

Education Summit Report Out

During GRAPH EXPO® 2007 held in Chicago, over 120 people from throughout the graphic arts industry gathered together to discuss how the various constituencies that make up the field could be brought together to develop a cohesive effort and message to the youth, the public and the educational system about the needs of our industry. Several speakers gave their viewpoints on the subject, many very good ideas were presented, and several thought-provoking comments were made.

Subsequent to that meeting, a task force has met in a monthly teleconference to further develop plans and actions that arose from the Chicago meeting. Currently this task force consists of:

John Berthelsen (Suttle-Straus)	Eileen Cassidy (GAERF)
Ben Cooper (Print Council)	Bernie Eckert (PIA/GATF – PGSF)
Bill Esler (Graphic Arts Monthly)	Tim Fischer (NAPL)
Dean Flowers (Waukesha County Tech College)	Katie Gekker (Virginia Printing Foundation)
Stephen Johnson (RRD – State Printing)	Brenda Kai (EDSF)
Patrick Klarecki (Ferris State University)	Larry Kroll (Heidelberg)
Kathy Lauerman (Printing & Imaging Association Mountain States)	
Michael Makin (PIA/GATF)	Jeanne Mowlds (EDSF)
Ralph Nappi (NPES)	Mark Nuzzaco (NPES)
Brian Price (NPES)	Raymond Prince (NAPL)
Brian Regan (Semper International)	Ted Ringman (PGSF)
Mark Sanders (Virginia Tech)	Michael Stinnett (Kimball High)
Larry Warter (Fuji)	Jeff White (EFI)
Doug Yeager (Alcom Printing)	

The task force has distilled the discussions into six action items and has already implemented steps to move forward in some of the areas indicated. In other areas, further development will be required. This report is intended to give an update on the current state of the six items.

The task force continues to hold monthly teleconferences, and a third summit will be held during GRAPH EXPO® 2008, on the morning of Tuesday, October 28.

Action items:

1. Reach Generation Y (or the Millennials) in places where they congregate. This would include, for example, social networking sites and the Second Life online virtual world.

Team: Brian Regan, Mike Stinnett, Tony Vinski, Doug Yeager

- Completed the expansion of the current Second Life location. Added classes for teachers, community events, reach-out programs, a tour of all the stages of printing and a “print is green” exhibit.
- Second Life is the primary focus.
 - The island is secured and a name is established – “Printalution” to target college students, industry and educators.

- Develop a special registration portal from our websites that allow our community to register for their Second Life accounts and go through our on island orientation process.
- Built a facility that accommodates 144 people for large demonstrations and presentations.
- Create an area for educators to communicate with industry.
- Introduction to printing tour of all the phases of printing.
- Build an area for educators to discuss curriculums such as PrintEd.
- Offer various training seminars, such as interview skills and print 101, and invite industry leaders to speak.
- Community areas such as a large “sandbox” area where our community can learn how to use the building tools in Second Life.
- Create Print Industry Facebook account, then group and actively recruit other Facebook users to the group. Actively engage the group in discussion and provide information. Combine print-related YouTube content to a webpage connected to the project. Connect the Facebook community to the Second Life community and to Graph Comm Central and other industry sites.

This project is well underway and all the above bullet points are achievable in 2008.

2. Use Association lobbyists to change the U.S. Department of Labor’s outdated descriptions and classifications of the industry’s jobs and segments.

Team: Mark Nuzzaco, Ben Cooper, Michael Makin, Lisbeth Lyons, Ron Davis, Kathy Lauerman, Pat Klarecki

- Promote the graphic communications industry to local, state and federal government officials.
 - Place a high importance on informing the Bureau of Labor Statistics about the direction of the graphic/printing industry.
 - Recognize a problem in that the BLS does not accept private data.
- Report correct statistics and job classifications to the government.
 - Concern regarding article in *USA Today* January 22, 2008 projecting 2006–2016 22% decrease in wages within the industry.
 - *USA Today* was contacted and they printed a retraction on February 1.
 - Kathy Lauerman has worked with the BLS statistics for over four years and has made real progress.
 - There will be definite changes in the SOC codes
 - The Department of Education relies on these codes to determine funding of the programs and validity of an industry.
 - Bureau of Labor Statistics numbers are based on production workers.
 - As of April 2008, the BLS has accepted the updated information that has been provided by the group and changes in the industry’s job descriptions are pending.
- Currently PIA/GATF is very aggressive with annual lobbying efforts promoting graphic communication jobs as high tech, high skilled, with high income potential, and creative and innovative.

- Work closely with GAERF to continue to promote industry awareness.
 - Promote industry and statistics to students and educators.
 - Develop an industry overview that can be distributed to all interested parties with accurate information about the field and the opportunities it has.

3. Convince more companies about the value of contributing scholarship money.

Team: Ted Ringman, Bernie Eckert, John Berthelsen

- PGSF is currently doing ten to twelve mailings yearly. These go to:
 - A general list of 8500+
 - An endowed list 2000+
- There are ongoing communications with the trade magazines, IPA, GAM, etc. promoting individuals and companies to support the scholarship fund, in order to build up donations and awareness.
- PGSF is currently promoting a Life Long Learning scholarship to the industry. This is a full scholarship benefit for employees at a printer or supplier in the graphic arts field.
- Scholarship posters are distributed to all colleges, universities, technical schools and accredited high schools as part of ongoing recruiting efforts.
- Updating of the endowed scholarship flyer, as well as creation of a new general flyer is in progress.

These are all ongoing efforts of the group and will continue throughout 2008 and beyond.

4. Ask printers to visit schools for a “show and tell” about their company, technology, and career options. Encourage holding open houses to showcase industry awareness and high technology.

Team: Dean Flowers, Doug Yeager

- Develop a model tour program to be implemented nationally.
 - Motivate educators and students to participate in field trips
 - Research what liabilities are involved
- GRAPHIC COMM CENTRAL will post videos of actual plants and virtual tours to promote the industry.
- We anticipate that a model and guide plan for printers will be rolled out by the end of 2008.

5. Review the GRAPHIC COMM CENTRAL (GCC) website for relevancy, substance, and design. Implement changes necessary to make GCC a valuable resource for students, educators, and industry.

Team: Eileen Cassidy, Brian Regan, Mark Sanders, Brian Price, Mike Stinnett

- Enhance GCC content by working with industry associations and individuals to identify educational materials the industry can and would provide to GCC for dissemination.

- Create new “customized entry pages” to GCC (e.g., separate “entry pages” for audiences such as guidance counselors, elementary teachers, and industry personnel) that provide them with a small number of links to the GCC sections that are most relevant for their specific purposes.
- Enhance GCC visibility, particularly among industry personnel, by encouraging graphic communication publishers, vendors, etc. to promote the GCC URL and purpose in their trade publications, on their websites, at trade shows, etc.
- Enhance communication between the industry and education sectors by encouraging more industry personnel to subscribe to and participate in the GCC Listserv.
- Post industry-generated job descriptions that provide an overview of the many career opportunities in the graphic communication industry.
- Consider simplifying the website URL.

6. Increase number of skilled candidates for employment in the printing/graphic communications community.

Team: Eileen Cassidy, Katie Gekker

All committee members to support this goal as an ongoing effort.

- Duplicate the *Ambassadors for Print Program* in other states by marketing it to PIA Affiliates that have active education arms. A training manual, developed by the Virginia Printing Foundation, is available to provide step-by-step instructions for states to use in implementing the program.
- Increase industry recognition and support of SkillsUSA.
- Market the value of PrintED accreditation and certification to industry and career and technical education state supervisors resulting in increased PrintED accreditations and certifications.

The team feels confident that progress can be made and goals are achievable in 2008.

An audio record of the 2007 summit is available via podcast download at the following:

<http://media.libsyn.com/media/lubetkin/PGSF1.mp3> or
<http://www.graphicartsonline.com/Podcasts/47505/PrintCast.html>

The current Officers of the Education Summit:
 Chairman, Raymond Prince (NAPL)
 Vice-Chairman, John Berthelsen (Suttle-Straus)
 Secretary, Larry Kroll (Heidelberg)
 Treasurer, Eileen Cassidy (GAERF)

The working committee consists of all members of the task force listed above.