affiliates. Improvements in the curriculum for this year include live-streamed content, facilitator tools, and more robust curriculum resources. Most tangibly, Construction Inclusion Week 2022 introduces a DEI Maturity Assessment to use as a baseline for targeted engagement with the training materials and future strategic implementation for industry firms.

This guide is designed to enable your firm to participate in Construction Inclusion Week 2022 and plan your own internal activities. The materials and resources included in this guide will bring awareness to diversity, equity, and inclusion concepts for job sites, teams, and companies.

Firm registration is open online: [www.constructioninclusionweek.com](http://www.constructioninclusionweek.com).

Daily themes for 2022 include:

- Commitment & Accountability
- Belonging
- Supplier Diversity
- Workplace Culture
- Community Engagement

The construction industry should celebrate and embrace diversity, foster inclusion, and ensure that equity is apparent.

- *Champion inclusion* empowers us to reach our full potential, fuel innovation, and enhance connections with our employees, clients, and the communities we serve.
- *Harness and leverage the capabilities and global reach* of the construction industry and its affiliates to cultivate and perpetuate a culture of diversity, equity, and inclusion.

Our culture must become more inclusive to genuinely attract, retain, and develop the best talent for the construction industry and maximize our suppliers' diversity. The DEI journey is never-ending, and firms in the industry are in different places along the road to inclusion. For 2022, Construction Inclusion Week content utilizes a DEI maturity model framework to enable participating firms to discover materials best suited to their current level. Construction Inclusion Week aims to foster conversations that create alignment and push us further on this journey for our people and industry partners.

Our industry makes the most progress when we collaboratively work together. The actions of individual firms may move the needle, but fostering sustainable and measurable change requires unity, a shared focus on achieving goals, and taking bold steps. Participating in Construction Inclusion Week allows your firm to be a part of the change.

In 2020, a group of general contractors created a consortium with a single purpose: identifying ways to advance diversity, equity, and inclusion in construction. Through this effort, **Construction Inclusion Week** was born. George Pfeffer, DPR Construction, and Dan Johnson, Mortenson, are serving as co-chairs for Construction Inclusion Week 2022. For more information, email [info@constructioninclusionweek.com](mailto:info@constructioninclusionweek.com).

George Pfeffer  
President & CEO  
DPR Construction  
Co-Chair, Construction Inclusion Week

Dan Johnson  
President & CEO  
Mortenson  
Co-Chair, Construction Inclusion Week



# Construction Inclusion Week

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## 2022

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**SHARE YOUR PLANS FOR PARTICIPATION!**

Post using hashtag **#CONSTRUCTIONINCLUSIONWEEK** and tag us on Instagram, LinkedIn, Twitter, and Facebook!

# INTRODUCTION



## Construction Inclusion Week

2022

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# Construction Inclusion Week

## 2022

### **PURPOSE:**

- To stand united in setting expectations and promoting consistent behavior.
- To champion inclusion that empowers us to reach our full potential, fueling innovation and connection with our employees, clients, and communities we serve.
- To harness and leverage the capabilities and global reach of the construction industry and its affiliates, to cultivate and perpetuate diversity, equity, and inclusion.

### **PROCESS:**

An annual week-long effort to heighten the awareness and engagement of Inclusion related activities with the goal of advancing inclusion throughout the construction industry.

### **PAYOFF:**

- Unified construction industry that attracts and retains the best talent
- Boost employee morale and confidence in industry
- Increased employee productivity
- Improved client relations



# Construction Inclusion Week

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## 2022

### NEW FOR CONSTRUCTION INCLUSION WEEK 2022:

- DEI Maturity Model frame work for content
- Construction Inclusion Week merchandise/swag store - items available for bulk purchase
- Training guide/webinar for Tool Box Talk/Table Talk facilitators
- Daily live simulcast events
- Planning schedule template

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# Construction Inclusion Week

## 2022

The information compiled in this guide is to support the planning and development of activities for each day of focus for your organization's participation in Construction Inclusion Week 2022.

In recognizing that each of our industry partners are at different phases on the inclusion spectrum, daily curriculum content is organized based on a DEI Maturity Model to help participating firms identify the most appropriate content for their organization. Complete the enclosed DEI Assessment to determine which resources would be most beneficial.

Each talk includes Learning Objectives, step-by-step instructions, discussion questions, and follow-up steps to support continuous dialogue and engagement beyond Construction Inclusion Week.

**Day 1, October 17:**  
Commitment & Accountability

**Day 2, October 18:**  
Belonging

**Day 3, October 19:**  
Supplier Diversity

**Day 4, October 20:**  
Workplace Culture

**Day 5, October 21:**  
Community Engagement

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# DEI MATURITY MODEL



# Construction Inclusion Week

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# Construction Inclusion Week 2022

## DEI Maturity Model | Assessment

Construction Inclusion Week 2022 content is organized using a DEI Maturity Model framework. This structure will allow firms anywhere along the DEI journey to utilize curated resources that align with existing firm experience and organizational operations. *If your firm has multiple office locations, it may prove beneficial to complete the assessment per location if corporate operations differ based on geography.*

The results of your assessment will help your firm select appropriate curriculum content.

### DEI Maturity Assessment | Instructions:

**STEP 1:**  
Check the box in the left hand column if your company's response is Yes. If the response is no, or unknown, leave the box blank. \*DEI = diversity, equity, and inclusion.

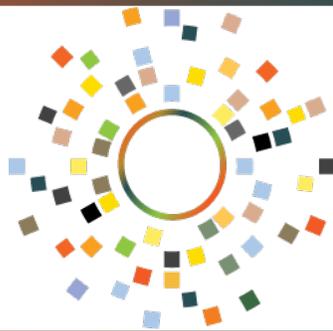
**STEP 2:**  
Count the checks by color/shape (*options provided for accessibility*) recording the totals below; multiply the count by the number indicated per color; and add all totals for the overall score.

# of Checks

<input type="checkbox"/>	Orange (Triangle) x 1 =	<input type="text"/>
<input type="checkbox"/>	Teal (Square) x 2 =	<input type="text"/>
<input type="checkbox"/>	Yellow (Circle) x 3 =	<input type="text"/>
	+	
	TOTAL SCORE=	<input type="text"/>

Please see following page for scoring tabulation and results.  
adapted from AEC DEI Maturity Model developed by PRAXIS

- Does your company achieve basic compliance (consult with HR department to confirm)?
- Has your company completed a Diversity, Equity and Inclusion assessment/diagnostic?
- Do all policies and practices reinforce Diversity, Equity, and Inclusion?
- Do the efforts of your company consider affirmative action goals?
- Is the talent pipeline diverse due to Recruitment/Retention/Advancement Policies?
- Is Diversity, Equity and Inclusion embedded into your organization's strategic and operational plan?
- Do firm leaders own, implement, and communicate Diversity, Equity and Inclusion strategy through their roles?
- Company lacks existing and defined Diversity Equity & Inclusion policies.
- Does your company have a dedicated Diversity, Equity and Inclusion role/position?
- Does the firm have a Diversity, Equity and Inclusion role in the C-Suite and/or highest leadership level empowered to influence firm decision making and has dedicated resources?
- Does your company view Diversity, Equity and Inclusion as a challenge or not recognize/believe the "why"?
- Does your company challenge the status quo including vetting project pursuits through a Diversity, Equity and Inclusion lens?
- Does management/leadership recognize the benefits of Diversity, Equity and Inclusion and implementing enhancement strategies?
- Is Diversity, Equity and Inclusion integrated into Standard Operating Procedures and training/development programming?
- Does your company view Diversity, Equity and Inclusion responsibility only through a Human Resource lens?
- Does your company advocate for social justice as part of their Corporate Social Responsibility activities?
- Does your company have a robust Supplier Diversity Program?
- Is there a minimum diverse supplier participation requirement on all projects regardless of owner goals?
- Does your company have a Supplier Diversity Program or Diverse Certified entity (MWBE/VBE/LGBTQ+) outreach process?
- Is Diversity, Equity and Inclusion integrated into the company's Mission and Vision statements?
- Does your firm's Recruitment/Retention/Advancement Plan include a DEI lens?
- Are Diversity, Equity and Inclusion key performance indicators/metrics defined and measured?
- Does your company recognize that Diversity, Equity, and Inclusion is the "right thing to do," but have an unclear implementation strategy within the organization?
- Does the leadership of the firm (or it's board) reflect diversity in race, ethnicity, gender, and sexual orientation?
- Are productive Employee Resource Groups or affinity groups established?



# Construction Inclusion Week

## 2022

DEI Maturity Assessment | Scoring Tabulation:

Total Score Range  
0-18  
=  
**LEVEL 1**  
Basic  
(Awareness)

Total Score Range:  
19-36  
=  
**LEVEL 2**  
Intermediate  
(Processing/Strategic)

Total Score Range:  
37-54  
=  
**LEVEL 3**  
Advanced  
(Market Leading)

The results of your assessment will help your firm select appropriate curriculum content. Daily theme curriculum content will be organized by level.

adapted from AEC DEI Maturity Model developed by PRAXIS

**SHARE YOUR PLANS FOR PARTICIPATION!**

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# PLANNING TEMPLATE/IDEAS



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# Construction Inclusion Week

## 2022

### PLANNING FOR CONSTRUCTION INCLUSION WEEK

- Determine your level of participation: consider company-wide, by project/department, include trade partners and clients
- Complete the DEI Maturity Model included in this guide
- Communicate with the leadership of each project team, office, department leader about the week's topics
- Organize how to deliver the daily messages on jobsites and the office
- Review the information with each leader/presenter at least a week ahead of the event
- Distribute the information and material to each Crew Lead from the Trade Partner so they can review them with their teams
- Leading up to Construction Inclusion Week, consider reaching out to trade partners and clients to inform them of your plans and invite their participation.
- Begin planning efforts using the planning schedule template included in this guide

*Utilize our Toolkits and Print Materials from [www.constructioninclusionweek.com](http://www.constructioninclusionweek.com):*

- Download, print, and display Construction Inclusion Week printables posters & banners
- Download and order merchandise from Swag Store for your team
- Share your participation on social media using the hashtag **#ConstructionInclusionWeek**
- Share a message from your firm leadership on your company blog, website, or newsletter
- Download and install the Construction Inclusion Week email signature banner
- Plan social media posts using the templates available on the Construction Inclusion Week website or create your own using the logo materials provided

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 **Construction  
Inclusion Week**

**SWAG  
SHOP**



**Construction  
Inclusion Week**  
**2022**

**MERCHANDISE AVAILABLE FOR ORDERING THROUGH  
AUGUST 31**

- Co-branded items available
- Available in Spanish as well
- August 31 deadline ensures order is received on-time

**MERCHANDISE CATEGORIES:**

- Apparel
- Drinkware
- Office & Technology Supplies
- Tools & Key Holders
- Health & Safety Items
- Bags & Totes
- Pins & Decals



[WWW.CONSTRUCTIONINCLUSIONWEEK.COM/SWAG-SHOP](http://WWW.CONSTRUCTIONINCLUSIONWEEK.COM/SWAG-SHOP)

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# Construction Inclusion Week

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## 2022

### Kick off Inclusion Week with Communication from Leadership

*Consider utilizing email, intranet articles, apps, Brown Bag virtual pre-recorded broadcast, company all-call meetings, toolbox talks*

Company culture is set by managers and leaders. Be sure the message is authentic and outlines the significant and importance of the week along with encouragement of all employee to participate in events by answering one or more of these questions:

- Why is our company participating in Inclusion Week?
- What are the expectations of participation for both offices and jobsites in participating?
- What level of participation do we intend to achieve?
- Who will internally manage our participation?
- How will our organization incorporate inclusive activities and learning beyond Inclusion Week?

Planning for Construction Inclusion Week should include organizing events on your project sites and in your offices, and distributing communication materials to your employees, business partners and local communities.

### SHARE YOUR PLANS FOR PARTICIPATION!

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# Construction Inclusion Week

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## 2022

### **Before Construction Inclusion Week:**

Determine if your firm will participate in Construction Inclusion Week and register online:  
[www.constructioninclusionweek.com](http://www.constructioninclusionweek.com)

Please complete the registration form, provide your company logo, take the DEI Maturity Assessment, and share your plans. Follow the hashtag **#ConstructionInclusionWeek** to help promote and share your activities.

### **During Construction Inclusion Week:**

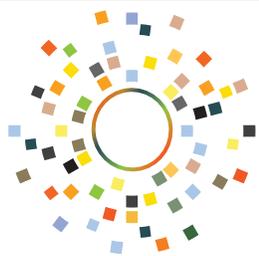
Share success of your Construction Inclusion Week Activities. It will be important to designate representative within your organization to capture photos and highlights during the week. Your employees should also be aware of what activities and events are occurring nationwide or globally.

Other ways to promote include:

- Keep employees updated on what's going on during Construction Inclusion Week with updates on any internal company communication platforms, including company intranet sites, digital displays, or newsletters.
- Collect photos from jobsites, office events or project teams.
- Post activities on your company's social media channels throughout the week. Be sure to use the hashtag **#ConstructionInclusionWeek**.
- Share quotes and thoughts from employees and Inclusion leaders in your organization.

### **SHARE YOUR PLANS FOR PARTICIPATION!**

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# Construction Inclusion Week

Building the Foundation for Inclusion

October 18-22, 2021

## Plan Project Site Events

Toolbox talks can be facilitated on each project site and should be inclusive of craft, staff, and client representatives.

### *Examples include:*

- Kick-off/safety meetings
- Toolbox talks
- Lunch & Learns
- Team meetings to discuss daily topics

## Plan Office Events

- Bring departments/teams together to discuss inclusion related topics. The recommended daily topics and activities could be shared within each department and/or shared during Lunch & Learn formats.
- Infuse 'fun' ways to learn and share by leveraging activities and awarding participants or creating department competitions.
- Create a calendar of events for each day of the week and post in common area to generate interest and engagement.
- Ensure that remote employees are included via virtual platforms

## Toolbox Talks

Toolbox talks provide a platform to address inclusion related topics in a structured manner with discussion questions and supplemental resources (media/podcast/articles, etc.) to provoke thought and self-reflection.

## SHARE YOUR PLANS FOR PARTICIPATION!

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# DAILY CURRICULUM

**Toolbox/Table Talk Titles are links to content.**  
Please click the titles of the toolbox talks/table talks to access each piece of content.



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# Construction Inclusion Week

DAY ONE: Commitment & Accountability

DAILY SUMMARY



Day 1:  
October  
17

### Day One: Commitment & Accountability

To fully realize a culture of inclusion and belonging requires both leadership commitment and accountability to ourselves and others. Neither leadership nor accountability are top-down but rather shared responsibilities that each of us regardless of role, title or position can actively demonstrate. There are lots of examples and definitions for leadership. But at its most basic level leadership is the ability to influence others towards achieving a goal.

Accountability is owning and accepting responsibility for one's actions. When these are put in the context of diversity, equity and inclusion, it means we all have a part to play. All of us being leaders, modeling the behavior we want to see in others and influencing others towards the goal of a more inclusive society; and holding ourselves and others accountable to actions that help inspire and achieve that vision.

CIW Daily Simulcast	Links to Curriculum Content			At Home Activities
	DEI Level	Toolbox Talks	Table Talks	
Day 1: Leadership Fireside Chat Simulcast Launch Details coming Soon  Stay tuned to email/ website/social media for details.	Beginner	Committing to a Culture of Care	A Business Case for D&I	Coming Soon!
	Intermediate	6 Traits of Inclusive Leadership	Courageous Conversations	Stay tuned to email/ website/social media for details.
	Advanced	Getting Real About Inclusive Leadership: Why Change Starts With You	Creating Accountability for Inclusive, Responsive Leadership	

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek** and tag us on Instagram, LinkedIn, Twitter, and Facebook!



# Construction Inclusion Week

DAY TWO: Belonging

DAILY SUMMARY



Day 2:  
October  
18

## Day Two: Belonging

Education and understanding the implications of unconscious bias is critical to cultivating a culture of inclusion and belonging. Belonging is that sense you get that you are a valued member of a community. When people feel that they are part of a community, they feel a sense of purpose.

CIW Daily Simulcast	Links to Curriculum Content			At Home Activities
	DEI Level	Toolbox Talks	Table Talks	
Day 2: Keynote Presentation - <b>Marianna Sousa</b> Launch Details coming Soon	Beginner	Inclusion Builds Belonging	Building an Inclusive Culture	Coming Soon!
	Intermediate	Trusted 10	Dismantling Microaggressions	Stay tuned to email/website/social media for details.
Stay tuned to email/website/social media for details.	Advanced	Broadening Perspectives		

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# Construction Inclusion Week

DAY THREE: Supplier Diversity

DAILY SUMMARY



Day 3:  
October  
19

### Day Three: Supplier Diversity

What is supplier diversity and why is it important?

Supplier diversity is a business practice that refers to the inclusion of businesses owned by diverse individuals or groups in the procurement of goods and services. A diverse supplier is generally defined as a business that's at least 51% owned and operated by an individual that's part of a traditionally underrepresented or underserved group. Common classifications are minority-owned business enterprises (MBEs), woman-owned business enterprises (WBEs), and small-business enterprises (SBEs). Businesses owned by other minority groups, such as LGBTQ+, veterans, and persons with disabilities, may also be considered diverse suppliers.

CIW Daily Simulcast	Links to Curriculum Content		At Home Activities
	DEI Level	Toolbox Talks	
Day 3: Fireside Chat: Supplier Diversity Launch Details coming Soon  Stay tuned to email/website/social media for details.	Beginner	What Is Supplier Diversity?	
	Intermediate	How to Source Small and Diverse Firms	
	Advanced	Five Ways to Build a More Diverse Supply Chain	

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek** and tag us on Instagram, LinkedIn, Twitter, and Facebook!



# Construction Inclusion Week

DAY FOUR: Workplace Culture

DAILY SUMMARY



## Day Four: Workplace Culture

Establishing and maintaining a positive workplace culture means that everyone gets to experience a workplace that is inclusive and respectful. We know what a good team environment feels like. We also know that a good culture leads to a safer and more productive job, one that provides higher value to our client and allows each and every worker to perform their best work.

Everyone must actively care for each other and ensure that everyone feels both physically and psychologically safe. Jobsites are our work homes, they are where we spend our days, and they are where we gather the emotions, attitudes, and behaviors that we bring home to our families. We should expect to get a high level of respect and standard of care where we work. We must create work places which are equitable and meet the needs of all employees, industry-wide. We need to ensure workplaces are free of bias and harassment; where all are treated with respect; sites in which our professional opinions are heard and valued and all have a seat at the table. Additionally, our clients appreciate and have come to expect a diverse and respectful workplace. This is not diversity on paper only, we need to foster collaborative and inclusive teams where everyone can do their best work and deliver for our clients.

Day 4:  
October  
20

CIW Daily Simulcast	Links to Curriculum Content			At Home Activities
	DEI Level	Toolbox Talks	Table Talks	
Day 4: Simulcast Video Launch Details coming Soon	Beginner	Workplace Inclusion		Coming Soon!
Stay tuned to email/website/social media for details.	Intermediate	Respectful Workplaces - Jobsite	Respectful Workplaces - Office	Stay tuned to email/website/social media for details.
	Advanced	Sustaining Respectful Workplaces		

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# Construction Inclusion Week

DAY FIVE: Community Engagement

DAILY SUMMARY



## Day Five: Community Engagement

Day 5:  
October  
21

### Welcome to the Class of 2032 (3rd Grade)!

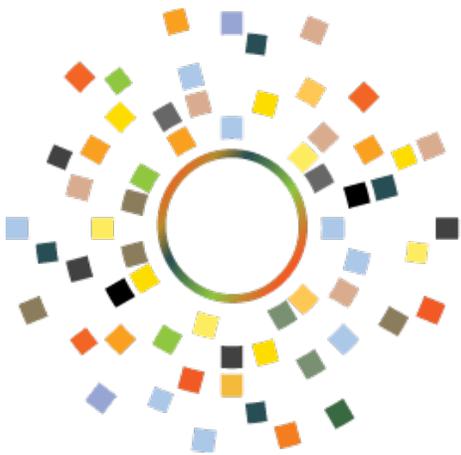
Creating a more diverse and inclusive construction industry will not happen overnight, but there are actions we can take now to inspire the next generation of builders. Our industry has a great number of career and educational pathways that can lead to success. Currently, there isn't a lot of information for students about these pathways. Some people swing hammers, but many don't! Students from all backgrounds, and with a wide range of aspirations, can find a challenging and rewarding path to prosperity in the construction industry.

3rd grade is the perfect age for students to learn about careers in construction, especially from people who "look like them" and "they can relate to."

CIW Daily Simulcast	Links to Curriculum Content			At Home Activities	
	DEI Level	Toolbox Talks	Table Talks		
Day 4: Panel Discussion Video Launch Details coming Soon	Beginner	Diverse Youth Outreach Welcome to the Class of 2032  See supplemental "Student Activity Guide"		Coming Soon!	
Stay tuned to email/ website/social media for details.	Intermediate				Stay tuned to email/ website/social media for details.
	Advanced				

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# FAQ'S



# Construction Inclusion Week

**2022**

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# Construction Inclusion Week

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## 2022

### FAQ's

Is Construction Inclusion Week a live conference or virtual conference?

- Neither - Construction Inclusion Week is an industry-wide awareness effort to create a collective safe spaces for difficult conversations, provide educational insights, and to foster a more inclusive construction industry.

What is Construction Inclusion Week 2022 going to provide?

- Construction Inclusion Week will provide a daily simulcasts, a library of conversation guides for jobsites and offices, as well as supplemental resources including videos, podcasts, and reading materials to aid you in planning events and activities within your organization.

How can I sponsor Construction Inclusion Week?

- For 2022, there are no sponsorship opportunities available. If you are interested in becoming a sponsor for future inclusion week events, please email [info@constructioninclusionweek.com](mailto:info@constructioninclusionweek.com)

How much does it cost to register or participate in Construction Inclusion Week?

- There is no cost associated for Construction Inclusion Week.

For additional information, email [info@constructioninclusionweek.com](mailto:info@constructioninclusionweek.com)

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# Construction Inclusion Week

2022

Organized by:



Affiliated Partners:

