

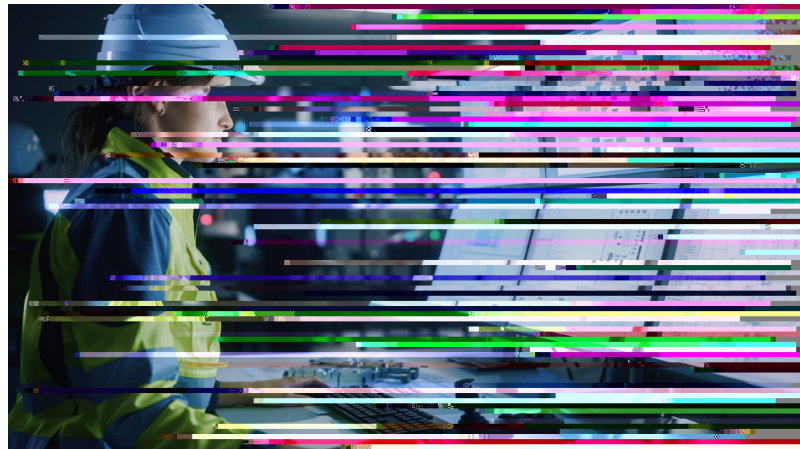
# MCX

## Member Communication Experience

The U.S. construction industry is facing a tech revolution that's upending the roles of skilled workers. Many traditional contractors are struggling to embrace the new technologies customers increasingly demand, while the industry struggles to attract young professionals. According to the latest American Community Survey data, the median age of a construction worker is 41.

This is particularly concerning given the confluence of two trends: the construction industry is facing a critical workforce shortage that's only expected to intensify, and the workforce is aging - NCCER is predicting around 40% are expected to retire by 2031. Industry leaders must prioritize using the latest industry solutions and innovations to modernize construction work, transform the construction industry, and appeal to the next generation of contractors.

Throughout COVID-19, the construction sector experienced a higher number of workers quitting jobs as opposed to being laid off, indicating the older workforce likely took the opportunity to retire early, along with more than 3 million other Americans who did the same. Currently, industry leaders are not doing enough to communicate opportunities to help shift the career perception of electrical contractors from simply being "blue collar" and un-exciting. A 2019 National Association of Home Builders (NAHB) survey found only 3% of people ages 18 to 25 were interested in pursuing a construction career, with most respondents noting the desire for a less physically demanding job.



The passage of the Infrastructure Investment and Jobs Act last fall will pump billions in new spending into the nation's most critical infrastructure - funding critically needed to efficiently modernize and repair outdated and crumbling roads, bridges, buildings, and more. But achieving that modernization cannot happen without skilled workers and innovative technologies to ensure infrastructure is built in the most efficient and safe way that also ensures resiliency against climate change and cyber-attacks.

Embracing digital solutions will not only help construction



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### About the Author

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### About the Article

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