



SHEET METAL & AIR CONDITIONING
CONTRACTORS' NATIONAL ASSOCIATION

Educational Resources and Initiatives

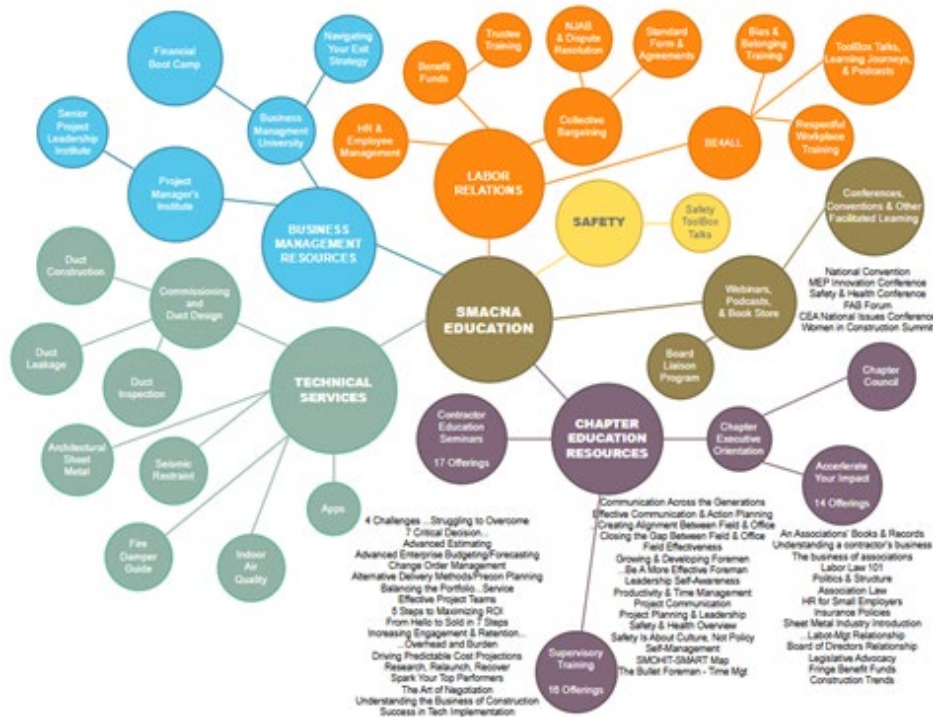
Erykka Thompson

Director of Learning Integration



SMACNA's Educational Resources

Learning Opportunities Landscape



Learning Integration

- Ensure a comprehensive learning experience for contractor and chapter membership
- Align curriculum content maintaining relevance in today's market and compliance with SMACNA standards
- Leverage technology into dynamic and interactive self-directed or on-demand content
- Review quality assurance data
- Engage stakeholders
- Collaborate to develop new program offerings



Follow Me On LinkedIn

- + Announcements of SMACNA Courses Open for Registration
- + Recognition for new program graduates + Thanks to the companies who invest in their employees
- + Upcoming Webinars
- + Monthly Newsletter
- + Ad Hoc (repost the convention call for proposals)
- + Promotes a Learning Culture



Erykka Thompson
Innovation, Integration & Learning





SHAPE THE LANDSCAPE

Please join my
slido poll now

To submit
questions and
provide your input





Accelerate Your Impact

Where We've Been

Since 2023...

- ✓ 2023: 7 webinars
- ✓ 2024: 10 webinars
- ✓ 2025: targeting every other month
 - March 28: [Navigating the New SMACNA Website](#)
 - June 26: [Breaking Through the Engagement Wall: Effective Survey Strategies for SMACNA Chapters](#)

We Heard You

- Accelerate Your Impact started off very strong but stalled
- Invaluable for new and seasoned CEs especially those who can't travel to offsite conventions & events
- More targeted programming especially for newer chapter execs and seasoned execs
 - + How to Deal with Challenging Board Members
 - + Strategic Planning for Chapters
 - + Best Practices for Planning Successful Meetings, Events, & Training
 - + Succession Planning for Chapter Executives
 - + AI for association management
- Expand it to include more business management & supervisor programs
 - + Managing a staff
 - + Rent or buy a building
- More sharing about what other chapters are doing



Local Education Offerings

Business Education Programs (BEP) / Supervisory Education Programs (SEP)

Where We've Been

Since 2021...

- ✓ 44 Chapters
- ✓ 177 programs
- ✓ \$526,000

We Heard You

- Increase and enhance training/education offerings
- Chapter education programs/content/speakers need an overhaul; getting stale
 - ? Nic Bittle @ Work Force Pro
 - ? Frank Favaro @ ServeCentric Coaching
 - ? Patrick McGowan @ Punch'n
 - ? Heather Lambert-Shemo @ Linkage Labs
 - ? Jonathan Marsh @ Steel Toe Consulting
 - ? Jeff Sample @ Ironman of IT



National Education Offerings

Business Management Programs

Where We've Been

Since 2023...

✓ 23 Courses

✓ 508 Students

✓ 2025 Feedback

I would recommend a SMACNA education program to others = 4.78/5

✓ [AI Resources](#): 6 AI Webinars

We Heard You

- Webinar Offerings
 - ERP Webinar 4-part Series
- Additional Supervisor Training
 - Nic Bittle @ Work Force Pro
- Creating a Premier Customer Experience
 - Frank Favaro @ ServeCentric Coaching



MOVING TOWARD A CULTURE OF INNOVATION AND INTEGRATION

VISION: To help SMACNA contractors build, sustain, apply and share knowledge to have a measurable impact on business results.



SMACNA's Education Initiatives:

- Updating Education & Events Website
 - [In-Person Programs](#): Online request forms
- Increasing Webinar Offerings
 - [Online Programs](#): Online submission form
- Updating existing course content for Business Programs
- Standardizing Evaluations
- Adding New Course Offerings for 2026
- Create On-line New Hire Orientation



Business Education

On-Demand Local Business Education Request

[SUBMIT NOW](#)



Technical Education

Contact our Technical Team for all Requests

[CONTACT US](#)



Supervisor Education

On-Demand Local Supervisor Education Request

[SUBMIT NOW](#)



Respectful Workplace

On-Demand Respectful Workplace Training Request

[SUBMIT NOW](#)



SMACNA's Education Initiatives - New Task Force

To strategize and design a comprehensive learning program utilizing a Learning Management System (LMS) platform, focusing on identifying specific training needs, developing relevant course content, and implementing a system to effectively deliver and track student learning.

- Phase 1: Strategic Design Decisions - Identifying engaging and relevant courses that support the professional growth, retention and advancement of talented personnel.
- Phase 2: Curriculum Design Decisions - Defining the learning objectives, modules, sequencing, and delivery methods for each course.
- Phase 3: Learning Managing System (LMS) Platform Decision - Evaluating and choosing the most suitable LMS platform based on features, scalability, user interface, and integration capabilities.



Shape the Landscape - Slido Polling

- 1) Accelerate Your Impact
Pick Your Top 3 Topics
- 2) Trustee Training?
- 3) Resources in Spanish?





The Real Costs of a Sheet Metal Business

- Designed for journeymen and supervisors to explore the true cost of doing business while remaining cost conscious and competitive. This guide explores the bidding process by analyzing the direct and indirect costs of doing business and the relationship of productivity to bid fulfillment. The program is intended to help employees realize the valuable (and expensive) role of personnel and overhead in the competitive marketplace.
- **Last Updated in 2017, To be updated this summer!**
If you would like to provide input for this update please send me an [email](#)



The Real Costs of a Sheet Metal Business



SHEET METAL AND AIR CONDITIONING CONTRACTORS'
NATIONAL ASSOCIATION, INC.



QUESTIONS

"Education is not the
filling of a pail, but the
lighting of a fire"
-WB Yeats





SMACNA's Educational Programs Video Competition

Have you attended a SMACNA educational program that helped you grow — professionally, personally, or in your business? This is your chance to share that story and be entered to win a prize.

We're gathering short video testimonials from members who've experienced the value of SMACNA's educational programs firsthand. Whether it helped improve your operations, leadership, or bottom line, we want to hear how SMACNA's educational programs made a difference.



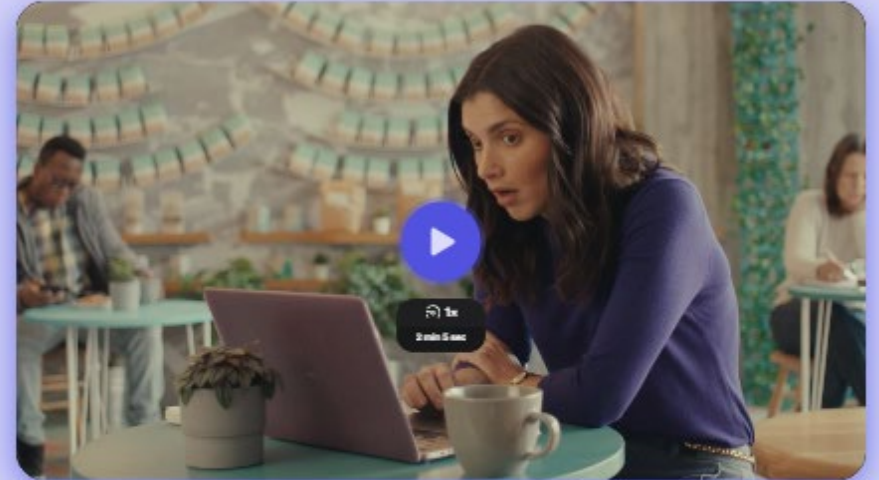
Products • Solutions • Resources • Enterprise • Pricing • Sign In • [Get Loom For Free](#) • [Contact Sales](#)

One video is worth a thousand words

Easily record and share AI-powered video messages with your teammates and customers to supercharge productivity

[Get Loom for free](#)

[Install Chrome Extension](#)



Millions of people across 400,000 companies choose Loom

[Get Loom for Free](#)

