

# BE A PLAYER

## ...IN DEVELOPING TOMORROW'S WORKFORCE

The shortage of skilled workers is an impending problem for the wood products manufacturing industry. To abate this shortfall requires outreach, dedication and participation from companies throughout the industry.



### ★ **What You Can Do**

#### **Invite Educators into your Company through an Externship**

Want to multiply your reach to hundreds of students? Offer an "externship" where you bring a wood technology instructor or a school counselor in-house for a short course on business operations, new technology and career skills. They return to school and incorporate their new knowledge into lesson plans or a counseling message that conveys there are jobs that await students in wood products manufacturing.

#### **Benefit from the WIN-WIN! Of a Student Internship Program**

By engaging your company and staff in mentoring students through an internship program, you stand to gain:

- Access to potential new employees before the competition does!
- New ideas, energy and enthusiasm
- An extra pair of hands on a project
- Tech-savvy know-how from the "Tech" Generation

#### **Guest Speak in the Classroom**

Contact any of your local schools -- from middle school to colleges -- and offer a company representative as a classroom speaker. You can share about the industry at large as well as the specifics of your company. Motivate your employees to participate.

#### **Offer Tours of your Facility**

Develop a relationship with local schools and invite them to your facility. Share the highlights of what you do and provide them with the visuals that can start them thinking about a career in wood products manufacturing.

#### **Support Schools with In-Kind Donations**

- Provide product to schools you are building a relationship with locally.
- Participate in the Woodwork Career Alliance (WCA) program. They coordinate a donation package for schools in conjunction with their EDUcation™ subscription. WCA sets observable, measurable outcomes and evaluations for teachers so they can align their instruction with industry skill standards. Visit <http://woodworkcareer.org>. To be a part of this program, contact Greg Heuer, Secretary of WCA at: [snelson@woodworkcareer.org](mailto:snelson@woodworkcareer.org)



### ➔ **Need Help Getting Started? No problem!**

The Education Department of AWFS has created basic guidelines for implementing internship and externship programs; on how to be a guest speaker; tips for providing tours of your company; and samples of application and evaluation forms. All of the materials are in Word document format so they can be customized with your company's information, photos, needs, etc. For all documents, go to: <https://www.awfs.org/education/industry>.



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