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Career explorer

Crafts Industry

Career Explorer

Start your career in the construction crafts - explore trade paths, skills, and certifications

Ever wondered which Construction Craft matches your personality?

Crafts 25

A grid of 15 construction craft cards, each featuring a small image and the name of the craft. The cards are arranged in three rows of five. To the right of the grid is an orange 'Take Quiz' button. Below the grid are navigation arrows.

Boilermaker	Carpenter	Construction Laborer	Construction Management	Drywall Installer
Electronics Technician	Glazier	HVAC Technician	Heavy Equipment Operator	Ironworker
				Lineworker

CAREER STARTER™

2025

Impact Report

January 2026

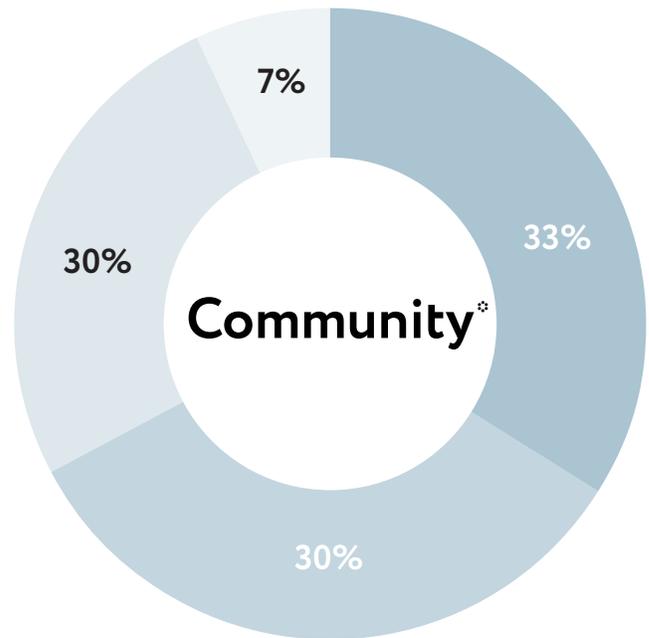
CareerStarter launched in 2022 to move students and job seekers from simply exploring careers to making real connections and finding jobs in the construction industry.

This free, online platform connects entry-level job seekers, educators, local training programs and employers—creating a clear pathway into construction careers that match individual interests and goals. CareerStarter builds the bridge for the next generation of craft professionals to their first job in the industry. Students discover careers they may not have considered before, educators guide learners to take meaningful next steps and employers connect with emerging talent to build their teams.

In 2025, the National Center for Construction Education and Research (NCCER) acquired the CareerStarter platform technology from SkillHero, allowing us to customize features, make the user experience more intuitive and add value for job seekers, educators and employers.

This impact is made possible through the generosity of our partners Procore and Owens Corning. Their donations enable platform enhancements and support new tools to keep users engaged and ensure CareerStarter remains free for students, educators and industry. NCCER is thankful for their philanthropic investment and the difference it makes by providing a construction-focused platform to showcase the many benefits the industry offers.

Through collaboration with industry, education and workforce partners, CareerStarter is igniting career journeys and helping close the workforce gap. In 2025 alone, users submitted hundreds of applications leading to direct connections to well-paying jobs in construction. We are proud of this progress and ready to build on it in 2026.



■ Rural ■ Urban ■ Suburban ■ Other

* Demographic reporting is elective. Responses captured as of December 19, 2025.

Educator Perspective

“CareerStarter has been a transformative tool for our students in construction pathways. With the guidance of our dedicated instructor, learners are not only gaining hands-on experience but also building real-world connections to industry expectations and career possibilities. CareerStarter helps demystify the job search process and empowers students to see themselves as future professionals. It’s more than a platform, it’s a bridge to agency, confidence and opportunity.”



Dr. Erica Young-Jackson
Director of Career and Technical
Education
Five Keys Schools and Programs

By the Numbers

We continue to see consistent adoption of the platform by users across all audiences. CareerStarter connects the people who explore, prepare for and hire into construction careers in one place.

¹ As of December 31, 2025

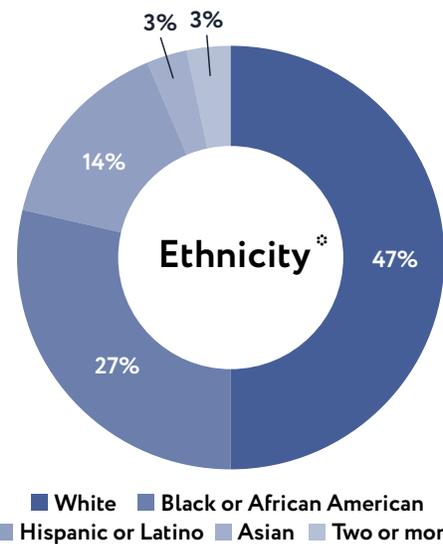


Job Seeker Perspective

"Before CareerStarter, I wasn't sure how to take the first step. I've always enjoyed working with my hands, but I didn't know how to find local jobs that would give someone like me, a new laborer, a chance. With support from my instructor, I built my resume, explored job opportunities and now I feel confident reaching out to employers and talking about my skills."



Kevin Martinez
Job Seeker



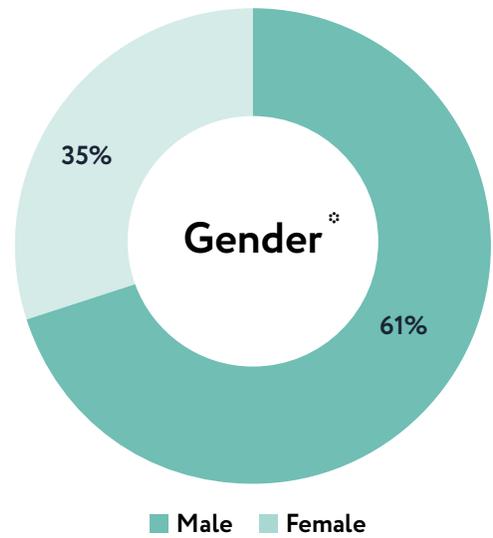
^{*} Demographic reporting is elective. Responses captured as of December 19, 2025.

Looking Ahead

In 2026, CareerStarter will continue guiding students and entry-level job seekers from exploration to training and into construction careers. Planned updates include streamlining the signup process to boost profile completion rates, improving search and filter functionality to simplify recruiting, expanding the apprenticeship section with richer resources and clearer pathways and ungating our career exploration features to increase visibility and access for all. Together, these enhancements will strengthen CareerStarter’s usability, improve matchmaking and ensure that individuals can move more confidently from exploration to opportunity.

Additionally, we are proud to announce that in 2026 we will launch a veteran’s version of CareerStarter to serve exiting military, their spouses and veterans who desire to transition to the construction workforce. We will guide learners from curiosity to career, providing a trusted place to explore craft pathways, build credentials and connect with veteran-friendly employers who prioritize their experience and potential.

To register your company as a military friendly employer, reach veterans, or help more people move from exploration to employment, please contact Dr. Melissa Perkins, CFRE at mperkins@nccer.org

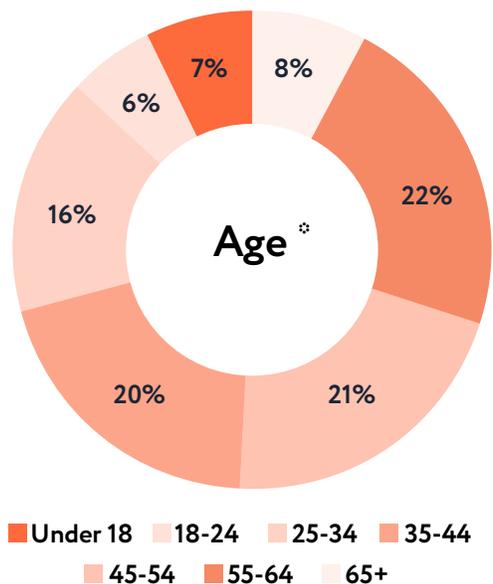


Employer Perspective

“We finally have something that we’re going to be able to use to find young people after they leave high school.”



Carla Thompson
Turner Industries Group, LLC
Workforce Development Manager
– Western Region



* Demographic reporting is elective. Responses captured as of December 19, 2025.

CareerStarter's growing impact is fueled by the support of Owens Corning and Procore.

Their generosity helps people build careers in construction and strengthens the growth of the construction industry.

We are grateful for their commitment to both opening doors and creating opportunities for the next generation of craft professionals.

