



AED
FOUNDATION

Constructing Paths to Opportunity

THE AED FOUNDATION'S VISION 2025 CAMPAIGN

**BUILDING A STRONGER FUTURE FOR THE
EQUIPMENT DISTRIBUTION INDUSTRY**

**FACING OUR
INDUSTRY
CHALLENGES
TOGETHER**

The current skills gap and workforce shortage are hurting profitability and threatening the future of manufacturers, affiliates, and equipment distributors. This challenge is only expected to grow, and it is far too big for members to solve independently. Given The AED Foundation's successful track record, together as an industry we can build a pipeline of qualified equipment technicians through a proven network of programs while maintaining the highest levels of industry standards.

WE NEED YOUR SUPPORT!

With your support, **VISION 2025** will be the beginning of transforming workforce development for the entire equipment industry.

VISION 2025 CAMPAIGN



MAP KEY

- Accredited College Program
- In-Progress College Program
- Canada College Affiliate Program
- Recognized High School Program
- Top Prospect Areas

New **COLLEGE ACCREDITATION** programs will target underserved areas where an existing heavy equipment/diesel technology program is in place along with strong local member support.

HIGH SCHOOL RECOGNITION will prioritize locations that can serve as a feeder system into current and anticipated accredited college programs.

BUILDING A STRONGER FUTURE FOR THE EQUIPMENT DISTRIBUTION INDUSTRY

Annually, over **1,100** high qualified students graduate from AED Foundation accredited college programs. Over the past two years, The AED Foundation has accredited or recognized over **39** new school programs and has introduced a new platform for assessment testing certifying over **900** new technicians. Unfortunately, these accomplishments have only addressed a fraction of our true industry needs.



► **VISION 2025** is The AED Foundation's bold initiative to address the technician shortage and strengthen the future of the equipment distribution industry by growing our impact upon schools, students, and AED members to include:

- A minimum of **120** accredited college programs (currently 71)
- A minimum of **200** recognized high school programs (currently 36)

► By hitting these benchmarks, the **VISION 2025** Campaign will create a steady and strong pipeline of talent that includes an estimated additional:

- **10,000** skilled technicians entering the workforce
- **5,000** AEDF certified technicians
- **500** AEDF certified managers

► The **VISION 2025** Campaign goal is **\$10 MILLION** over the next 5 years:

- Accrediting **40** college programs and recognizing over **100** new high school programs across North America: **\$6 MILLION**
- Workforce Development: Implementing the career building and industry awareness recommendations developed by the Workforce Development Committee: **\$2 MILLION**
- Expand the Foundation's endowment to ensure **VISION 2025** efforts are sustainable over the long-term: **\$2 MILLION**

► The AED Foundation has added staff dedicated to working with the industry to carry out the goals of **VISION 2025**, and work with dealers, manufacturers, and service providers at the local level.

CHALLENGES FACING THE EQUIPMENT DISTRIBUTION INDUSTRY

According to a recent in-depth industry needs assessment conducted by The AED Foundation, the current technician shortage – compounded by a gap in required skills and available training – are among the leading challenges that inhibit dealer members to meet customer demand, grow their businesses, and seize new opportunities.

THE NUMBERS

73,500 heavy equipment technician positions will be needed over the next five years alone

95% believe there is a training and skills gap facing our industry

89% report a shortage of workers in their company

90% have a job opening rate above the national average

62% believe local educational institutions in their area (high schools, community colleges, and other technical schools) do not understand the company's workforce needs and don't align their curricula or train students to meet those needs



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For additional information, please
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