

the bulletin

For Graphic Arts Teachers
November 2020

We had great success with 2020's competitions and record-breaking numbers of entries submitted. **Because of the large amount of entries by individual schools submitted, we have decided to separate programs which enter 30 or more entries to compete amongst their school. All other programs under that amount will be competing against other schools.** If you know of any graphic arts programs that would benefit from the PIASC/R.A.I.S.E. Foundation, please share with them the information enclosed. The more programs involved, the bigger we grow and the more we are able to help.

We want to take this opportunity to thank you for your patience in the delivery of results and winners of the 2020 competition. The pandemic has really thrown a wrench in everyone's day to day but we are appreciative of your understanding. The delivery of the 2021 competition was also delayed however, we wanted to make sure the projects were the best options for this current virtual/online educational situation our instructors and students are in.

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today." ~Malcolm X

After reviewing all of the competitions and budget, we have approved the continuation of this annual program. We urge you to take advantage of the support that our industry lends teachers by encouraging students to participate in one or more of the fun, cash winning competitions that R.A.I.S.E. offers. Please take time to review the program, competition deadlines, and the Skills USA grant application deadlines and share the information with your students.

PIASC/RAISE FOUNDATION WEBSITE: TEMPLATES NOW ONLINE

If you ever need any information about the RAISE Foundation competitions, deadlines, Skills USA grants, and more visit our website www.piasc.org/raise/. This year, we have included downloadable templates for the high school competition and also PIASC's logos for download.

THE 34th ANNUAL SURPLUS DRIVE AT ADVANTAGE, INC. IS POSTPONED

Unfortunately, the 34th Annual Surplus Drive has been postponed. Due to COVID-19 and keeping everyone safe. We have decided to move the event for 2022.

If you are looking for paper, you can contact Kristy Villanueva at (323) 728-9500 EXT, 215.



POSTER COMPETITION FOR HIGH SCHOOL STUDENTS

This project will require students to design a poster about the “Do’s and Don’ts” of Mask Wearing.

The poster must have correct information from the CDC guidelines on how to properly wear a face mask. With the PIASC logo included. We are asking students to get creative with graphics. The design must include graphics which reflect the proper and improper ways to wear a facemask. Formal announcement and competition specs are enclosed. If you have any questions, contact Kristy Villanueva at (323) 728-9500, ext. 215.



BOOKMARK COMPETITION WITH A WINNER’S DESIGN AT EVERY ELEMENTARY IN SO-CAL

The winning bookmarks will be printed and distributed to elementary schools’ libraries. High school students are invited to participate by designing a bookmark that uses one of our messages with matching graphics. The bookmark must be original and not resemble any bookmarks that have been previously produced by the PIASC/RAISE Foundation. Design must be suitable for elementary students ages 5-10. Formal announcement and competition specs are enclosed.

LOGO COMPETITION FOR HIGH SCHOOL STUDENTS

Students are asked to redesign the PIASC logo. Be creative and have fun with their creation! This project will focus on the student's design and understanding of specifications. There is no limit to the number of entries submitted by a single graphic arts program but please limit one entry per student.



SOCIAL MEDIA COMPETITION FOR COLLEGE STUDENTS

This year, students are asked to develop and design a Social Media Campaign from the three themes given: History of Print, Printing Environmentally or Print is Everywhere. Students must create their own campaign name and story. Create 3 IG stories and a post with message for Instagram. A header and post with a message for Facebook and a header and a post with up to 280 character message Twitter.

This project will focus on the student's creativity, design, layout and content. There is no limit to the number of entries submitted by a single graphic arts program but please limit one entry per student. Please review the informational flyer enclosed for more information and details about the project

BRAND PACKAGE COMPETITION FOR COLLEGE STUDENTS

Students are asked to develop a brand package. Create your own brand of pizza, ice cream, or cereal and design a logo, letterhead, envelope, business card and sticker for it. Be creative and have fun with your creation! This project will focus on the student’s design creativity and understanding of project specs.

Templates and acceptable design software are available at <https://www.piasc.org/raise2021/>

GRAPHIC ARTS PROGRAMS CAN RECEIVE GRANTS FROM R.A.I.S.E. FOUNDATION TO PARTICIPATE IN SKILLS USA

By participating in at least one of the PIASC/R.A.I.S.E. Foundation competitions, graphic arts students qualify to receive grants to supplement registration costs for the Skills USA State and National competitions. Grants will be given on a first come, first served basis. Changes have been made to the application guidelines, so please refer to the Grant Request Forms enclosed for more information. Grant Requests for the Skills USA State Competition must be submitted by **March 18, 2021**. Grants requests for Skills USA National must be submitted by **May 21, 2021**.



HELP US KEEP OUR GRAPHIC ARTS PROGRAMS DIRECTORY CURRENT

Please help us reach out to more graphic arts programs. If you know of a program that would benefit from the PIASC/R.A.I.S.E. Foundation, please email their information to Wendy Ferruz at wendy@piasc.org or (323) 728-9500, ext. 262. Also share with us when you know of a graphic arts teacher retiring so that we can reach out to the new teacher and let him or her know of PIASC/R.A.I.S.E.'s educational program.



ARE YOUR STUDENTS FAMILIAR WITH EMPLOYMENT OPPORTUNITIES IN THE PRINT INDUSTRY?

If you have students looking for possible internships or entry level positions, PIASC has an employment service. We are always accepting resumes to fill the 100+ job orders open for our member's businesses. Have your students contact our Employment Department at recruiting@piasc.org.

MEET PIASC EMPLOYMENT SERVICES RECRUITERS!



Brett Chase

Senior, Recruiting
323.728.9500, Ext. 219, brett@piasc.org

Brett has been with PIASC since December of 2017. He has a major in Industrial/Organizational Psychology from the Chicago School of Professional Psychology. Brett has experience in recruiting, manages the day to day operations of Employment Services, successfully placing over 250 candidates. He wrote a white paper on Subject Matter Expert on Human Capital Management and Retention.

His hobbies include traveling, local music festivals and is a foodie at heart!



Sandra Rodriguez

Associate, Recruiting
323.728.9500, Ext. 231, sandrar@piasc.org

Sandra has been with PIASC since January of 2016. She has been working in the recruiting industry for 15 years. Her knowledge of recruiting ranges from the printing industry, to industrial, office administration, medical and many more. Sandra also has experience working in collections.

Her hobbies include spending time with her 4 kids, attending Steeler games, cooking and enjoys visiting local beaches.





2020 COMPETITION WINNERS!

Coloring Book Competition (High School)

All Other High Schools

First Place: Vanessa Byrd, El Camino Real Charter High School
Second Place: Lea Zaguri, El Camino Real Charter High School
Third Place: Alyxine Villanueva, Los Altos High School

Bookmark Competition (High School)

All Other High Schools

First Place: Angel Hernandez, El Camino Real Charter High School
Second Place: Romeo Sean Gerola, El Camino Real Charter High School
Third Place: Maddy Salgado, Brea Olinda High School

Packaging Competition (High School)

All other High Schools

First Place: Pyper Wilkie, Hart High School
Second Place: Harshal Patel, Brea Olinda High School
Third Place: Liad Afuta, El Camino Real Charter High School

Packaging Competition (College)

First Place: Erica Taylor, Cal Poly San Luis Obispo
Second Place: Hannah Lee, Cal Poly San Luis Obispo
Third Place: Gilbert Garay Jr., Fullerton College
Third Place: Vivian Tran, Cal Poly San Luis Obispo

Poster Competition (College)

Cal Poly San Luis Obispo

First Place: Kristy Leung
Second Place: Toni Forsythe
Third Place: Tanya Rarichandran

Riverside City College

First Place: Berenice Ramos
Second Place: Sara Gyi
Third Place: Domonick Garza

Have a great and productive school year! Please feel free to reach out if you have any questions, suggestions or simply want to share information about your program. You can reach Kristy Villanueva at (323) 728-9500, ext. 215 or Wendy Ferruz at (323) 728- 9500, ext. 262.

JANUARY

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2021

PIASC RAISE

FOUNDATION

CALENDAR OF EVENTS

For Graphic Communications Programs

January 2021

- ☆ SURPLUS DRIVE at Advantage, Inc.
POSTPONED until 2022

Thursday, March 18th

- ✓ DEADLINE: Brand Package Competition (College)
- ✓ DEADLINE: Logo Competition (High School)
Deliver to PIASC before 5:00 p.m.**
- ✓ DEADLINE: Skills USA Grant Request - State*
Email or mail to PIASC before 5:00 p.m.**

Thursday, April 1st

- ✓ DEADLINE: Poster Competition (High School)
- ✓ DEADLINE: Bookmark Competition (High School)
- ✓ DEADLINE: Social Media Campaign Competition (College)
Deliver to PIASC before 5:00 p.m.**

Thursday, May 20th

- ☆ AWARDS BANQUET (Tentative)

Awards Presentations:

- Logo Competition (High School)
- Brand Package Competition (College)
- Poster Competition (High School)
- Bookmark Competition (High School)
- Social Media Competition (College)

Location: TBD

Friday, May 21st

- ✓ DEADLINE: Skills USA Grant Request - National*
Deliver to PIASC before 5:00 p.m.**

*Grants are available for SkillsUSA State and National Competition to students that have participated in a High School or College Competition mentioned above.

**Entries may be hand delivered or mailed and arrive by the deadline stated.

☆ = Event ✓ = Deadline

Contact: Kristy Villanueva
kristy@piasc.org PH: 323.728.9500, Ext. 215
PIASC/RAISE Foundation
5800 S. Eastern Ave., #400, Los Angeles, CA 90040
www.piasc.org

PIASC/RAISE Foundation Social Media Campaign Competition

For College Graphic Arts Students

Deadline: Thursday, April 1, 2021



BEST BROCHURE:

1ST Place \$500.00

2ND Place \$250.00

3RD Place \$100.00

PROJECT'S SPECIFICATIONS & GUIDELINES

Project:

Students are asked to create a social media campaign based on one of the following three themes (select one):

1. History of Print
2. Print is sustainable & environmental
3. Print is Everywhere

For the project, choose a campaign name (ex. Chooseprint.org) and create

- 3 IG stories and a post with message for Instagram,
- Header and a post with a message for Facebook,
- Header and a post with up to 280 character message for Twitter.

Instructions:

There is no limit to the number of entries submitted by a single graphic arts program but please limit one entry per student. **NO GROUP SUBMISSIONS ALLOWED.** The judges will focus on creativity, design, layout and content. **Entries must include** student's full name, school, professors name, home address, phone number and email address. **Entries using copyrighted brands and images will be disqualified.**

Specs:

Instagram Story: at least 3 posts. 1080 px x 1920 px (.jpeg or .png image format)
Instagram Post: 1080 px x 1080 px (.jpeg or .png image format)
Facebook Post: 1200 px x 630 px (.jpeg or .png image format)
Facebook header: 820 px x 462 px (.jpeg or .png image format)
Twitter Post: 1024 px x 512 px (.jpeg or .png image format)
Twitter header: 1500 px x 500 px (.jpeg or .png image format)
Contact Page: Include an 8.5 x 11in (.pdf) with students' information
Files: Send via DropBox or WeTransfer to Emilie Kirkpatrick at emilie@piasc.org, (323) 728-9500 ext. 247



Reference Guides:

History of Print: www.printmuseum.org
www.shakespearepress.blogspot.com

Printing Environmentally: www.chooseprint.org
www.twosides.info

Print is Everywhere: www.printindustries.org/print-is-everywhere
www.HowLifeunfolds.com

Please contact Kristy Villanueva at (323) 728-9500, ext. 215 if you have any questions.

PIASC/RAISE Foundation Brand Package Competition

For College Graphic Arts Students

Deadline: Thursday, March 18, 2021



BEST Brand Package:

1ST Place \$500.00

2ND Place \$250.00

3RD Place \$100.00

PROJECT'S SPECIFICATIONS & GUIDELINES

Project:

Students are asked to develop a brand package. Create your own brand of pizza, ice cream, or cereal (select one) and design a logo, letterhead, envelope, business card and sticker for it. The brand should also include a slogan. Be creative and have fun with your creation! This project will focus on the student's design creativity and understanding of project specifications (specs). There is no limit to the number of entries submitted by a single graphic arts program but please limit one entry per student. **NO GROUP SUBMISSIONS ALLOWED.**

Instructions:

Entries must include student's full name, school, instructor name, home address, phone number, and email address. Designs and concepts must be creative and original and are not to resemble products that already exist. **Entries using copyrighted brands and images will be disqualified.**

Brand must include a slogan and follow the specifications below:

Specs:

Sticker: Choose either a Circle 2in, Square 2x2in, Rectangle 2x4in (.pdf)

Letterhead: 8.5 in x 11 in (.pdf)

Business Card: 3.5 x 2 in (.pdf)

Envelope: (Standard #10) 9.5 x 4.125 in (.pdf)

Logo: Submit a logo design in a vector file format (.eps, .svg, .ai)— there are no requirement for dimensions, as long as it is a vector.

Contact Page: Include an 8.5 x 11in (.pdf) with students' information

Files: Please send files via Dropbox or WeTransfer to Emilie Kirkpatrick
emilie@piasc.org, (323) 728-9500 ext. 247

Please contact Kristy Villanueva at (323) 728-9500, ext. 215 if you have any questions.

College, Employment, and Reality

By Lou Caron, PIASC President/CEO



I recently had dinner with a young printing industry superstar in the making. During our meal, our conversation turned to college, work, and work-life balance. I soon realized that when we take young people straight from college and throw them into the 8-5 world, there might be a problem.

First, they grew up in organized extracurricular activities from elementary to high school. The days of pickup basketball, kickball, and softball are long gone. Remember those days when you left the house, and you returned in time for dinner – or else – and you were always busy with your buddies dreaming up some type of game or competition? Well, all that's been replaced.

Sports activities are now organized into competitive teams with [travel ball groups](#) that play ball all over the country. “Those days of rec ball and local Little League, or just going to the park and playing ball — those days are nonexistent. They’re gone. Now, it’s all about travel,” says Rebecca Davis, executive director of the Atlanta-based Youth Amateur Travel Sports Association.

Those not involved in organized sports have grown up playing with friends over the Internet with their game consoles. They



play basketball, football, and soccer with “friends” miles, and sometimes, countries away.

And, when these young people go to college, their days are filled with classes, homework, eating, sleeping, and throw in a party here or there and you have their 24/7. What happens when this student is all of a sudden thrown into 8-5? And what do they do with 5 to 8? Where is the “purpose” to be found in those hours? In my opinion, dead time without purpose leads to some unhappy people.

To answer these questions, I did what most people do, I Googled it. What a surprise! It turns out, I’m not the only one thinking about this “college to work” scenario. Many people, including a lot of young people, are wondering and misunderstanding what’s about to happen to them.

Life After College

One of the big surprises that students and recent grads experience relates to money. They tend to overestimate how much money they’ll make right out of college.



Students graduating in 2019, include the last of the millennial generation and the first of Gen Z. These individuals have grown up with billionaires like Mark Zuckerberg, founder of Facebook (age 35); Kylie Jenner, owner of Kylie Cosmetics (age 21); and John and Patrick Collison, brothers and co-founders of Stripe (age 28 and 30 respectively).

These grads are also intimately aware of numerous YouTube millionaires like 7-year-old Ryan

(<https://www.youtube.com/watch?v=2xSC2GTZ23s>), who makes \$22 million a year reviewing toys, and PewDiePie (<https://www.youtube.com/user/pewdiepie>), who’s worth over \$12 million. While not necessarily expecting to make billions or even millions, these graduates can have seriously unrealistic expectations when it comes to first-year earnings.

According to a recent study, the average undergraduate expects to make \$57,964 one year into their career, while the national median salary is \$47,000 for bachelor degree holders with 0 to 5 years of experience. This holds true across most majors.

With the realization of less money and high cost of living, comes the fact that they will probably find themselves back home living with their parents. According to an article in MarketWatch, nationwide, the percentage of recent graduates moving back into their parents’ homes has reached an all-time high of 28%. It’s even worse in Southern California. In Riverside, the share of grads living at home stands at 51%. In Los Angeles, it’s 38%. Living back home with mom and dad can have an “interesting” effect on a recent college grad’s “extracurricular activities.”

During my research, I came across an interesting article in *Vice*. For those of you over 40, *Vice* is a youth and young adult-focused entity in the digital communications space. I encourage you to read the article by Joel Golby entitled, [*What Happens to You Immediately After You Graduate from College*](#). In his article, Golby lists several “in your face” reality checks for recent college grads. In addition to making less money than expected and moving in with your parents, he mentions:

- Someone you hated will be doing better than you.
- You will start your first job, and your boss will be younger than you.
- You will realize that all the free time you ever had to achieve a creative endeavor truly is forever behind you.
- You will learn that being hungover at work is worse than being hungover in a lecture.
- You are going to lose a good year of your life to a sh*tty job that you hate.
- Things will get better, eventually!

Recent College Grads and the Printing Industry

My goal here is not to dump on the “sad” life of recent college grads. What is important is that employers who are looking for a “quality” employee understand that things have really changed since we graduated from college.

In 1987, there were 140 billionaires in the world. According to the Wealth-X Billionaire Census 2019, there are now 2,604 billionaires in the world. Also, consider that the top paid YouTubers of 2018 made between \$14.5 and \$22 million. These stats may account for some of the unrealistic salary expectations of today’s graduates.

Now think about your company. Compare it to the workplace environment at companies that recent grads are exposed to like Facebook or Google.

Take a look at this video, “What’s it like to work at Google.” Take note of the things that make their employees happy. https://youtu.be/n_Cn8eFo7u8

Most of the positive mentions are emotional, not physical. These individuals want to:

- Push the boundaries and go beyond what’s accepted practice
- Work as a team
- Learn from a more knowledgeable co-worker
- Feel valued
- Have the ability to take chances

These points do not require large expenditures of cash. Most of these are about attitude. It’s about the culture of the company, not the workspace or equipment. Can your company provide these same kinds of experiences?

Take time and consider your company.

- Are you moving forward with new technologies that would allow a college grad to go beyond what is accepted practice?
- Do you have a mentoring program in place?
- Have you implemented team-building activities that allow employees to have input?
- Do you encourage employees to engage in industry events, outside of their regular work schedule, that will make them feel valued?

Positive Actions to Take

As an association, we have made an effort to invite college students to our annual Print Excellence program (https://www.youtube.com/watch?v=s_gwSTJpN00). The goal is to help students see firsthand that printing is a modern high-tech industry.

We have also seen many PIASC members bringing their employees to the event. Sales reps, graphic designers, and press operators have been in attendance to see the value of the work they have produced.

A great way to involve new employees in the industry beyond the daily 8-5 is to take advantage of training and marketing opportunities offered through your vendors. The digitalPackagingSummit just finished in Florida. There were some great sessions that can help individuals, “Push the boundaries and go beyond what’s accepted practice.”

Also, consider PIASC’s meetings and events. Many are free of charge. They can help employees feel part of the team.

- Encourage team competition with our Annual Toy Drive
- Webinars
- Conferences
- Training opportunities

Beyond the 8-5

So, what can companies and mentors do to help these young people with their 24/7? I suggest that it is not good enough to only focus on the 8 to 5. Even the best employee, who has nothing to fill in their lives between 5 and 8, is likely to be unhappy. While we cannot “tell” them to get involved in non-workplace activities, we should be encouraging them to find “purpose” outside of the workplace, whether it is training for a marathon or volunteering at a charity.



Most of us are involved in our communities and/or have hobbies and interests that keep us active and help us find balance in our lives. Young people that have grown up differently than most of us (now I sound like my parents) need help to adapt. We need to recognize that today’s young people are really not like us but need different encouragement and mentoring to have a fulfilling career and life.

When you think about it, recent college grads and young printing industry superstars are looking for the same things we are all looking for in a quality career. We all want to belong, feel appreciated, feel like we have a say in our future, and feel like we make a difference