

Ceramic Tile Education Foundation

2020 Annual Report

Overview

The Certified Tile Installer (CTI) testing program was launched in 2008 by CTEF to meet a challenge that heretofore had not been addressed. Certifying over 1,600 during this time has been formidable, but needed to be augmented.

Marketing claims made by competing products in the marketplace has yielded a black eye for the tile industry. These allegations are based on two factors: an insufficient number of quality-oriented tile installers and the lack of appropriate training which is exacerbated by an ever-increasing technology.

For these reasons, the certification of tile installers is paramount. The time has come for the CTI and the Advanced Certifications for Tile Installers (ACT) programs to up their game. This requires an increased level of commitment from tile installers as well as the tile industry.

To meet this challenge, CTEF with the support of Ceramic Tiles of Italy, CTDA, NTCA, TCNA, and Tile of Spain-the owners of Coverings- have a strategic vision for the future of tile installation in the US.

Meeting the Challenge

The overall goal of CTEF's activities is to raise the quality of ceramic tile installation.

Thanks to the support of its sponsors, which represents all segments of the ceramic tile industry, CTEF has begun to raise the awareness of the need for hands-on training courses and certification programs which will increase tile's market share. In order to do so, the growth of this movement is critical.

CTEF realizes and understands the gravity of this task. In order to achieve the goal of more installers who meet the criteria of Qualified Labor, there is more work to be done in training and certification. In anticipation of this necessary increase, CTEF has made significant modifications including:

- ✓ Training and Education
 - Intensify the CTEF-based training opportunities
 - Establish and grow on-site training around the country
- ✓ Certification Programs – CTI and ACT
 - Expand the number and location of CTI hands-on skill testing
 - Utilize the existing talent of tile industry professionals as Evaluators
 - Launch the ACT program to accommodate cutting-edge CTIs who have the desire to become acknowledged as having a higher-level skill set
 - Expand the existing three ACT locations to fifteen

The Certified Tile Installer (CTI) Program

The CTI program began with one hands-on testing Evaluator and slowly increased that number to six, but that is woefully short of the need. In 2019, CTEF created several programs to augment the ability to test more installer candidates by the establishing the following:

- ✓ The Contract Evaluator Program – Goal of 12
 - The intensive Evaluator “Boot Camp” that number was doubled from 6 to 12
- ✓ The Industry Evaluator Program – Goal of 38 (Increased industry involvement)
 - Tile industry technical service representatives completed the CTEF “Boot Camp”. New category of Industry Evaluators, was created. These trainings produced thirty-eight individuals who are in the finishing stages of the program.
- ✓ The goal of fifty Evaluators was achieved in December of 2019.

The Advanced Certifications for Tile Installers (ACT) Program

The ACT program, a collaborative effort the CTEF, NTCA, TCNA,

COVID19 Slams the Door on March 11th

- ✓ The coronavirus forced a CTEF staff reduction of 33%
- ✓ The CTI program abruptly ended in order to safeguard the health and safety of all involved
- ✓ The CTI program was poised to test and pass more qualified installers than in the past. Based on the available ten weeks of 2020
 - 2020 Goal of CTI candidates to be evaluated – 500
 - Tested 98 installers in ten weeks ($98 \div 10 = 9.8 \times 52 \text{ weeks} = 520$) Goal surpassed!
 - 2020 Goal of newly created CTIs – 250
 - 56 installers passed in ten weeks ($56 \div 10 = 5.6 \times 52 \text{ weeks} = 291$) Goal surpassed!
- ✓ The CTI program was on target to surpass all expectations, but that opportunity ceased on March 11th
- ✓ The ACT program was set to begin in the second quarter of 2020
 - Testing sites increased to 15
 - Testing dates established
 - 31 CTIs ready to test in one or more of the seven ACT skills tests (Potential of 217)
- ✓ As such, the ACT program did not have the opportunity to get off the ground
- ✓ The small CTEF staff was reduced by 33%

CTEF certainly is not alone in these uncharted times in which we now find ourselves where the ultimate goal is the health and safety of every individual. CTEF desires to and will continue to get the CTI and ACT candidates prepared for testing when it can be accomplished safely.

Working together, we can do this and rebound on the other side, even stronger and better than before. Let the tile industry thrive and grow.