

Xerox® Digital Career Pathway Program

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Partnering with Education and Industry to Help Build Tomorrow's Digital Printing Workforce.



xerox™

Technical education is a great way to get a head start on a career and college.

There is a groundswell of interest in career technical education in the graphic communications industry. This presents a huge opportunity for those who want a high-demand industry, great wages, and a satisfying career in a high-tech domain.

For traditional and non-traditional students



Digital Technology

Expanding Print Opportunities Even Further

Today's graphic communications industry is changing and the demand for skilled digital printing workers is increasing. High-value digital production printing is growing rapidly in commercial printing, signage, industrial applications, labels, and packaging. The industry realizes the need for skilled workers.



DOCUMENT DESIGN

Clarity and effectiveness. Downstream integrity, quality, efficiency.



COMPOSITION

Hosted/on-site. Business rules for relevance and variability.



DATA PREPARATION

Address modification. Postal prep sortation. Data conversion.



DIGITAL PRINT

Cut sheet. Continuous feed. Color/grayscale. Load balancing.



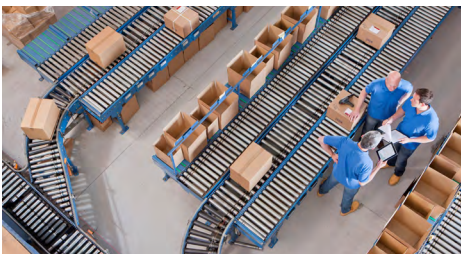
INVENTORY MANAGEMENT

Logistics. Supply chain management.



FINISHING/ASSEMBLING

Cut, fold, bind, collate. Intelligent insertion.



DISTRIBUTION

First-class mail. Electronic/Internet distribution, Web presentation, presorting/metering.



PERFORMANCE

Reporting, tracking, ROI metrics.

Couple these industry shifts with an aging workforce, and questions arise — where will these workers come from?

Designed and Developed By Industry, For Industry

The Xerox Digital Career Pathway Program is dedicated to training the print industry workforce of the future. The skill sets of individuals must adapt to keep pace with changes in the industry. Therefore, training programs must be updated frequently as well. That's where the new Xerox® Digital Career Pathway Program is different.

Our Educational Programs have been developed in conjunction with recognized industry leaders. This collaboration ensures that students graduate with up-to-date knowledge and skills, as researched by us at Xerox and our partners.

INTELLECTIVE SOLUTIONS

Intellective Solutions is a well-known and respected leader in the graphic communications industry that provides consulting services and training programs for graphic communications organizations.

The company has led graphic communications-related consulting projects for many national and regional print providers, in-plants and manufacturers in the U.S. in the last 10 years.



PrintED®

PrintED, administered by the Graphic Arts Education and Research Foundation (GAERF®), is a national accreditation and certification program based on industry standards for graphic communication courses of study at the secondary and post-secondary levels.

Printers recognize that graduates of these programs promise a knowledgeable, trained, and skilled workforce and may look to hire graduates from a PrintED accredited program—a mark of distinction that sets them apart.

Why does school and program accreditation matter?

- Competencies (student learning) are aligned with industry standards.
- Graduates of an accredited program can enter the workforce with variable credentials (equivalent to six months of on-the-job training), or possibly pursue further education with college credits already in hand.
- Most graphic arts industry employers recognize the importance and benefits of the Graphic Communication Skills Competencies (as found within the PrintED Accreditation process and the Xerox® Digital Career Pathway Program) would bring to their business, and the value of a student who emerges from such a program.
- SkillsUSA and PrintED have partnered to make "SkillsUSA Connect Assessments" available. Students with passing scores of 80% or higher on these assessments receive a co-branded certificate displaying GAERF, PrintED, and SkillsUSA logos.



The Xerox® Digital Career Pathway Program offers benefits to everyone.

Designed for students and adult learners, school districts, community and technical colleges, county career centers, veteran programs, and other learning institutions such as correctional and juvenile facilities.



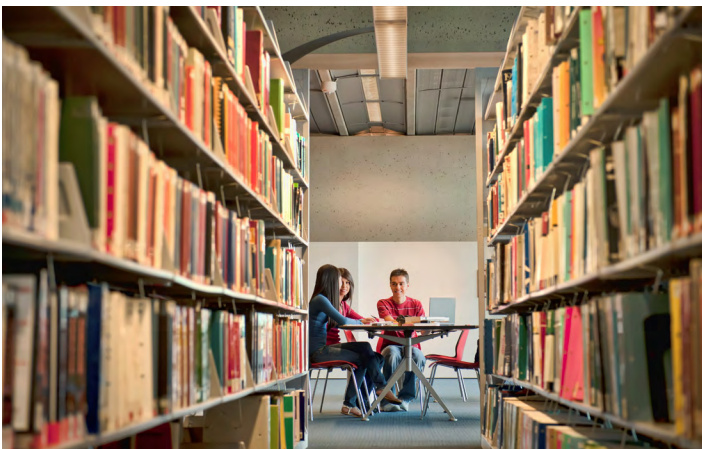
TRADITIONAL STUDENTS

A bridge to further education or an ideal step from education to employment, offering individuals a path to a rewarding career.



NON-TRADITIONAL STUDENTS

A second chance for motivated adults to truly thrive.



SCHOOLS AND INSTITUTIONS

A perfect fit for educational institutions looking to create new graphic arts programs, or expand existing ones. Also provides an additional environment in which students can be successful.



INDUSTRY

Helping build a future digital print workforce.

Five Keys Los Angeles Sheriff Department Success Story

Five Keys School has partnered with the Los Angeles Sheriff Department to invest in individuals living on the margins, so they can change their lives.

“We invest in people’s humanity so that they can be self-determined to change their lives.”

Changing people’s lives is just what the Five Keys has done. They are using the Xerox® Digital Career Digital Pathway Program to prepare at-risks individuals for an exciting career in the graphic communications industry.



THE CHALLENGE

Offenders often exit the criminal justice without a clear path or purpose to pursue a sustainable career. The Los Angeles Sheriff’s Department partnered with Five Keys Schools to work with youth. This would provide at-risk individuals sustainable job skills that can lead them to an opportunity with a great future.

Since the Sheriff Department had a large implant printing operation, they looked for a workforce development program that was industry-aligned and leveraged current digital imaging and software technology

THE SOLUTION

Five Keys turned to Xerox for some new printers and instead found a workforce development partner. They were aware of our services, but didn’t know about the Xerox® Digital Career Pathway Program. Now Five Keys and the Los Angeles Sheriff’s department is training students in the industry-required skills to work with digital production printing, and helping them find jobs with local businesses. We delivered a willingness to see the Sheriff Department’s vision come to life.

THE RESULTS

- Established a digital learning academy to train at-risk youth in digital print technologies
- Responded to the needs of the local business community through workforce development
- Provided skilled workers to local graphic communications organizations
- Aided and empowered at-risk youth by providing new skills and opportunities

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Using the **Xerox® Digital Career Pathway Program**, I paint a canvas of what the industry is all about. At first, it’s difficult to convince a student of how high-tech the industry actually is. Once we take them through examples of how projects are created and produced, it becomes clear to them that they can have a long-term, sustainable career that pays well. **Working with the Xerox curriculum and the instructor resources has been a tremendous help in building our outstanding program.**

”

Tom Hood
Five Keys Principal Instructor,
Xerox Pathway Course

Central Texas College Success Story

Central Texas College works with military personal, high school students, parents, and college students as public, open-admission community college, offering associate degrees and certificate programs in academic, professional, and career and technical fields.

For students of the real world

THE CHALLENGE

Central Texas College (CTC) provides vocational training for students preparing to enter the graphic arts and printing career field. The program provides entry-level, industry-validated, “hands-on” instruction to prepare students to be successful in the graphics and printing industry job market.

CTC is open all year long and has 50 students in their graphics art program. Our program is competency-based and students work at their pace. This best fits the needs of our working and very busy students. Our students are active military, retired, working parents, high schoolers. As we are located next to Fort Hood, Texas, we work with employers from the Dallas and Houston areas who are anxiously looking for new skilled workers.

The college needed a program that integrated well with all imaging technologies and applications including offset, large format, and variable data printing. To be consistent with our other programs, the curriculum had to be competency-based and linked to required industry skills. This is what employers who hire their students are looking for.

THE SOLUTION

The college chose the Xerox® Digital Career Pathway program because we were looking for a curriculum that would augment our Adobe and Graphic Design training courses. They already offered traditional printing courses that included offset and wide format but they have not been updated to support Digital Production Printing.

CTC contacted us at Xerox and we presented the Xerox® Digital Career Pathway Program. The college was impressed since it met their requirements for a comprehensive curriculum and course. They ended up acquiring a Xerox digital press and software along with the curriculum and course resources.

THE RESULTS

- Launched a production printing curriculum for active military, retired military, high school, and community college students near Ft. Hood Texas
- Integrated Xerox course resources into an existing self-paced competency-based course
- 50 students are currently in the program.
- Graphic communications companies in the region hired students who earn their certificate or degree



Central Texas College Success Story



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We thoroughly enjoyed working with Xerox to launch the curriculum and the terrific resources that come with it. It works perfectly with our self-paced learning approach. It integrates very well with all imaging technologies and applications including offset, large format, and variable data printing. It is not solely focused on operating a digital production press. I especially like the fact that the Xerox curriculum is competency-based and linked to required industry skills. This works very well with our program and the needs of employers in the Dallas and Houston areas.

”

Bobbi Waddle
Instructor, Graphics & Printing
Industrial Technology
Central Texas College

Imagine what a Xerox Educational Program could do for your school, institution, or community. To learn more about the Xerox® Digital Career Pathway Program, contact your local Xerox Sales Representative, call 1-800-ASK-XEROX, or visit www.xerox.com.