

FCEF

FLOOR COVERING EDUCATION FOUNDATION

RECRUITMENT, SCHOLARSHIPS & PLACEMENT
FOR TOMORROW'S FLOORING CRAFTSMEN



THE FUTURE IS NOW

The flooring industry has a crisis – and that’s a massive shortage of skilled installation labor! It’s estimated more than 5,000 installers leave or retire from the trade each year – and they aren’t being replaced by new talent.

Professional service and installation is fundamental to the business model of the independent flooring retailer. Today, many flooring retailers are experiencing stalled growth due to the inability to find enough installers to meet current demand and unless this crisis is dealt with swiftly, it threatens the very existence of independent flooring stores.

The FCEF was established to address and mitigate the growing shortage of qualified flooring installers. Our primary focus is to bring awareness to the career pathway of flooring installation, recruit new talent, scholarship and place new professionals in installation roles across North America.

But solving the shortage of floor covering installers will require a concerted effort from all levels of the floor covering industry. The FCEF is the conduit and the champion of that concerted effort, but we need everyone’s support; and that includes distributors, cushion suppliers, adhesive manufacturers and more.

Yet the most important work will need to be done locally by those who have the most to lose without professional installation – the independent flooring retailer. A partnership between FCEF and local flooring retailers where we leverage our national exposure and resources in conjunction with your local connections and involvement is the best chance we have to make any significant and lasting impact.

So, what are the next steps? First connect with FCEF to let us know you’re interested in stepping up. You can take our pledge at fcef.org/pledge to share how you are willing to be involved. You can also sign up for a single or recurring donation. If you have any questions or just want to connect, fill out our contact form or reach out info@fcef.org.

We look forward to working with you to make a difference!



Recruitment

Finding the right talent for flooring careers is imperative. We search for hard-working individuals who want to take pride in their work.

Placement

We provide support to the flooring industry to match qualified workers with job opportunities and continue to help them grow their careers.

THE FCEF EXISTS TO

bring awareness to the opportunities in floor covering and elevate the entire industry.

Scholarships

Our scholarships reward those individuals looking to improve their lives and trade up to a more fulfilling career.



JIM AARON
Executive Director
FCEF



KAYE WHITENER
Director of Operations
FCEF



THE INDUSTRY IS STEPPING UP... ARE YOU?

FOUNDING SPONSORS

SHAW FLOORS®
MOHAWK
ENGINEERED FLOORS®
**WORLD FLOORCOVERING
ASSOCIATION**

CORPORATE SPONSORS

Welspun Flooring
Mannington®
AHF Products™
National Floorcovering Alliance
Floors & More

TRAINING PARTNERS

CFI, NWFA, CTEF

MAKING TRAINING MORE ACCESSIBLE...

One of the contributing factors leading to the enormous lack of qualified flooring installers is the absence of any structured training program within the technical and community college systems. Other trades, with which we compete with for talent, have long been present in these vital community-based education centers. We at the FCEF strongly believe that the duplication of a viable and sustainable technical college program across the country will be essential in making long term progress in mitigating the installation labor issue.



Learn more and recommend a student for this program at [FCEF.org/get-involved/trade-schools/](https://fcef.org/get-involved/trade-schools/)

The next step is to bring replicate this program in schools across the nation.

We're looking for FCEF Champions who can help us connect with these trade schools and get these programs started. We've already done the heavy lifting of creating a curriculum and have documented the resources needed.

If you'd like to help us connect to your local trade school, please consider signing up to be a Trade School Champion in your area.

Our pilot program is operational now at Georgia Northwestern Technical College (GNTC). We partnered with GNTC in Dalton, GA to create a 10-week program introducing students to the four major categories of flooring and teaching them basic skills and techniques.



"The most important aspect of being a successful flooring craftsman is always continuing to better your skill set and seeking out knowledge. You never stop learning. The second you think you know everything, you're done."

JEN ZURN
Precision Surfaces
Calhoun, GA
FCEF INFLUENCER

FLOORING PROVIDES A BRIGHT FUTURE FOR CRAFTSMEN (AND CRAFTSWOMEN)

The same path isn't right for everyone. Four-year schools don't make sense for all high-school graduates. There simply aren't enough jobs requiring those skills and the expense of a four-year school just isn't realistic for many high-school graduates.

We are seeing a shift in schools and other organizations to promote trade careers and highlight the value of these careers in our society. Flooring provides a unique opportunity in the trades to provide a service this is both creative and functional. When individuals are looking for trade career opportunities, we need to ensure that flooring installation is considered along with the more well-known trades.

Getting started in a flooring trade career is fairly simple and requires much less training to be job site ready than other career paths and even other trades. And, we know that with solid basic skills and continued on-the-job training, flooring craftsman can make a very substantial living.

Now, we need to make sure that fresh talent is aware of this opportunity – from high school graduates, to ex-military, and even those just not satisfied with their current work, we must get the opportunity in front of individuals looking for a new path.



In order for our industry to grow, we need to educate, train and support new recruits. If we can take the time to show recruits how to be successful from the very beginning, there will be more value in our industry. It's we set the standard for our craft!

CRYSTAL SIMS
Preferred Flooring
Grand Rapids, MI
FCEF INFLUENCER

THE BENEFITS TO TRADING UP AS A FLOORING CRAFTSMAN



High Earning Potential – Trained and certified installers often make six-figure salaries.



Creativity – While many trades are very restricted in process, flooring allows for creativity and design.



Independence – Many installation craftsmen are able to start their own businesses and be their own boss.



Job Opportunities – With a current shortage of installers, trainees can find work quickly wherever they choose to live.

"If you want to make a lot of money, you will make it."

LEO CORDEIRO
Hardwood Solutions
Nashville, TN
FCEF INFLUENCER



"I hope I can inspire other women to learn and grow in their company and take on a new challenge."

MIREYA ZAMORA

Pro Floor Sanders
Woodstock, GA
**FCEF
INFLUENCER**



"When someone is speechless when they see their floor, it makes all the work worth it."

BROOKS WILLIAMS

Brooks Flooring Professionals
Cincinnati, OH
FCEF Influencer



"The flooring industry changed my life. And now, I'm helping my family change theirs."

MARQUIS WRIGHT

Mr. Wright Flooring
Jacksonville, FL
FCEF INFLUENCER

"I enjoy the rewards of providing my artistry to others, knowing they will enjoy my work for years to come."

KEN BALLIN

Skyro Floors
Westcreek, NJ
FCEF INFLUENCER



FCEF

FLOOR COVERING EDUCATION FOUNDATION



EVERYONE NEEDS TO STEP UP...

We have all talked about the shortage of installers for quite some time, but now it's time to take action. For the first time, our industry has come together to create and support the FCEF. With representation from all areas of the flooring covering industry – manufacturing, distribution, retail, and supplies – the FCEF board of directors informs and guides our decisions and initiatives.

Like our board, we need a diverse group of people from all aspects of our industry to step up to support a long overdue solution to some of the industry's most significant challenges. The road ahead is not easy or short, but together, we can ensure that all aspects of our industry will have a bright future.

"All facets of our industry will benefit from the training of our next generation of installers."

DEB DEGRAAF
Owner, DeGraaf
Interiors
**FCEF BOARD
MEMBER**



"The installation crisis is real. We're trying to get in front of it before it becomes a much bigger issue. Please support FCEF."

GEOFF GORDON
Executive
Director,
FUSE Alliance
**FCEF BOARD
MEMBER**



"It's your chance to be part of the solution. Don't let a shortage of installers put us out of business. It's time to Step Up."

DON ROBERTS
Independent
Retailer
**Chairman of the
Board, FCEF**



"Trouble finding installers? You're not alone. We have an obligation in order to keep our industry viable to bring young people into our industry."

PIET DOSSCHE
Industry
Representative
**FCEF BOARD
MEMBER**



"When you're backlogged 2-3 months, customers just won't wait. We've got to fix the supply chain and that starts with our installation craftsmen."

SCOTT HUMPHREY
CEO, WFCA
FCEF BOARD MEMBER



"The FCEF helps ensure the industry can grow and thrive for many years to come."

HOY LANNING
Industry
Representative
**FCEF BOARD
MEMBER**



WE'RE UP... STEPPING AND **YOU** CAN TOO!

Engagement and activity at the local level are critical components to solving the installer shortage. If you're ready to stop worrying about the installer shortage and start doing something about it, FCEF is here to help. Here's how:

BECOME A **LOCAL FCEF CHAMPION**

We need you to help us spread the message and coordinate programs in your area. You benefit directly from bringing training and awareness to your community.

Community Awareness:

Flooring trades are not widely thought of, even by those looking for a trade career. Help us change that by talking to groups in your area – students, teachers, parents and local leaders.

Local Recruiting:

Your donation and support will bring a professional training to your local market. FCEF provides guidance and all the recruitment tools for you to successfully find and train new recruits. You can also team up with other businesses in your region to be champions together.

Technical Schools:

We've created a curriculum and framework for launching a program at a technical school. Now we need you to open doors in your community.

FCEF
FLOOR COVERING EDUCATION FOUNDATION

DONATE

Financial support helps us continue to grow programs that recruit, scholarship and train tomorrow's flooring craftsmen. Your donation helps fund scholarships, awareness campaigns, and general operations.

SHARE

Help us share our message and make more people aware of the opportunities as a flooring craftsman. Follow us on social media, sign up for emails, and learn more so you can spread awareness in your community.

FIND OUT MORE AT [FCEF.org](https://www.fcef.org)





THE BASIC FLOOR COVERING INSTALLATION PROGRAM:

The floor covering industry is a 26.6-billion-dollar industry in manufacture dollars and an 80-billion-dollar retail industry.

In 2018 the Floor Covering Leadership council commissioned the Blackstone Group from Chicago to assess and quantify the current condition of our industry. The Blackstone report included the following information:

- “The industry loses between 5,000 - 6,000 flooring installers per year.”
- “A shortage of floor covering installers has characterized the floor covering industry for several decades. In the absence of a concerted industry effort to change the situation, the shortage is likely to continue.”
- The installer shortage is due to the industry’s inability to attract sufficient new installers to replace those who retire or otherwise leave.
- “A certification program or requirement would raise the level of installer skill and improve the image of the industry.”

The Floor Covering Education Foundation was created January 1, 2020, as an industry supported 501(c)3 foundation to bring awareness to the amazing career pathway opportunities available in our industry and a primary focus on the decline of quality and quantity of the floor covering artisans.

PURPOSE The Floor Covering Education Foundation exist to provide access and/or incentives to individuals pursuing post high school and continuing education leading to a career in the flooring industry.

MISSION It is the mission of the Foundation to bring awareness to the opportunities that exist in the flooring industry, recruit new talent, aid in the funding of the student’s education, and facilitate job placement for these individuals into flooring industry careers.

We are an industry created and supported foundation. The foundation’s founding sponsors are World Floor Covering Association, Shaw Industries, Mohawk Industries and Engineered Flooring.





The Technical College program was created in partnership with International Certified Flooring Installers (CFI), Certified Tile Education Foundation (CTEF) and National Wood Flooring Association (NWFA), the recognized certification and training associations for the floor covering industry.



The Basic Floor Covering Installation program is supported by the floor covering industry. As an industry supported program, FCEF will offer support through scholarship assistance for tuition, program options for train the instructor, material and tool donations and job placement support. The success of this program is imperative to the purpose and the mission of the FCEF.

Basic Floor Covering Installation Program Outline

Training Program Summary: This program introduces students to basic floor covering installation. This program is designed to introduce students to a career pathway in the floor covering industry with a hands-on and classroom training experience. In the program, students will develop basic skillset experience to be placed in employment at the beginner level position, to continue their skill development with on-the-job experience. The program consists of carpet, resilient, hardwood, and tile installation, as well as estimating, floor prep, and basic business instruction.

Carpet installation topics include carpet installation tools, proper use of tools, installation of track strips, cushions, measuring, estimating, cutting, steps, upholstery, and seaming various types of carpet materials.

Resilient installation topics include resilient flooring types, moisture identification, cutting, adhesives, grout, measuring, estimating, pattern design, and seam placement. Products covered in this discipline include LVP, Grouted LVT, Laminate and Sheet Vinyl.

The Hardwood introductory-level program includes a history of wood floors; an overview of the characteristics of wood as a flooring material; an introduction to wood flooring installation



tools and their uses; hands-on skills development for the installation of unfinished and factory finished solid & engineered wood flooring; practical experience utilizing nail-down, glue-down, and floating installation methods.

Tile installation topics include safety, tools, substrate prep, layout, tile cutting, mortar, and grout application.

A modeled real-world lab environment is utilized to reinforce and apply learned skills and techniques. Upon successful completion of training, students will have access to employment and receive a Floor Covering Education Foundation (FCEF) Basic Flooring Installation Certificate of Completion.

TECHNICAL COLLEGE PROGRAM OPTIONS:

- 10- Week Non-Credited Program
- 15-Week Standalone Accredited Program

INITIAL ACTION STEPS

- Contact FCEF at info@fcef.org or 706.529.8002
- FCEF will set up meetings with
 - School representatives
 - Local Independent Retailers for job placement and program support

TRAINING SPACE SPECIFICATIONS

The information below is based on best case scenario, all areas can be customized and adaptable. Average program contains 8-10 students.

Lecture /Classroom Area:

- Tables and chairs for students
- Projector and screen
- Whiteboard
- Computers (if available) for estimating software and PowerPoint presentations
- A/V set up



Lab Hands-On Training Area:

- Average program capacity is 8-10 students per one instructor.
- Estimated Lab Size 1,800-3,000 s/f. (*can customize as required)
 - House module 17'X19' (will be larger with more space)
 - Training modules: 8'X8' with no less than 3' in between as a walkway.
- Large Dumpster for waste.
- Storage room for tools and area for flooring materials and supplies.
 - A pole Hyster would be useful to off load sheet vinyl and carpet rolls.
 - A forklift would be useful for receiving in pallets of tile, hardwood etc.
- Teachers' office area.

Please contact FCEF for questions concerning space requirements.

PROGRAM IMPLEMENTATION PACKAGE: Detailed information and breakout is included in the implementation package from FCEF. Information will include:

- **START-UP INVESTMENT**
 - Training Modules: material and labor estimate based on specific lab s/f.
 - Detailed list for tools required and assigned to specific flooring product.
 - FCEF will provide access to industry developed partnerships for discounted tools and materials.
 - FCEF will provide contact list of local Independent Flooring Retailers to support the program with material donations and potential job placement opportunities.
- **PER COHORT REQUIREMENT**
 - Complete list of flooring materials required for each flooring product training.
 - FCEF will provide industry partners offering discounted or donated materials, tools, and sundries for program.
 - FCEF will provide marketing materials and data for recruitment.
 - FCEF will help create media ad, social media post and email campaigns.
 - FCEF will help secure industry partner support for lab demonstration.
 - FCEF will provide scholarship opportunities for the balance of tuition to students after local, state, and federal grants have been awarded or exhausted.
 - Maximum of \$2,500 per student for FCEF scholarship
 - FCEF will include implementation package with program budget.





TRAIN THE INSTRUCTOR PROGRAM

- Train the Teacher program has been created to ensure the program meets or exceeds industry expectation of skill development.
 - Local one on one training at your location. Duration of training will be based upon teacher's experience and skill set.
 - Regional program will require instructors to travel to a training location. Ideally these programs will be scheduled in summer months with other teachers.

MARKETING PACKAGE

- FCEF has created marketing kits to help support the Basic Floor Covering Installation program.
 - Social Media Ad (All Formats)
 - Classroom Posters
 - Recruitment Literature
 - Industry Information
 - Information for Parents, counselors, and mentors
 - Data detailing salary range expectations
 - Media Ad
 - Videos
 - PowerPoint Presentations
 - Some of these materials can be customized with school logo information



FCEF SCHOLARSHIP

- Students may apply for scholarships at <https://flooryourfuture.com/apply-now/>
 - Funding will be available after student has been awarded and exhausted any additional state and federal funding to cover the balance of a student's tuition.
 - Not to exceed \$2,500 per student.





CONTINUED EDUCATION AND TRAINING INFORMATION

Regional Training & Certification: Offered from CFI, NWFA or CTEF, each of the three floor covering training associations have created programs and certification training. The programs range from one-week programs to a five-week program. Participants can apply for FCEF scholarships for these approved programs.

- **CFI (Certified Flooring Installers International) Approved courses:**
 - Carpet – Residential Carpet Installation 2-Week Course (Apprentice)
 - Carpet – Commercial Carpet Installation 2-Week Course (Apprentice)
 - Carpet – Residential Carpet Installation 5- Week Course
 - Carpet – Commercial Carpet Installation 5-Week Course

- **CTEF (Ceramic Tile Education Foundation) Approved courses:**
 - Understanding & Installing Ceramic Tile Monday – Friday
 - Mortar Shower Base and Water Friday 1:00 p.m. -6:30 p.m.

- **NWFA (National Wood Flooring Association) Approved courses:**
 - Basic Installation
 - Basic Sand & Finish
 - Basic Install & Sand/Finish Combo
 - Intermediate Installation
 - Intermediate Sand & Finish



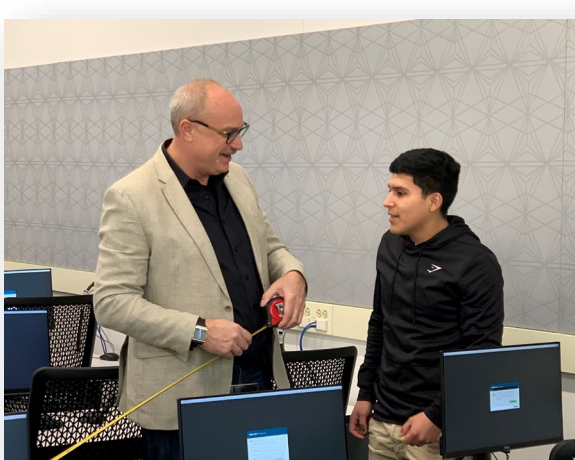
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BASIC FLOORING INSTALLATION PROGRAM

STARTS MAY 16TH

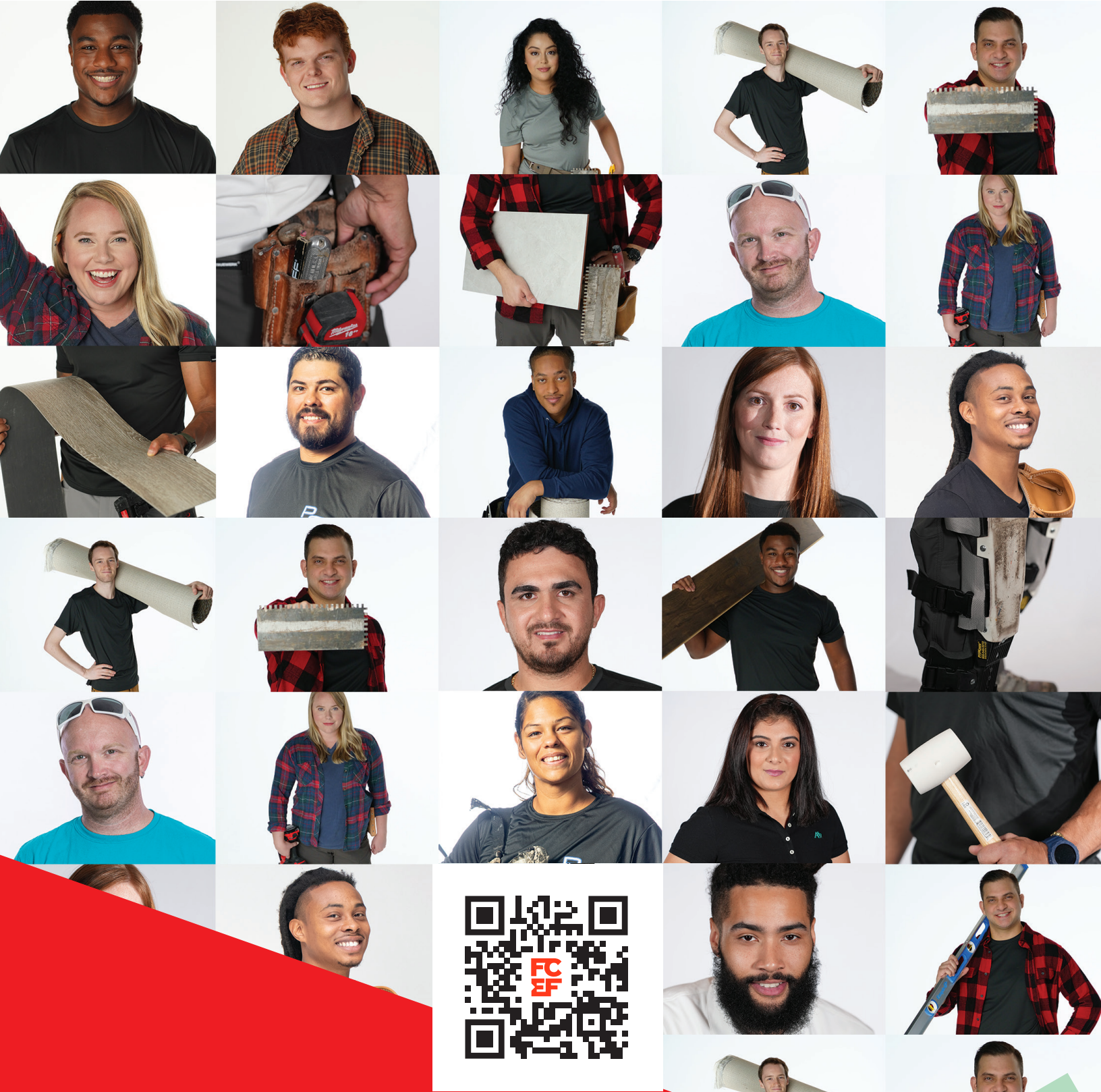
**FLOOR YOUR
FUTURE
WITH A NEW
CAREER!**
AS A FLOORING CRAFTSMAN

FOR FREE!

Scholarships from the Floor Covering Education Foundation make this 10-week program completely free to attend. Work with your hands, take control of your future and be proud of your work each and every day, there's no better time to get started.

GNTC IS A UNIT OF THE TECHNICAL COLLEGE SYSTEM OF GEORGIA AND AN EQUAL OPPORTUNITY INSTITUTE.

SPACE IS LIMITED! Find out more at flooryourfuture.com/trade-up/gntc



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FIND OUT MORE AT [FCEF.org](https://www.fcef.org)