



NEWS RELEASE

GCWC Releases White Paper on Industry Issues

August 10, 2020- The **Graphic Communications Workforce Coalition (GCWC)** has completed a comprehensive survey of the industry and released a white paper detailing results and recommended actions. The paper, titled “Workforce Concerns in Graphic Communications” was a direct result of an industry survey taken earlier this year. The respondents covered all areas of the industry including service providers, suppliers, associations, and schools.

The paper was researched and written by Donna Painter (Millersville University), Steve Bonoff (Printing Industry Midwest), Jeff Peterson (Foil & Special Effects Association) and Justin Egresitz (Millersville University). The paper includes a summary of the findings as well as a key section on how organizations can be a part of the solution. This includes several recommendations for actions that can be taken by companies, organizations and schools. Career awareness is a key item on the GCWC agenda, and this important information is part of its work to promote and support the industry.

Created in 2019, the Coalition membership currently consists of over 50 organizations from across all spectrums of the industry and representation of North America. The group comprises concerned associations, educators, and industry representatives (service providers and suppliers) who are united to address this key industry concern. The paper can be downloaded by going to the GCWC website at <https://gccoalition.org/news>.

As stated in its organizing documents, “The purpose of the coalition will be to coordinate the efforts of all organizations representing the broad scope of the graphic communications industry for creating awareness, recruitment of new people into the industry, providing a framework for apprenticeship and training programs, and the retention of the existing workforce. By combining the separate efforts, experiences, initiatives of various organizations, coordinating actions, and the sharing of ideas and resources, it is expected that all will benefit.”

Be a Part of Industry Collaboration

Membership is open to interested parties representing the continuum of the graphic communications industry. This includes associations, vendors to the industry, educational institutions, and all areas of print and graphic communications service providers. Those interested in participating are encouraged to use the website “Join Us” page to sign on. There is no cost to join, only the desire to participate in the process. GCWC is actively seeking service providers, educational institutions, and industry vendors to both its membership and to represent their constituencies on the board.

For more information, or to answer any questions about GCWC please contact chair Judy Durham at jdurham@aptech.org or secretary John Berthelsen at johnb@pgsf.org.