

KEY TALKING POINTS ON SED DE SABER®-CONSTRUCTION EDITION

- A team of subject matter experts including remodelers, superintendents, safety directors, and trade instructors created the customized curriculum for seven books.
- This team ensured the relevance, accuracy, and effectiveness of the Sed de Saber-Construction Edition curriculum.
- Features seven interactive books that teach 500 vocabulary words and 340 phrases.
- Developed to meet learning standards of the U.S. Department of Education and the U.S. Department of Labor.
- In addition to construction terminology, teaches life skills such as following driving directions, visiting the doctor, going to the pharmacy, filling out forms, etc.
- In about 20 weeks, users understand and speak conversational English at a third-grade level. Sed de Saber-Construction Edition works with an entertaining storyline, colorful graphics, and scientifically proven teaching protocols, to ensure the material is user level appropriate and effective.

BENEFITS TO HOME BUILDER ASSOCIATIONS:

- Opportunity to build community rapport with your local Hispanic workforce and consumers.
- Sed de Saber-Construction Edition is a tool that can also be utilized by local Hispanic community based organizations.
- By offering Sed de Saber-Construction Edition, your HBA demonstrates its commitment to the Hispanic market by bridging the English/Spanish communication gap and helps reduce job site injuries for your builder and contractor members.
- Leverage the Sed de Saber-Construction Edition materials to position your HBA as the premier resource on the Hispanic workforce in your local market.
- Provide association-to-member business solutions while generating non-dues revenue.
- Expand products and services offered to members.
- Workforce boards, Hispanic organizations, and your HBA can collectively address issues of job safety.

BENEFITS TO HOME BUILDING INDUSTRY:

- Sed de Saber-Construction Edition promotes employee retention and overall loyalty. Thus, it demonstrates the employer's commitment to educating and caring for their workforce.
- The program is backed by the safety standards developed by OSHA. The entire seventh book focuses on safety and is modeled after the NAHB-OSHA Job Site Safety Handbook.

