



Graphic Communications Workforce Coalition



NEWS RELEASE

GCWC Announces Website and Design Competition

February 8, 2020- The **Graphic Communications Workforce Coalition (GCWC)** has made significant progress in the past several months since it was first organized. Membership currently consists of nearly 50 organizations from across all spectrums of the industry and the country. The group consists of concerned associations, educators, and industry representatives who are uniting to address a key industry concern.

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 and initiatives of various organizations, coordinating actions and the sharing of ideas and resources, it is expected that all will benefit.”

Website

GCWC’s website has now gone live with basic information and a list of current members. Those interested can access it at www.gccoalition.org. This site is intended to be a compilation of resources for the industry, therefore the GCWC Board of Directors is very excited to announce that soon the site will contain information on the “Print Is Everywhere” campaign and a model apprenticeship program, both of which are in final stages of development.

Logo Design Competition

In an effort to reach out to young people interested in a career in graphic communications and a desire to have a brand that will attract the younger generation, a student design contest has been announced to create a logo for GCWC. Information on this contest, which has a first-place scholarship award of \$1000, is being sent to educators and schools across the country. It is also accessible on the new website.

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.

GCWC chair Judy Durham (APTech) stated "We are making significant progress in addressing this key industry concern. This effort has wide support and we expect that significant action will be the result of our efforts."

For more information, or to answer any questions about GCWC please contact Judy at jdurham@aptech.org or secretary John Berthelsen at johnb@pgsf.org or 608-575-3904.