

Initiatives and Opportunities in the Wood Products Manufacturing Industry

Adria Torrez, Education & Conference Director

Association of Woodworking & Furnishings Suppliers® (AWFS®)

Anaheim, CA



Presentation Overview

- ◇ AWFS introduction
- ◇ The Manufacturing Industry Skills Gap
- ◇ Myths and Reality about Manufacturing Industry and Careers
- ◇ AWFS Education Initiatives
- ◇ Wood Industry Initiatives
- ◇ Questions for You
- ◇ Q&A

Who is AWFS?

- ◆ Represents woodworking machinery and supply manufacturers; 450+ members
- ◆ AWFS Fair, biennial trade show in Las Vegas (July 2019)
- ◆ Strategic Plan, Item 4: **“Lead the effort to unify industry organizations in support of CTE and workforce development.”** (2016)



Manufacturing Industry Skills Gap

- ◆ Companies cannot grow because they are limited by their ability to find skilled workers
- ◆ Companies are exploring other ways to maintain productivity (i.e. through technology)
- ◆ 10,000 baby boomers are retiring EACH DAY (through 2024)
- ◆ 2 million jobs in manufacturing are expected to go unfilled (through 2025)
- ◆ Students aren't aware of the wood products manufacturing industry and career opportunities
- ◆ There are less education and training programs dedicated to woodworking



The 2017 NAM Manufacturers Outlook Survey reflected a 9.4% growth in concern about “attracting and retaining a quality workforce”, and this issue grew from second most important current business challenge to the top challenge by the end of the year.

Figure 4: Primary Current Business Challenges, Fourth Quarter 2017



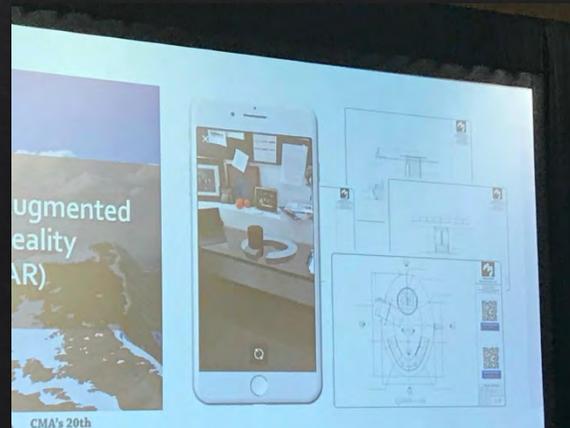
Note: Respondents were able to check more than one response; therefore, responses exceed 100 percent.

→ The inability to attract and retain a quality workforce is the top business challenge, cited by 72.9 percent of respondents. This continues to be one of the most cited issues for manufacturers, especially as the labor market has tightened significantly.

Two CA Woodworking Industry Examples

◆ Mission Bell Millwork, Morgan Hill, CA

"We can't find people. There are no more education programs. I've tried connecting with XX (school) and never heard back. We especially need engineers who have a woodworking background or understand fundamentals."



◆ Drawer Box Specialties (DBS), Anaheim, CA

"There are no more school programs. We don't know where to look. We desperately need skilled workers."



Outdated Myths about Manufacturing

- ◆ **Skilled trades are for “the other”**
- ◆ **Manufacturing is not for the college-bound**
- ◆ **Jobs are rote, unskilled and offer little job security**
- ◆ **Plants are dark, dirty, unpleasant places to work**
- ◆ **Salaries are low**
- ◆ **Advancement potential is limited**

The Realities of Manufacturing

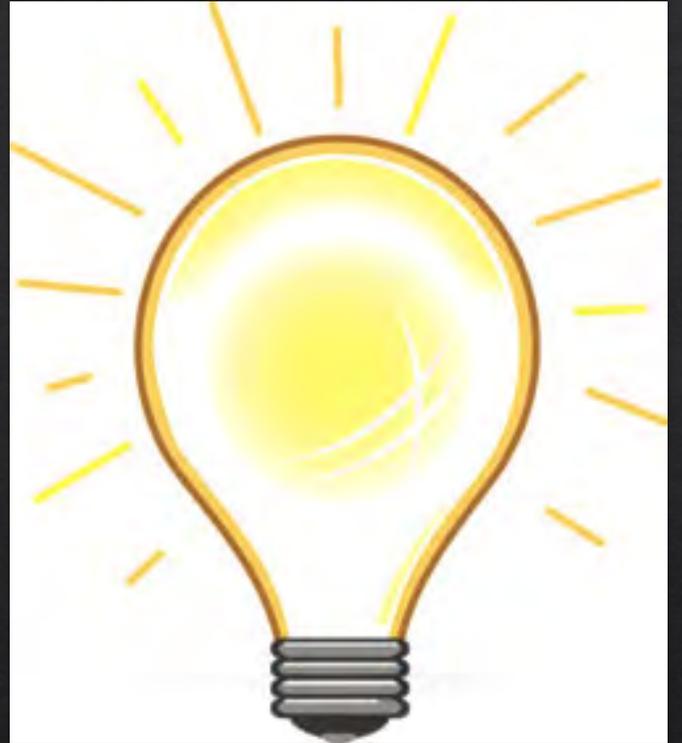
- ◆ Manufacturing offers jobs at every skill and education level
- ◆ It is totally modernized and high-tech
- ◆ Skills are transferable to other industries
- ◆ Plants light, bright, ergonomic
- ◆ Salaries are competitive
- ◆ Advancement is wide open



*"It's not a matter of IF I will hire them but **how soon** can I get them?"* (quote from a manufacturer)

What Can You Do?

- ◆ Develop an awareness of modern manufacturing and its opportunities –help dispel the myths
- ◆ Reach out to local industry (teachers). Share info on tours, guest speaking, externships/internships or other partnership opportunities
- ◆ Show enthusiasm about the idea of a manufacturing career to students and parents; encourage them to explore.



Guiding Students Who May be Interested

- ◆ Encourage students to explore hands-on classes, connect with a SkillsUSA chapter or other student organization
- ◆ Direct them to resources such as trade association web sites, trade shows, companies with training programs
- ◆ Inspire them to take initiative on their own, such as seeking out information with community companies
- ◆ Stress importance of soft skills to the business community



What to Tell Parents

- ◆ Hands-on classes support STEM
- ◆ Reshoring not off-shoring
- ◆ “Made in America” revitalization—be part of growing the U.S. role as a global innovator
- ◆ Chance for rapid advancement due to retiring personnel
- ◆ Visit a company related to the student’s potential interests
- ◆ Help child tap into “what do you like to do?” and “how to apply those skills to be happy in a career?”
- ◆ Bust the myth: It’s not menial and manual, it’s modern and mechanized!



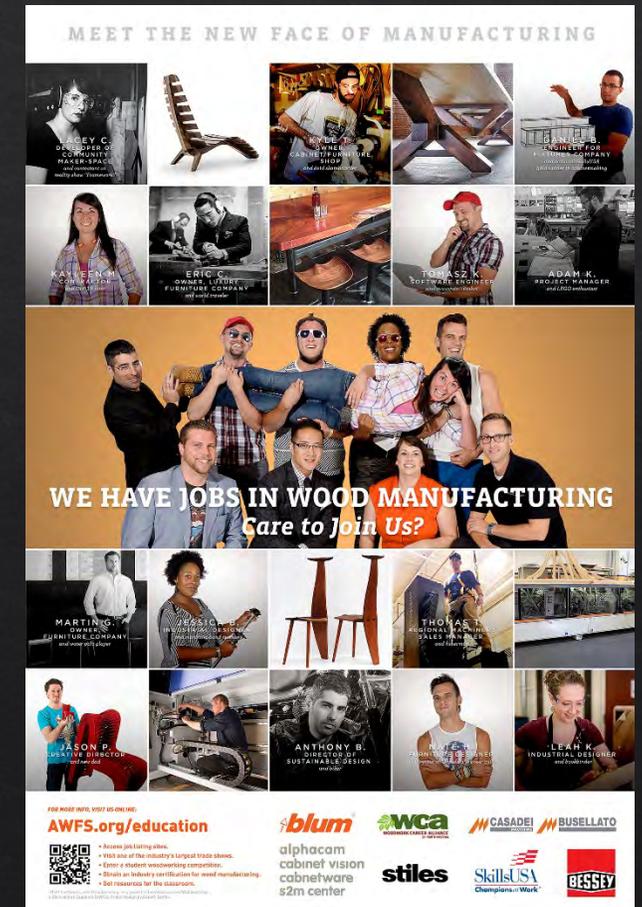
AWFS Education Initiatives and Projects

Focus on awareness and Image

1. Meet the New Face of Manufacturing
 - A. Webinars and Presentations; resources
2. WoodIndustryEd.org
3. AWFS Fair: CWWK, Luncheon
4. Student Contests: Fresh Wood, Design it Digital
5. Partnering with Others; committees, etc.
 - A. Wood Industry Leadership Forum
6. Lobbying/Public Policy
7. SWM

Meet the New Face of Manufacturing

- ◆ Campaign launched in 2014 to change the image of wood products manufacturing industry and careers
- ◆ FREE Posters
- ◆ Videos
- ◆ Webinars, Presentations, Online Resources



WoodIndustryEd.org

- Database website with over 1,000 school programs listed
- Searchable with filters (by type of program, certificate, geo.)
- Listings of other resources:
 - Trade associations
 - Trade press
 - Industry events
 - Career resources





AWFS[®] Fair

- CWWK education program:
 - 60 seminars, 6 tracks
- Teacher Track:
 - Discounted pricing (\$10 each)
 - Grants, STEM guitar, tool safety, marketing, WCA, CTEOnline
- Industry Education Networking Luncheon
- Education Town Hall; Education Pavilion



Student Competitions

- **Fresh Wood:**

- Open to HS and PS
- Entry May 2019
- No fee to enter
- Cash Prizes
- Students build project and submit photos
- Finalists and teachers invited to AWFS Fair, travel/hotel and shipping covered



- **Design it Digital:**

- Open to MS, HS and PS
- **Entry deadline May 31, 2018**
- No fee to enter
- Cash and tool prizes
- Students design project based on parameters in ANY CAD software
- Submit online



Working with Others

- NAM - National Association of Manufacturers
- ACTE – Association for Career & Technical Education
- CDE - California Department of Education
- ASFD – American Society of Furniture Designers
- WCA – Woodwork Career Alliance
- WILF – Wood Industry Leadership Forum

Why? All experiencing skilled worker shortage and trying to reduce the skills gap!

Public Policy

- NAM Manufacturing Summit; annual Feb fly-in
- Nov 2016 dinner with Rep. Virginia Foxx (R-NC) via ACTE
- Focus: support for CTE, workforce training, apprenticeships, Perkins Funding



SWM: Society of Wood Manufacturing



- Local Southern California AWFS Chapter
- Focused on supporting local schools through:
 - SkillsUSA CA
 - MFG Day
 - Possible software training partnership
 - Fundraising events like "Make & Take"
 - "tools for schools"-type program

Industry Initiatives

- MFG Day



- WCA



- The MiLL



MFG Day

- Developed by NAM/Manufacturing Institute initiative
- First Friday of October, Presidential Proclamation
- 2,700+ events hosted across the U.S. in 2017
- **TOURS intended specifically for students and educators!**





- Wood industry tool standards and certification
- Over 160 schools participating in North America
- New webinar on how to implement WCA in the classroom



MILL

NATIONAL TRAINING CENTER

- National Training Center in Colorado Springs
- Template, more to come
- Secondary, post-secondary, retraining, veteran
- Industry supported
- Technology-focused
- Dual enrollment, articulation with community college
- Industry training program, Stiles University



SkillsUSA and Industry



- ◆ SkillsUSA is a leading CTSO (Career Technical Student Organization) that serves 335,000 CTE student and teacher members nationwide.
- ◆ "A **partnership of students, teachers and industry working together** to ensure America has a skilled workforce."
- ◆ "Empowers its members to become **world-class workers, leaders and responsible American citizens.**" (www.SkillsUSA.org)
- ◆ Industry develops and executes the skill competitions
- ◆ Industry sponsors, donates, and volunteers as judges and contest coordinators



Industry Training for Teachers

- ◆ **The MiLL Academy –**
May 9-11, 2018 (Colorado Springs, CO)
- ◆ **Wood Technology Industry Institute (WTII) Boot Camp –**
May 14-18 (Pittsburg, KS)
- ◆ **Stiles University Executive Briefing Conference –**
April 14-16, 2019 (San Jose, CA)
- ◆ **AWFS Fair Teacher Track Seminars –**
July 17-20, 2019 (Las Vegas, NV)

Questions for YOU!

- ◆ If a student is interested in learning more about woodworking (beyond high school), where do you direct them?
- ◆ Are you a WCA evaluator? Are you delivering the program to your students? How is it going? If not, what are your challenges?
- ◆ Have you ever attended a MFG Day event? What was most impactful? If not, what were your challenges?
- ◆ What seminar topics would you like to see at the AWFS Fair/Teacher Track?
- ◆ What resources would you like to see on WoodIndustryEd.org?
- ◆ What resources do you need from industry?

surveymonkey.com/r/CITEAww18



Thank you for attending!

Questions?

Contact information:

Adam Kessler: adam@awfs.org (323) 215-0312

Adria Torrez: adria@awfs.org (323) 215-0311

Find this presentation and other resources here:

<http://www.woodindustryed.org/citeawindres18/>

