



CRAFTSMAN

WITH CHARACTER



What is the average age of your employees?

What is your turnover rate?

How much are you spending annually on recruitment?

THOSE WERE THE QUESTIONS WE WRESTLED WITH FOR 20 YEARS.

- Schools emphasize 4-year degrees.
- Students have zero exposure to manufacturing or trades.
- Most schools eliminated or reduced tech ed departments.



THE ROOT OF THE WORKFORCE CRISIS

1. No Exposure to the Wonderful World of Making Things
2. Desperate Need for Young People with Character

SOLUTION: CWC IN 2013

1. Job-Shadowing in Various Businesses
2. Character Development Curriculum
3. Importance of Mentors



THE RESULT

Average age is about **30**, almost zero turnover, fully staffed.

The U.S. Navy now sponsors CWC.

OUR MISSION

Building an industrial workforce of young people who live and work with purpose and character

OVERVIEW

- High school course: Daily sessions, semester-long.
- Job shadowing: Mentored on shop floor, 4 days/week.
- Character education: Weekly class, aligns with business values.
- Pre-apprenticeship: Low-risk vetting for students and businesses.
- 100% graduation rate with youth apprentices at Edgerton Gear.



THE CRAFTSMAN'S CODE



1. I am not the center of the universe.
2. I do not know everything, nor nearly as much as I think I do.
3. There is dignity and purpose in knowing my trade.
4. The world needs me.
5. Pay is a reward for my efforts, but not my main motivation.
6. Every person has unique gifts and talents.


THE VALUE OF PRE-APPRENTICESHIP



 Career exposure & apprenticeship opportunities

 Mentorship & role models

 Apprenticeship readiness

 Essential workplace skills development

ARE YOU A GOOD PARTNER?

- ✓ Care about kids and the next generation
- ✓ Concerned about legacy
- ✓ Community-minded
- ✓ Recognize the value of having a mentoring culture





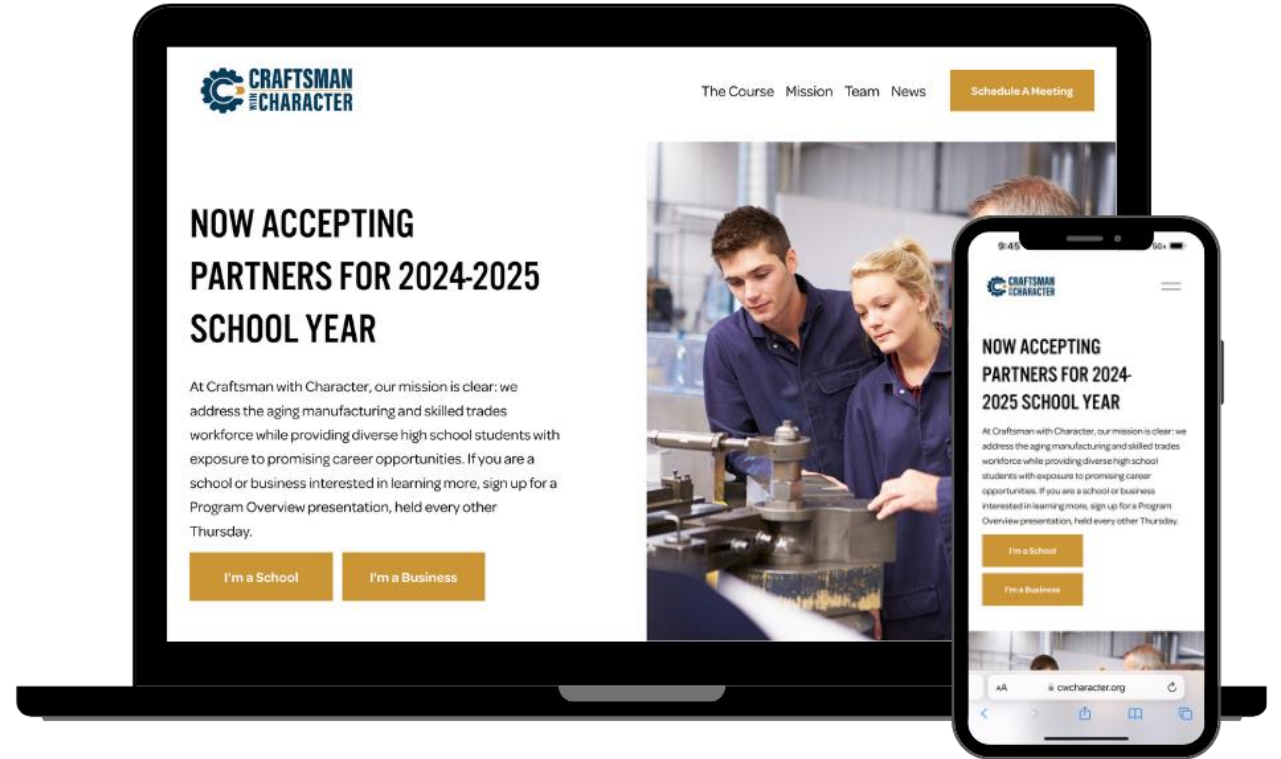
67% of high school students don't get a 4-year degree, so where do they go?

Young people crave guidance; older souls want to share wisdom.

In a world of uncertainty, be the hero they need.

HOW DO YOU GET INVOLVED?

1. Go to cwcharacter.org.
2. Sign up for a Program Overview Presentation.
3. CWC provides resources for schools and businesses to implement program.



TO LEARN MORE OR SIGN UP:

