

I worked on a paper this semester as part of Directed Studies (COSC 685) under the supervision of my advisor, Dr. Ben Bigelow. I studied the factors that attract male students to construction management (CM) programs. Further, I compared them to the factors which were previously identified as having a positive influence in attracting female students to CM programs.

Since construction is one of the fastest growing industries and the employment of construction managers is projected to grow steadily from 2014 to 2024 (BLS, 2016), there is a need to ensure that construction management (CM) programs are producing enough quality students. A plethora of studies have been done regarding improving female participation in CM programs and the construction industry, owing primarily to the male-dominated nature of the industry. However, for most CM departments it is not realistic to focus recruiting efforts just on female students. As a result, it would be advantageous to compare the factors that attract males and female students in CM undergraduate degree programs, so the programs can be more effective with their recruiting resources. Therefore, this study performed a comparative analysis of attraction and retention factors between male and female students.

This study will contribute to our understanding of the factors that have the greatest positive influence on attracting and retaining students to CM degree programs. Understanding these factors will help programs be more efficient in their efforts to recruit and retain students of both genders, which will consequently improve gender diversity in the construction industry.

**References:**

Bureau of Labor Statistics (BLS). (2016). *Construction Managers*. Retrieved from <http://www.bls.gov/ooh/management/construction-managers.htm>