HOME BUILDERS INSTITUTE

2022 YEAR IN REVIEW

WELCOME

2022 was an exciting year of growth for HBI and we could not have done it without the support and dedication of so many funders, partners, stakeholders, and staff. It was a year filled with new opportunities but also challenges for our industry. Our organization became even stronger and more prepared for the future. HBI grew our partnerships, built further financial strength and stability, and expanded our reach.

Our motto of building careers and changing lives is one we live by each day. As I travel across the country, I hear stories about the transformation of thousands of our students. Through HBI’s five pillars, we are educating, training, certifying, and placing students into good-paying jobs where they can support themselves and their families. We are indeed changing their lives.

This year, we celebrate the millions of lives our HBI graduates affect through their careers in construction. Our graduates serve the industry and an increased labor force creates more affordable housing for our country.

In 2022, HBI served 639 pre-apprentice programs with 23,766 active users accessing the learning management system (LMS). HBI issued 10,792 (core and trade specific) pre-apprentice industry-recognized certifications in 2022, up by 3,250 from 2021. 185,702 courses were completed online to supplement the hands-on training students receive which surpasses 2021 by 54,745 courses.

These numbers share the impact HBI has had this year and will continue to have in the years to come as we continue to grow and prosper.

Ed Brady

Home Builders Institute
President and CEO
EXECUTIVE SUMMARY

2022 ushered in a new era of residential construction. The past year began with a homebuying frenzy that saw homebuyers paying well above listing price for homes. According to HBI’s Construction Labor Market Report released in the fall of 2022, 2.2 million new construction workers are needed through 2024 to keep up with housing demand. Throughout the year, national media and trade publications released articles in the construction and labor space about reduced housing affordability, flat productivity in homebuilding, and the competition for labor across other sectors such as retail and hospitality. The construction labor shortage has become so severe that it continues to persist despite the housing slowdown that struck in late summer.

While rising mortgage rates and inflation have slowed home buying temporarily, it has signaled a ripe opportunity to invest in skilled trades training. This will allow for a swift rebound when the housing market recovers in the near future. The construction labor shortfall is a long-term crisis that won’t be eased by a recession or a slowdown in the housing market. If we want to preserve the American dream of home ownership, we must invest in skilled trades training now to improve housing availability and affordability.

The Home Builders Institute (HBI) continued to lead the charge in filling the severe skilled labor gap and diversifying the trades. During 2022, HBI saw a 300% increase in the number of schools and nonprofit organizations licensing our industry-recognized PACT curriculum. HBI opened two new BuildStrong training academies in priority markets. In April of 2022, HBI officially launched the BuildStrong Academy of Greater New Orleans, followed by the opening of the BuildStrong Academy of Houston in October 2022. HBI was featured in over 40 national, local and trade media outlets, raising awareness of our program offerings and impactful work. HBI also partnered with Interplay Learning to launch a virtual reality training program on our blended learning platform, CTETechWorks®.

Despite the volatile housing economy, HBI continued to experience substantial growth in 2022. In the year ahead, HBI looks forward to opening more training academies, expanding our list of partners and training the next generation for careers in residential construction.
## 2022 Org Wide Highlights

<table>
<thead>
<tr>
<th>Metric</th>
<th>Details</th>
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<tbody>
<tr>
<td>Active Users</td>
<td>23,766 Blended Learning (CTETechWorks®)</td>
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<tr>
<td>Completed Online Courses</td>
<td>185,702</td>
</tr>
<tr>
<td>Program Enrollments</td>
<td>17,694</td>
</tr>
<tr>
<td>Student Placement in Employment, Training and Education</td>
<td>86%</td>
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<tr>
<td>Training Programs Across the Country</td>
<td>639</td>
</tr>
<tr>
<td>School and Nonprofit Partners with Active PACT Licensing Agreements</td>
<td>234</td>
</tr>
<tr>
<td>States with Active HBI Programs</td>
<td>48 States + Puerto Rico + Costa Rica</td>
</tr>
<tr>
<td>Pre-Apprenticeship Certificates Earned</td>
<td>10,792</td>
</tr>
<tr>
<td>National and Local Media Hits</td>
<td>45</td>
</tr>
<tr>
<td>States with Active HBI Programs</td>
<td>48 States + Puerto Rico + Costa Rica</td>
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ACADEMIES

The opening of construction training academies across the country is one of the ways HBI is addressing the severe skilled labor shortage. In the past year, HBI continued to expand its academy training program to two new priority markets. The academies represent a new learning environment that delivers our industry-recognized skills training to a new generation of home builders. These programs are free for participants and open to anyone above the age of 18 years old. The enrollment flexibility has allowed HBI to recruit and train a diverse population of students including more women and minorities. Students receive hands-on training that takes them from beginners with little-to-no building experience to tradespeople who are sought after by employers. Students also receive mentorship through their pre-apprenticeship training and job placement support upon graduating from the program.

In the summer of 2021, HBI launched the BuildStrong Academy of Orlando. In 2022, HBI opened two new training academies, The BuildStrong Academy of Greater New Orleans, funded by the The Brees Dream Foundation, and the BuildStrong Academy of Houston, funded by the WoodNext Foundation and MiTek. The Home Depot Foundation also played a critical role in funding both BSA Houston and Greater New Orleans. HBI looks forward to launching programs in Phoenix, Sacramento and Charlotte in 2023.

“Working with our partners, we will grow Louisiana’s construction industry and skilled labor force. We will help create career opportunities for thousands of Louisianans through first-rate skills training and job placement.”

Drew Brees at the Grand Opening of the BuildStrong Academy of Greater New Orleans
### Greater New Orleans

**Grand Opening: April 2022**

<table>
<thead>
<tr>
<th>201</th>
<th>Enrollments for 2022</th>
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<tbody>
<tr>
<td>177</td>
<td>Graduates</td>
</tr>
<tr>
<td>88%</td>
<td>Graduation Rate</td>
</tr>
<tr>
<td>85%</td>
<td>Placement Rate</td>
</tr>
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**Ethnicity**

- 2% Asian
- 55% African American
- 15% Hispanic or Latino
- 5% Multiracial
- 17% White
- 4% Prefer not to answer

**Gender**

- 33% Female
- 67% Male

**Age**

- 26% 18-24 years
- 20% 25-34 years
- 32% 35-44 years
- 11% 45-54 years
- 9% 55+ years

**Ethnicity**

- 5% Asian
- 74% African American
- 11% Hispanic or Latino
- 3% Multiracial
- 3% White
- 2% Native American
- 2% Prefer not to answer

**Gender**

- 31% Female
- 69% Male

**Age**

- 23% 18-24 years
- 23% 25-34 years
- 23% 35-44 years
- 9% 45-54 years
- 22% 55+ years

**Ethnicity**

- 5% Asian
- 74% African American
- 11% Hispanic or Latino
- 3% Multiracial
- 3% White
- 2% Native American
- 2% Prefer not to answer
JOB CORPS

Home Builders Institute (HBI) has partnered with the U.S. Department of Labor’s Job Corps program for 49 years to provide individuals aged 16 – 24 years old with career technical education and training. Our programs are available at 69 Job Corps locations across 39 states. HBI’s training programs with Job Corps – which include building construction technology (BCT), electrical, HVAC, landscaping, solar and plumbing – teach technical job skills as well as employability skills. Advanced training programs are also available for electrical, HVAC, solar and plumbing. Students receive a trade-specific pre-apprenticeship certificate, OSHA-10 certification, and other industry-recognized credentials upon graduation. HBI also provides program graduates with job placement and transitional support to build a successful career in construction.

<table>
<thead>
<tr>
<th>Enrollments for 2022</th>
<th>1,994</th>
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<tbody>
<tr>
<td>Certifications Earned (RCA Core + trade specialty)</td>
<td>392</td>
</tr>
<tr>
<td>Placement Rate</td>
<td>92%</td>
</tr>
<tr>
<td>Total Program Locations/ Centers</td>
<td>69</td>
</tr>
<tr>
<td>Total States (including DC)</td>
<td>39</td>
</tr>
</tbody>
</table>

- **Gender**
  - 10% Female
  - 90% Male

- **Age**
  - 13% 16-17 years
  - 84% 18-24 years
  - 4% 25 years

- **Ethnicity**
  - 1% Asian
  - 42% African American
  - 19% Hispanic Or Latino
  - 9% Multiracial
  - 23% White
  - 5% Native American
  - 1% Other
HBI wants to ensure that those who have courageously served in our military never find themselves out of work or living on the street. With funding generously provided by The Home Depot Foundation, HBI operates tuition-free trades training programs on or near 10 of the largest military bases across the country. HBI also provides comprehensive job placement support, with an 89% placement rate, to date, for this population.

In 2022, The Home Depot Foundation approached HBI with the opportunity to highlight our joint military trades training programs in a 4-minute television advertisement for the Roku Channel. The filming took place in Fall 2022 at the Fort Campbell, TN location and featured Kevin O’Connor, the host of This Old House, in conversation with HBI military students and instructors. The targeted spot was live on the Roku Channel from October 18 – December 25, 2022.
COMMUNITY PROGRAMS

HBI partners with a broad spectrum of local nonprofits, workforce organizations and state and city municipalities to create and implement CTE programs that address social and economic needs specific to communities across the country. HBI’s Community Programs are customized to benefit underserved and underemployed populations including new American citizens, justice-involved youth and individuals re-entering society. We equip our program participants with the training, education, skillset, certification, and work experience they need to build a new career, change their lives, and give back to their local communities. Our programs reduce recidivism rates and boost employment in the areas we serve.

When I entered the workforce, I immediately made three dollars more than others simply because of my training and certificates... I am now a productive member of society thanks to HBI and my instructor.

— Joshua Holsey, Graduate
HBI Baker Re-entry Center Program

HBI was instrumental in my rehabilitation and transition back into society. Without HBI and my instructor I would probably be back in prison.

— Karlos Bean, Graduate
HBI Baker Re-entry Center Program

852
Enrollments for 2022

18
Program Locations

480
Graduates

GENDER

● 10% Female
● 90% Male

AGE

● 14% 13-17 years
● 28% 18-24 years
● 22% 25-34 years
● 18% 35-44 years
● 16% 45+ years

ETHNICITY

● 1% Asian
● 16% African American
● 7% Hispanic or Latino
● 1% Multiracial
● 15% White
● 58% Prefer not to answer
Today’s young students should have options beyond the four-year college track. That is why HBI partners with education systems and non-profit organizations across the country that want to utilize HBI’s award-winning Pre-Apprenticeship Certificate Training (PACT) curriculum. The PACT curriculum provides trades training and education that includes industry-recognized certifications. Additionally, CTEtechworks®, our online learning management system, provides blended learning resources for students and equips instructors with exclusive tools for teaching.

HBI’s Schools to Skills grant program, funded by The Home Depot Foundation, The National Housing Endowment and other funders, allows schools across the country to implement a career technical education program. Since launching in fall 2019, Schools to Skills grants have funded more than $1.7 million in trade programs across 33 states in 159 schools, including 40 schools new to the program for 2022. Since the start of the pandemic in 2020, HBI has experienced more than a 300 percent increase in the number of schools licensing its trade skills curriculum.

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<tr>
<th>Historical Outlook</th>
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<tr>
<td>OCTOBER 2020</td>
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<tr>
<td>156 total licensed sites in 32 States</td>
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<tr>
<td>JANUARY 2023</td>
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<tr>
<td>328 licensing sites in 42 states (including Washington, DC and Costa Rica)</td>
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<tr>
<th>Program Updates</th>
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<tbody>
<tr>
<td>October 2020</td>
</tr>
<tr>
<td>234 Active Channel Partners to date</td>
</tr>
<tr>
<td>January 2023</td>
</tr>
<tr>
<td>378 Active sites/operating locations</td>
</tr>
<tr>
<td>12,874 Enrollments for 2022</td>
</tr>
<tr>
<td>3,292 PACT Core certificates earned</td>
</tr>
<tr>
<td>2,256 PACT Trade certificates earned</td>
</tr>
<tr>
<td>3,951 Certified Students</td>
</tr>
<tr>
<td>256 Schools Using Pact in 2022</td>
</tr>
<tr>
<td>66 New Executed Agreements with 5 additional sites</td>
</tr>
<tr>
<td>159 Renewal Executed Agreements with 93 additional sites</td>
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SCHOOLS TO SKILLS

The Schools to Skills Grant Program is generously funded by The Home Depot Foundation and the National Housing Endowment. The grant provides funding to assist secondary schools with HBI’s nationally recognized, patented Pre-Apprenticeship Certification Training (PACT) curriculum.

This past year, HBI added the PACT Curriculum to the state-approved lists for Connecticut, Oklahoma and Texas.
EXPANDING THE TRADES PATHWAY
A partnership between Home Builders Institute (HBI), The Home Depot Foundation and 100 Black Men of America, Inc.

HBI and The Home Depot Foundation launched a strategic partnership with 100 Black Men of America, Inc. to increase skilled trades education and career opportunities for minorities. The partnership's joint program, Expanding the Trades Pathway, provides high school students in Atlanta, Philadelphia, and Oakland with the foundational instruction necessary for pursuing successful careers in the skilled trades. The program is facilitated through 100 Black Men of America's existing afterschool programs and funded by The Home Depot Foundation.

ATLANTA
38 Enrollments
11 Certifications

GENDER
- 18% Female
- 82% Male

ETHNICITY
- Data Unavailable

OAKLAND
150 Enrollments
84 Certifications

GENDER
- 14% Female
- 86% Male

ETHNICITY
- 14% Asian
- 31% African American
- 42% Hispanic or Latino
- 14% White
- 2% Native American
- 2% Other

PHILADELPHIA
91 Enrollments
21 Certifications

GENDER
- 8% Female
- 92% Male

ETHNICITY
- 92% African American
- 5% Hispanic or Latino
- 3% Prefer not to answer

Data is cumulative since program launched in November 2021
FUTURE BUILDERS OF AMERICA

Future Builders of America (FBA) is an HBI after school program in Florida that introduces construction career opportunities to secondary school students and other youth in the state up to 25 years of age. The mission of FBA is to engage young students in trades education and activities that will encourage them to pursue rewarding careers in construction and help them develop leadership skills critical to the residential building industry.

Every April, FBA hosts its annual Leadership Summit in Haines City, FL. Over the course of four days, FBA students from schools across Florida participate in construction industry-related projects, builds, presentations and lectures. The students in attendance learned about the wide variety of careers available in the construction industry. Along with their core classes, students participated in soft skills trainings, team design projects and team competitions.

This event is made possible by industry sponsors. Diamond Sponsors for 2022 included the Florida Fire Sprinkler Association and the Florida Roofing & Sheet Metal Association.

- **Student Members**: 222
- **Student Chapters Across Florida**: 16
- **2022 FBA Summit Students**: 82
- **2022 FBA Summit Sponsors**: 63
STUDENT TESTIMONIALS

"The transition from classroom to work site felt seamless...I highly recommend HBI’s training program for transitioning military. They teach a lot of practical skills. Even if you just want to repair your own house. Knowledge is power."

Mikayla Buresh, HBI Norfolk Career Center Graduate

"This is my first graduation in my life. I see a better future. I can make more money for my family—I have two little ones."

Donaires Ordoñez, BuildStrong Academy Greater New Orleans Graduate

"I came from a rough background. I want to show young guys that there are options for a better life. Who would have thought you could go to school in this for free."

Robert Daniel, Houston Community Graduate
HBI had a total gross revenue of $40 million in 2022, with an annual increase of 13% each of the last four years.* Approximately 88% of all annual expenditures are allocated to program delivery.** HBI’s financial stability remains strong and positioned to ensure successful delivery for future programs.

*Figures are approximate as annual financial statement audit remains in progress for fiscal year 2022.
**Based on 2021 data; IRS Form 990 basis.
***Multiple levels of donation. See HBI.org for details.
HBI’s partners are industry-leading corporate, government and foundations dedicated to working with our leadership to make an impact with recruiting, outreach and placement. Our partnerships are a crucial source of support to help HBI achieve our mission and objectives. HBI’s 2022 top-tier partners are below.
MEDIA AND EVENT HIGHLIGHTS

HBI had an impressive year and appeared in more than 45 national and local articles from the Wall Street Journal, Politico, Builder Magazine, Market Insider, Yahoo! Finance and Yahoo! Life. These features focused on the work HBI is doing to close the skills gap, address the labor shortage crisis, and expand no-cost training programs across the country. HBI President and CEO Ed Brady was also profiled in national and trade media as an expert on housing policy and workforce development.

HBI collaborated with external partners to produce ad commercials and informational videos that highlight HBI’s dedication to training more Americans in the skilled trades. Viewpoint with Dennis Quaid featured Home Builders Institute in a public television segment about careers in construction. The five-minute video was distributed to 170 Public Television Stations nationwide, reaching 60 million households. HBI also collaborated with The Home Depot Foundation on a four-minute commercial promoting HBI’s skilled trades training programs for transitioning military and veterans. The finished product ran as a targeted informational ad on the This Old House streaming page on the Roku channel.
HBI changes lives by educating, inspiring and preparing individuals for careers in the building industry. I am proud to serve on the HBI Board as we create opportunities for many in our communities through our partnerships and Academies.

Pam Patenaude, 2022 Vice Chair, HBI Board of Trustees