

NEW GPS PARTNER ANNOUNCEMENT OUTLINE

ONBOARDING COMMUNICATION ACTIVITIES



Welcome aboard!

Now that you are a proud GPS partner in Work-based Learning, it is time to let the community know that you are making a difference in the lives of our youth.

Following is an outline of activities your company should consider in an effort to raise public awareness and possible interest from local media. If there is anything your GPS team can do to help, please contact your Partner Services Manager for support.

PROVEN ACTIVITIES TO INCREASE AWARENESS

1. Schedule a tour to invite the community and other businesses in to see work-based learning in action
 - a. A GPS instructor can work with your student to prepare them to talk to the media/guests if you are asked to have them available to share their experience
2. Send out a press release to drum up interest with local media...topics like closing the skills gap, jobs gap, achievement gap, and work-based learning are all getting media attention
3. Notify GPS when you send out your press release so we can share it - we will already be announcing our newest partner on our own website and social media channels
4. Post photos of your students at work and if you do have an event, thank your guests by tagging them with great photos taken during your tour

Attached, please find a sample Press Release on page 2 announcing your partnership with GPS Education Partners. Feel free to change your story and quotes from leaders to make it your own.

Your Partners Services Manager can help you by bringing additional GPS resources together to discuss other ideas if you have specific communications goals that help define your success; don't hesitate to reach out today!



WORKFORCE DEVELOPMENT STRATEGY NOW INCLUDES WORK-BASED LEARNING In Partnership with GPS Education Partners, We Are Closing the Gap with Our Youth

Menomonee Falls, WI -- 8/12/2020 -- [EFCO Finishing Corporation](#), announced its partnership with [GPS Education Partners](#) (GPSEd) that will allow the company to build industry talent pools and future workforces using a unique youth apprenticeship model designed by GPSEd. This model has shown proven success for hundreds of Wisconsin businesses since its launch in manufacturing 20 years ago. The apprenticeship model will match motivated student workers with promising technical careers and expose them to career pathways in the metal finishing industry.

"It is with much excitement and great anticipation that we welcome EFCO Finishing into the GPSEd stable", said Dan Bryant, GPSEd's Partner Services Manager. "We are always eager to partner with companies who offer numerous training opportunities in their respective manufacturing processes, but also who take an interest in developing young people to take on viable careers. EFCO's family-centered culture and unique training experiences should make for a most fruitful training ground for our students."

Participating students will gain exposure and experience to career pathways in the program through rotations at the company's Menomonee Falls facility. Students will have the opportunity to explore different work environments and business cultures as well as take on different roles and responsibilities, all while earning their high school diploma.

True to a family-centered culture, Ryan Budgins, a current GPSEd student, in partnership with Germantown High School, will be the first apprentice trained at EFCO Finishing. He will work alongside his father and Co-Owner of EFCO Finishing, Mike Budgins. "I look forward to teaching young prospective individuals the importance of manufacturing in our society. Young individuals see or use multiple different products in their everyday life. They never think what it takes for that product to be created and the amount of imaginary thinking to produce the product. It is one thing to come up with an idea of a new product and another to think about how to create that idea into something you can hold. The GPSEd program will give EFCO Finishing the opportunity to develop young minds on how important a role they can take in adding to society."

As he heads into his senior year, Ryan will gain work experience at EFCO in industrial maintenance while completing his coursework through GPSEd's manufacturing-based curriculum; all of which will grant him his diploma at Germantown High School. Ryan states, "I look forward to maintaining the equipment that is needed to create products that are sold at EFCO Finishing. I am also excited that I have the opportunity to achieve my high school degree while contributing to society. This opportunity will guide me into deciding what role I want to take before going to technical school."

Students can also emerge as leaders by learning self-awareness, decision-making skills, self-management, and teamwork. They will have opportunities to demonstrate those skills in their apprenticeship placement as well as in the community by participating in service learning projects.

Stephanie Borowski, GPS Education Partners CEO and President, noted that the GPSEd's Work-based Learning model is successful and repeatable. "We represent a broad community of educators and business leaders who believe in the transformation of education and training to develop our future workforce," she said. "This collaborative work will prepare America's youth for success in technical careers of the future and help rebuild the foundation of the middle class. We are excited to welcome EFCO Finishing to the GPSEd family."

About EFCO Finishing Corporation

EFCO Finishing Corporation has been privately owned and operated in South Eastern Wisconsin since 1945. You don't last that long unless you are committed to excellence and to serving your customers... in other words, being "Committed to the Finish!"

With a complete offering of metal finishing services, EFCO has the expertise to handle any metal finishing job. But what sets them apart is their dedication to providing the best service available. They continually strive to always meet customer's deadlines, offer competitive pricing, and to get the job done right, the first time. At EFCO, they listen to their customers, and work to create relationships that last. To find ways to get the job done right, the first time, no matter what.

EFCO is more than just machines and services. They are people who live and work in this community and take pride in their work. It starts with owners Terry Schultz and Mike Budgins, and it can be seen in every employee. They want to be your metal finishing provider, a resource you can trust and count on, and they'll do whatever it takes.

To learn more visit <http://efcofinishing.com/> or call 262.781.4411.

About GPS Education Partners

GPSEd is a community-based nonprofit organization and one of the largest statewide Department of Workforce Development Youth Apprenticeship Programs in Wisconsin. The GPSEd community-based education model is a catalyst to building strategic partnerships with education, business and community entities. These partnerships enable GPSEd to accelerate student preparation in technical careers through powerful, credentialed work-based learning solutions.

Founded in 2000, GPSEd is deeply committed to designing, building and executing Work-based Learning solutions that address the needs of businesses who are ready to close the skills gap by developing tomorrow's workforce with today's youth.

To learn more visit www.GPSEd.org or email info@GPSEd.org