

FINDING PRINT PRODUCTION EMPLOYEES THE BATTLE FOR SKILLS



INTELLECTIVE
SOLUTIONS

What made you join the Graphic Communications Industry?



Do you recommend our industry to your children or friends?

How is our industry perceived by young people today?



They may think it's

- Environmentally unfriendly
- Irrelevant
- Dirty and dangerous
- Outdated technologically

When in fact, our Industry...

- Is extremely High-Tech
- Is a Billion Dollars in size
- Is in the top ten of employees
- Is very entrepreneurial
- Has advancement opportunities
- Pays well
- Is very craft-oriented
- Has opportunities for mentoring
- May not need college education



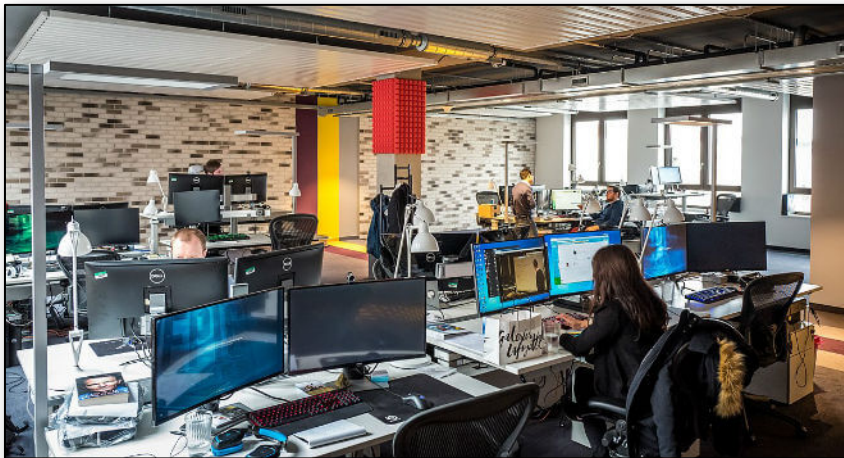
Great video that honors the Boston Globe Newspaper *But furthers the myths about our industry*



<https://www.bostonglobe.com/metro/2017/05/24/stopping-presses/7IP6RK7Z7NhENhOVbAkS9O/story.html>

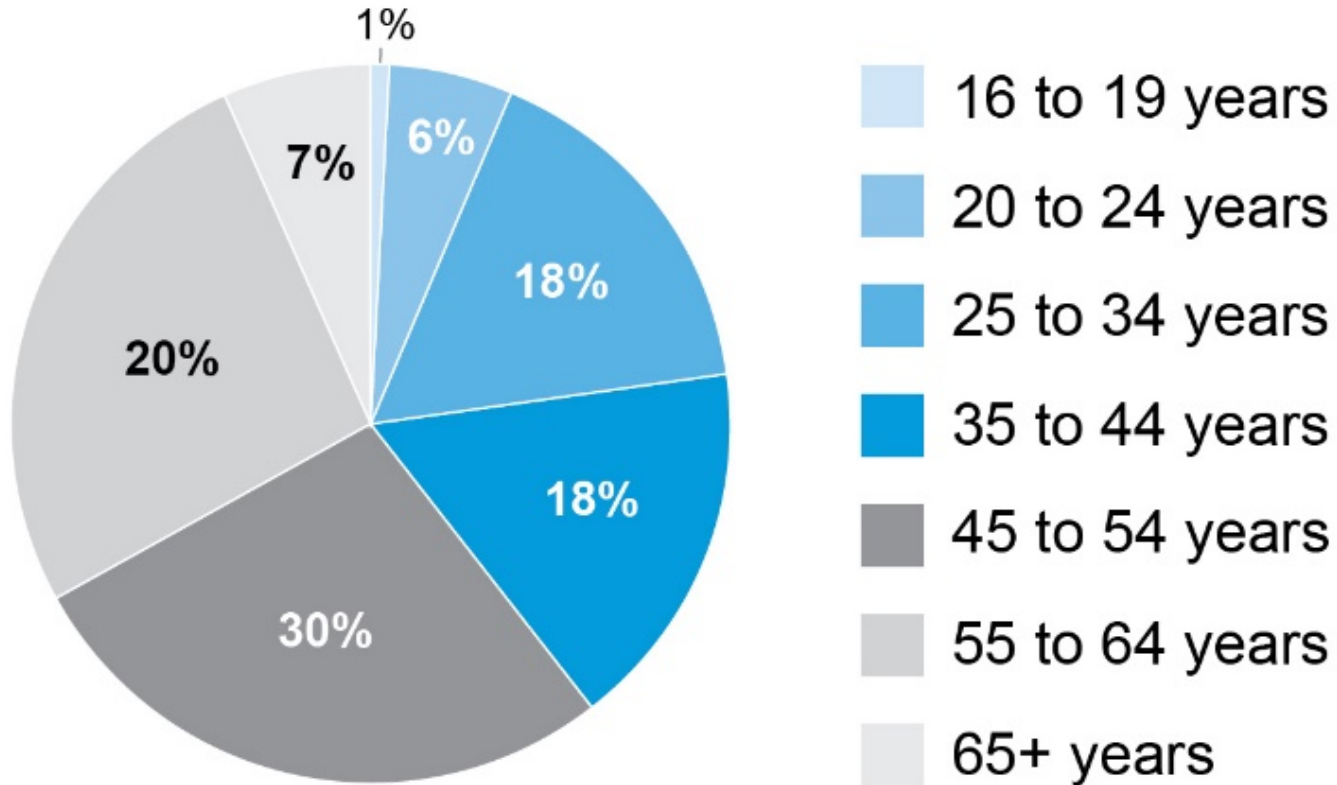


The Reality of Today's Printing Company!



Our Workforce is Aging

Over 50% is at or near Retirement Age



Aging Workforce, Population Percentages

Where is our Future Workforce going to come from?

- High Schools
- Colleges
- STEM Schools
- Adult Education Programs



There is a heightened Interest in Funding STEM courses from
State and Federal Government

Skills required for successful employment


Validated by Industry Professionals

GCSC

Graphic Communications
Skills Competencies

Available for free download from:

<https://www.print-ed.org/skill-areas/competencies>



GRAPHIC COMMUNICATIONS SKILLS COMPETENCIES


A high percentage of America's workforce lacks the skills and knowledge required to be effective employees in today's highly competitive global economy.

Now for the first time ever, key competencies have been written by industry professionals and educators as the minimum skills required for successful employment in the graphic communications industry. Available in six content areas, the competencies are free to all industry stakeholders.

- Digital File Preparation and Output
- Digital Production Printing
- Graphic Design
- Introduction to Graphic Communications
- Offset Printing/Bindery & Finishing
- Screen Printing

Download the competencies at: www.graphicCOMMcentral.org/gcsc

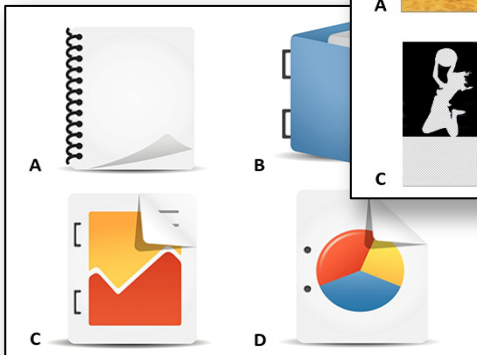
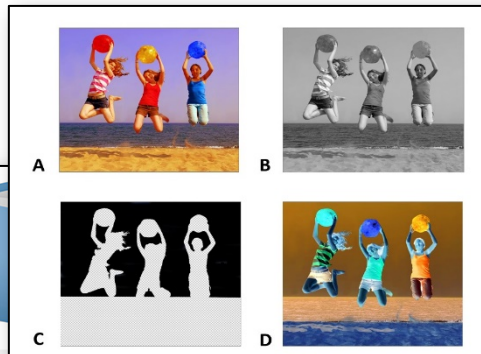
For more information, contact: Eileen Cassidy, GAERF Director
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E-mail: ecassidy@npes.org Phone: 703/264/7200



Assessing Skills



Provides assessment testing for the graphic communications industry



<http://www.careeressentials.org/assessments/skillsusa-and-printed/>

High Schools



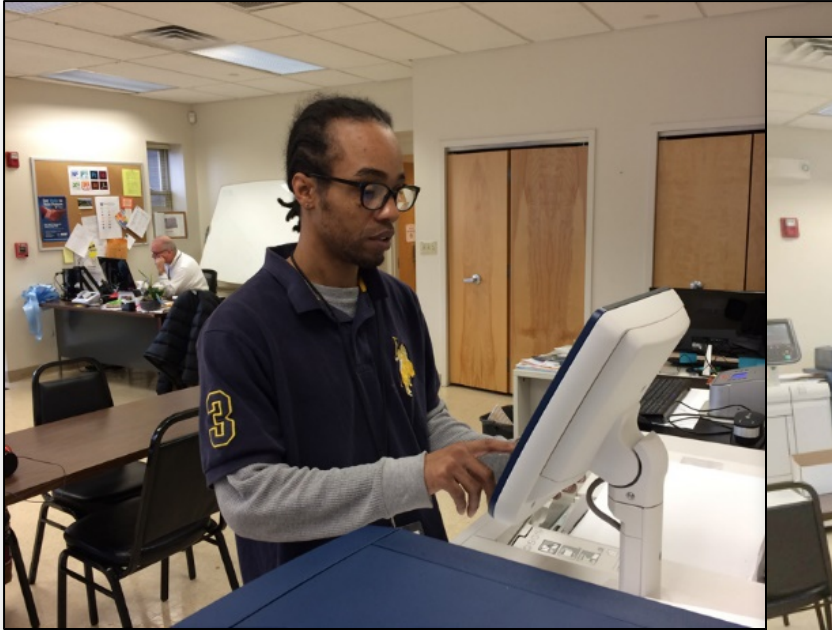
Universities



CAL POLY

<https://www.youtube.com/watch?v=9t-3SSoMc7U>

Adult Education

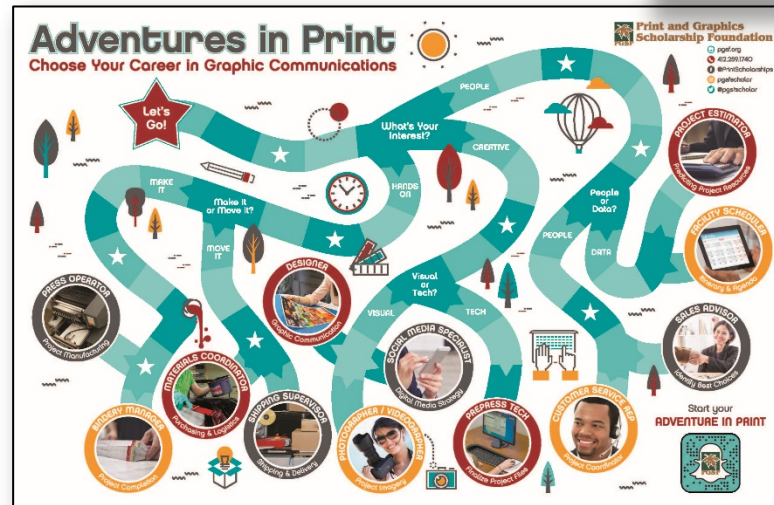
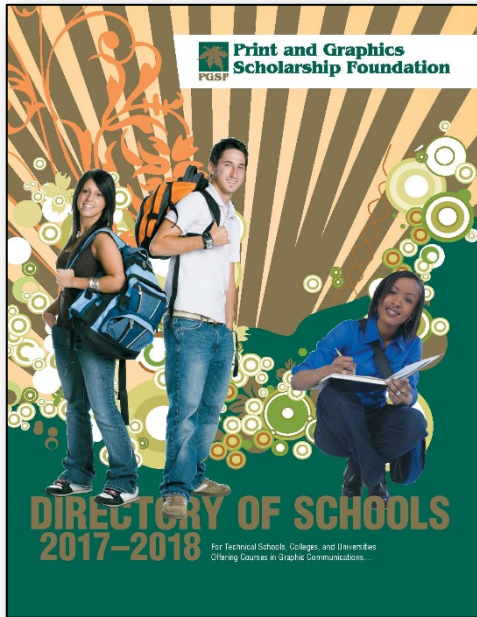


**HUDSON COMMUNITY
ENTERPRISES**

<https://hce.works/>

Print and Graphics Scholarship Foundation

Provides \$400,000 in scholarships each year
 Endowment of \$10,000,000
 Provides recruitment information





Job Titles



Press Operator - Digital Production Specialist
Prepress - Pre-Media Technician
Salesperson - Business Development



KEY MESSAGES

- FINDING EMPLOYEES IS NUMBER ONE ISSUE TODAY
- AGING WORKFORCE
- NEW SKILLS ARE REQUIRED
- EDUCATION NEEDS OUR HELP

Thank You for attending
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