



LABOR DEVELOPMENT OVERVIEW

Marguerite Givings, Labor Development Specialist

LABOR DEVELOPMENT Initiatives

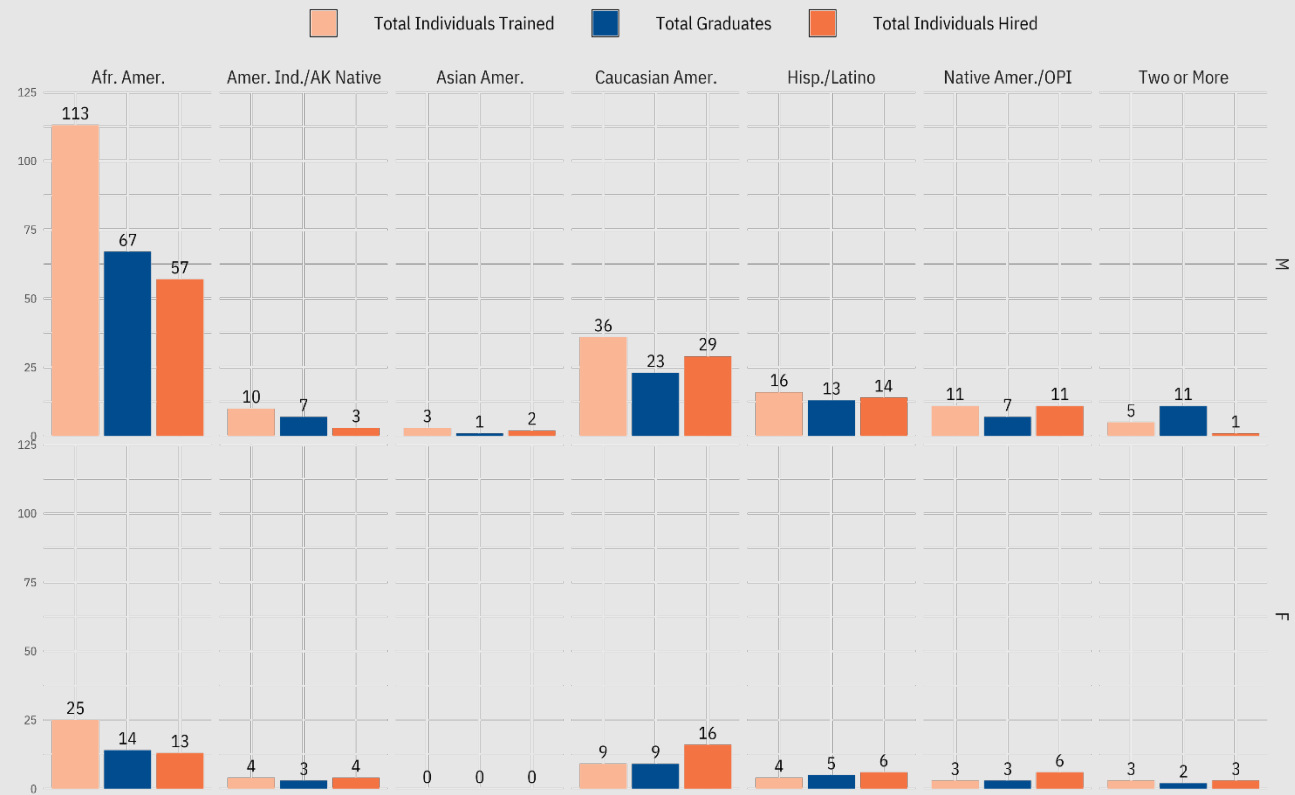
- Rebranding of the HCST Program
 - HCST is a 6-week training program that prepares workers for careers in the road construction industry.
 - Formerly known as TrANS Transportation Alliance for New Solutions
 - Now HCST Highway Construction Skills Training



HCST – Highway Construction Skills Training

- 242 Total Individuals Trained 2023
- 165 Total HCST Graduates in 2023
- 165 Total Individuals Hired 2023

2023 HCST Demographic Participation Totals





Video & Social Media Outreach

- Amber's Story



- Alex's Story





- [Kristal's Story](#)



- [The Road to a Better Future](#)

Video & Social Media Outreach



Updated Recruitment Flyers

Flyers

- General Recruitment w/HCST Updates
- Reflecting Women in Construction

ADVANCE YOUR CAREER

Highway Construction Skills Training (HCST) is your road to a better future. The free six-week program prepares workers for careers in the road construction industry.

WisDOT HCST HIGHWAY CONSTRUCTION SKILLS TRAINING CERTIFIED PRE-APPRENTICESHIP

- Free skills training
- Hands-on instruction
- Rewarding work
- Job security

Start here:
wisconsin.gov/HCST

MATCHING WORKERS WITH GREAT JOBS

WOMEN IN CONSTRUCTION

Free to enroll • No experience required • 120 hours of training

Highway Construction Skills Training (HCST) is your road to a better future. The free six-week program prepares workers for careers in the road construction industry.

WisDOT HCST HIGHWAY CONSTRUCTION SKILLS TRAINING CERTIFIED PRE-APPRENTICESHIP

PROGRAM REQUIREMENTS:

- Must be 18 years old
- Must have valid driver license
- Willingness to travel

OPPORTUNITIES INCLUDE: Flagger • General Laborer • Ironworker • Equipment operator

Build your career: wisconsin.gov/HCST



Highway Construction Skills Training (HCST)

[Civil rights and compliance](#) | [Labor and wage compliance](#) | [HCST](#) | [Apply for HCST](#)

Are you interested in a good-paying job in highway construction?

- [Visit HCST for job seekers](#)

Are you from an established construction firm looking for new talent?

- [Visit HCST for job providers](#)

HCST is a six week intensive training program that prepares workers for careers in the road construction industry. HCST also works with program graduates to find employment and ensure their continued success.



Website Updates

- [Wisconsin Department of Transportation Highway Construction Skills Training \(HCST\) \(wisconsin.gov\)](https://wisconsin.gov)



Highway Construction Skills Training (HCST): Find a class near you and apply

[Civil rights and compliance](#) | [Labor and wage compliance](#) | [HCST](#) | [Apply for HCST](#) | [HCST for job seekers](#) | [HCST for job providers](#)



Highway Construction Skills Training (HCST) Providers



Find address or place



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This application can be used to find the nearest HCST training provider and also includes an application for



Website Updates

- [Wisconsin Department of Transportation Highway Construction Skills Training \(HCST\): Find a class near you and apply \(wisconsindot.gov\)](#)

Construction Career Day (CCD)

- UW-Platteville
- Engagement and recruitment
 - Squish Construction Hats
 - Mini Tape Measures
 - Can Cozies
 - Magnetic Clips
 - Highlighters
 - Carabiners etc.



Career Wheel

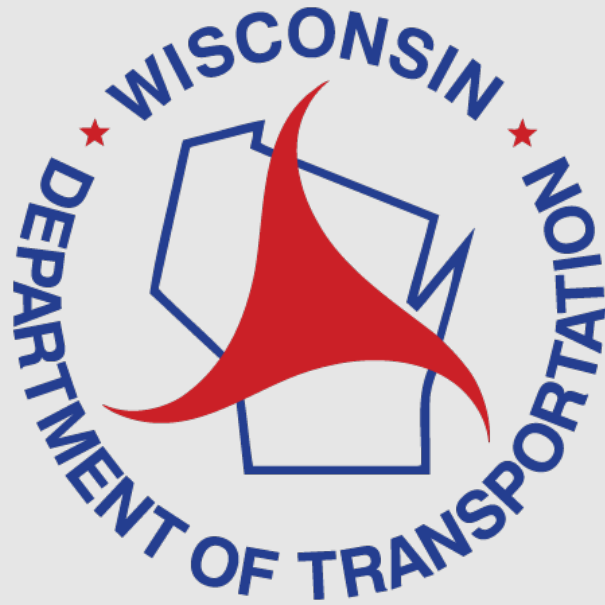




Collaborations

- Collaborating with Contractors and Stakeholders
- HCWP - Highway Construction Workforce Partnership Working Group Meetings
- Collaboration with WDBSC Workforce Development Board of South-Central Wisconsin and Employ Milwaukee





Thank you!

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